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CONTENTS

The Initial Launch angle for Self-healing of Airy Beam in Atmospheric Turbulence

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Abstract: We investigate the initial launch angle for self-healing property of Airy beam propagating in atmospheric turbulence and find the less influence for the distribution caused by the initial launch angle. However, the distributions of differential intensity between weak and strong turbulence in atmosphere both the cases of zero and non-zero initial launch angles, show their similar structures with the intensity distribution of Airy beam. Meanwhile every lobe's structure in differential intensity of Airy beams between two initial launch angles would be broken up into two sections which are associated with the propagation distance of the Airy beam with the constant atmospheric turbulence.
Keywords: Airy Beam; Initial Launch; Self-Healing; Atmospheric Turbulence

In 1979, according to the Schrödinger equation for a free particle, Berry and Balaz found the solution for non-spreading Airy wave pockets [1]. Since then, Airy beam, as a special member of family for non-diffraction beam, shows its peculiar profile with its asymmetry wave packet and the self-accelerating which can be explained by Greenberger [2]. the much more interest has not been motivated until the accelerating Airy beam was observed by G. A. Siviloglou *et al* [3] experimentally in 2007. and the theory for the generation of Airy beam [4] has followed soon by this first experiment. Airy beam displays its intriguing properties not only non-diffraction along with its propagation direction, but also the quadratic curve propagation displacement which is analogy with the projectile motion of an objection in the gravitational force [5] in free space. Such properties give rise to the requirement of beams with acceleration for many applications [6-11]. Meanwhile, for the cause of Airy beam's ability to stay stability when passing through the disorder scattering media and can make self-reconstruction when losing partial information, it shows great applications of many realms such as manipulate the particles [12, 13], generate curved plasma channels [10] *etc*.

The application of Airy beam in atmospheric turbulence is also motivated by Ref. [14-17] for its excellent properties discussed above. In this paper, we consider the stability of the self-healing property of Airy beam [18, 19] and its internal transverse power flee for reconstruction of the beam passing through scattering or disorder environment based on the discussions in Ref. [18]. Investigate the effect of self-healing in atmospheric turbulence caused by the varying initial launch angles.

For Airy wave pocket, normal paraxial equation in free space is introduced as follows [3-5]

$$\partial_j^2 \Psi + 2ik\partial_z \Psi = 0 \quad (1)$$

Where j denotes x or y. Ψ is electric field envelop, Z is the propagation distance, and k is the wavenumber written as $k = \frac{2\pi n}{\lambda_0}$. According to the approach in Ref. [18], we can obtain the $\Psi(x, y, z)$ expression as follows [18]

$$\Psi(x, y, z) = \prod_{j=x,y} u_j(s_j, \xi_j) \quad (2)$$

Here
$$u_j(s_j, \xi_j) = Ai\left[s_j - \left(\frac{\xi_j}{2}\right)^2 - v_j\xi_j + i\alpha_j\xi_j\right] \times exp\left[\alpha_j s_j - \left(\frac{\alpha_j \xi_j^2}{2}\right) - \alpha_j v_j \xi_j + v_j s_j - \frac{v_j \xi_j^2}{2} + i\left(\frac{\alpha_j^2 \xi_j - v_j^2 \xi_j + s_j \xi_j}{2} - \frac{\xi_j^3}{12}\right)\right]$$

Where $s_j (j=x, y)$ are dimensionless transverse coordinates with their arbitrary transverse scales x_0, y_0 written as $s_x = \frac{x}{x_0}, s_y = \frac{y}{y_0}$. They can also be normalized by the propagation distance z as $\xi_x = \frac{z}{kx_0^2}$ and $\xi_y = \frac{z}{ky_0^2}$. the exponential truncation factors $\alpha_j (j = x, y)$ are small positive parameters of the system. the initial launch angle θ_j (or "velocity")[18] of the beam is associated with the v_j by $v_j = \theta_j k(x_0, y_0)$.

Note that the field profile of Airy beam propagating in the atmospheric turbulence can be written as follows:

$$\Psi(x, y, z) = \prod_{j=x,y} u_j \{AT\} \quad (3)$$

where $\{AT\}$ can be obtained by the Rytov phase structure function approximation [20] expressed as

$$\{AT\} = \{exp[\Psi(r_1, r_1') + \Psi^*(r_2, r_2')]\} \approx exp\left[-\frac{1}{\rho_0^2}(r_1 - r_2)^2\right] \quad (4)$$

where $\rho_0 = (0.545 C_n^2 k^2 z)^{-\frac{3}{5}}$ is the relative length for spherical wave propagating in atmospheric turbulence. C_n is atmospheric refraction index. Eq. (4) is applicable for both weak and strong atmospheric turbulence [21].

According to Ref. [22], the Poynting vector $\vec{P}$ of Airy beam can be written as

$$\vec{P} = \vec{P_z} + \vec{P_t} = \frac{1}{2}\sqrt{\frac{\varepsilon_0}{\mu_0}}|\Psi|^2\hat{z} + \frac{i}{4k}\sqrt{\frac{\varepsilon_0}{\mu_0}}(\Psi\nabla_j\Psi^* - \Psi^*\nabla_j\Psi) \quad (5)$$

Where ε_0, μ_0 are permittivity and permeability in free space, respectively. $\vec{P_z}$ represents the longitudinal component of Poynting vector $\vec{P}$ whereas $\vec{P_t}$ the transverse.

In the case of $\theta = 0$, that is $v_x = v_y = 0$, the intensity distributions of Airy beams in weak and strong turbulence are quite similar with each other when $z = 0.1$. Thus, we

consider the differential intensity between the two cases(Fig. 1) and find that the analogous structure can also been applied to the distributions of $\Delta I, \Delta P_z$ and ΔP_t. the steady structure of Airy beam has been shown although it passing through turbulence. In the ΔI structure, main lobe is highest, but lateral lobes are lower than other lobes(Fig. 1(a)). It means that the self-healing cannot complete in small distance when it is in disturbance. the much weaker influence for lateral lobe than other lobes. However, in the case of ΔP_z, with the lightest absolute depth, its main lobe is much higher than lateral and other lobes. It means that the Airy beam could hold steady along the propagation direction and the self-healing of main lobe should take some propagation distance to finish its reconstruction when it is in disturbance along the propagation direction. $z = 0.1$ is too short for main lobe to finish. With the larger value of z, distributions of $\Delta I, \Delta P_z$ and ΔP_t make a little difference in lobes' height with their order main>lateral>others and ΔP_z holds the lightest depth anyway. the self-healing plays main role in this situation propagating along z direction in the turbulence. There are no distinct differences for $\Delta I, \Delta P_z$ and ΔP_t when θ varying in the interval of *-3mrad* to *3mrad*. However, by comparison we find the value of $\Delta I, \Delta P_z$ and ΔP_t is bigger in the case of $z = 0.3$ than the case of $z = 0.1$. That means the significant influence of atmospheric turbulence will not appear until the value of z is proper big enough. This effect is in good agreement with the conclusion in Ref. [18] with the small propagation distance.

To deeply discuss the effect of initial launch angle on the self-healing of Airy beamand find out the relationship between them, we select the intermediate value of atmospheric refraction index $C_n^2 = 10^{-14} m^{-2/3}$. Let $\lambda = 623 nm, x_0 = y_0 = 8 \times 10^{-5} m$, and the exponential truncation factors $\alpha_x = \alpha_y = 0.08$, the value of θ runs from *-3mrad* to *3mrad*. In this process, the distribution structures of Airy beam own nearly no distinct differences with the small value of z. But the figures of the structures for the differences as $\Delta I, \Delta P_z$ and ΔP_t with the different θ could show the influence caused by θ. Their lobes in the figures of $\Delta I, \Delta P_z$ and ΔP_t divided into two parts: positive and negative lobes with diversified structures(Fig. 2). Let $z = 0.1, \theta$ is from small to large, such as *-3 mrad* to *3 mrad*, the transverse projections of positive main lobes in $\Delta I, \Delta P_z$ and ΔP_t show the triangle-like structures while negative main lobes show their elliptical-type structures(Fig. 2). the most special profile in the three figures is the absolute depth of negative main lobe is lighter than the lateral ones in the case of ΔI, while the others have analogous intensity distributions of main and lateral lobes in Airy beam. and we can find that the absolute depth of ΔP_z is much lighter than ΔI and ΔP_t for the cause of self-healing of Airy beam along the propagation direction.

It will obtain three important changes with the larger z: 1. the lobes of $\Delta I, \Delta P_z$ and ΔP_t will be divided into triangles with diversified structures. It means that the elliptical-type structure discussed above can be reformed in polygon and triangle at last when z is becoming larger

and larger. 2. the absolute depth of negative main lobe of ΔI will reach near to lateral lobes' and be deeper at last. 3. the absolute depth of ΔP_z will be much lighter for the case of self-healing of Airy beam along the propagation direction.

On the other hand, when θ runs from large to small, such as *3 mrad* to *-3 mrad*, we can make the similar conclusions except that their main lobes of $\Delta I, \Delta P_z$ and ΔP_t can be divided into elliptical-type positive part and triangle-like negative one when *z=0.1*(Fig. 3), where the height of positive main lobe of ΔI is lighter than the lateral one, and would reach near to them then be deeper than lateral ones with the larger z. Meanwhile, the height of ΔP_z is much lower than ΔI and ΔP_t for the cause of self-healing of Airy beam along the propagation direction. In our view, the cause for such phenomena is the variance of θ enlarges one part of every lobe, while the other part is opposite. When θ is from small to large, the lateral side of main lobe is weaken but the inner is enhanced, although the amplitude of weaken is smaller than enhanced. the effect of each lobe by the variation of θ would be much more distinct along the propagation distance z, although analogous structure can be get with the same z, without any relationship with θ, which also shows the property of self-healing of Airy beam.

Conclusion

As the discussion above, we note that the property of self-healing of Airy beam propagating in atmospheric turbulence, plays main roles in making the intensity distribution be steadily although within the variation of initial launch angle. By comparison carefully, the distributions of differential intensity between weak and strong turbulence in atmosphere both the cases of zero and non-zero initial launch angles, show their similar structures with the intensity distribution of Airy beam. Meanwhile every lobe's structure in differential intensity of Airy beams between two initial launch angles would be broken up into two sections which are associated with the propagation distance of the Airy beam with the constant atmospheric turbulence.

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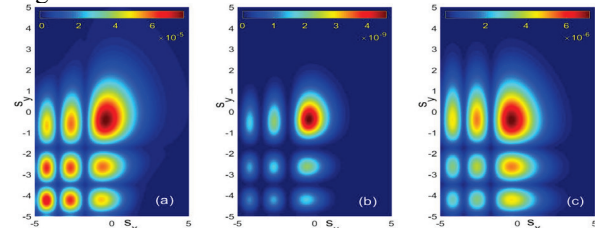
Fig. 1

Fig. 1. (a)-(c) Transverse distributions of ΔI, ΔP_z and ΔP_t depict the differences of intensity, Pz, and Pt between the weak and strong turbulence with z=0.1, θ=0, respectively.

Fig2
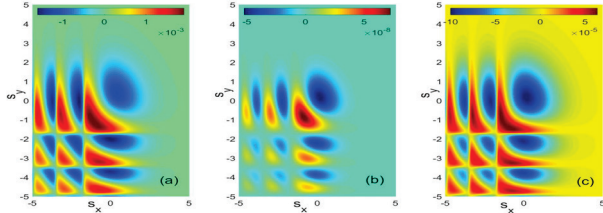
Fig. 2. (a)-(c) Transverse distributions of ΔI, ΔP_z and ΔP_t depict the differences of intensity, Pz, and Pt with z=0.1, when θ runs from -3 mrad to 3mrad, respectively.

Fig3
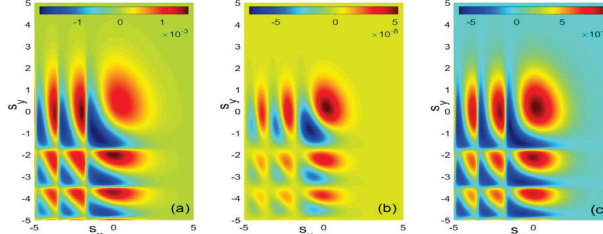
Fig. 3. (a)-(c) Transverse distributions of ΔI, ΔP_z and ΔP_t depict the differences of intensity, Pz, and Pt with z=0.1, when θ runs from 3 mrad to -3 mrad, respectively.

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Exploration on Curriculum Reform of Hydraulic Structures under the Background of International Cooperation in Running Schools

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Abstract: With the continuous development of economic globalization, my country and the world have in-depth economic and cultural exchanges, and regional development also needs the support of innovative talents. Since the 18th National Congress of the (C_P) of China, China has gradually strengthened international educational exchanges and cooperation, learned from foreign educational and teaching experience, and has made remarkable achievements so far. International cooperation in running a school is the only way to deepen the educational reform. In the field of water conservancy engineering, the reform of hydraulic engineering structures is urgent. Only by accelerating the teaching reform can we catch up with the pace of international education development, so that the teaching level of water conservancy and hydropower engineering, agricultural water conservancy engineering and other majors in my country can be continuously improved, and innovative talents can be cultivated.

Keywords: International cooperative education; Innovation engineering education; Talent training; Hydraulic structure;

1. DOMESTIC STATUS QUO AND EXISTING PROBLEMS

International cooperation in running a school is the key to promote the internationalization and high-quality development of higher education in China. Efficient international exchange is an important way to realize the teaching reform and improve the teaching level in colleges and universities under the background of knowledge economy. China has always adhered to the opening up of higher education, explicitly requiring colleges and universities to adapt to the national policy of economic and social opening to the outside world, and requiring domestic colleges and universities to carry out new international exchanges and cooperation with diversified levels and extensive fields [1]. None of the top universities in my country is self-sufficient. In the context of globalization, behind closed doors has been unable to keep up with the pace of development of the times. Many famous universities have established close cooperative relations with foreign institutions, whether in terms of teaching concepts. They have conducted in-depth exchanges on teaching modes, learn from each other's strengths and complement their weaknesses to improve their own school-running level, and continue to deepen the educational reform in the new era, absorb excellent resources of international education, and cultivate international compound talents with broad vision and international competitiveness for our country [2].

"Hydraulic Structures" is a core course for cultivating senior talents in the field of hydraulic engineering in my country. It is a compulsory course for majors such as water conservancy and hydropower engineering, agricultural hydraulic engineering, etc. It has a very strong theoretical and practical nature. teaching. In comparison, the educational models of Western countries pay more attention to the combination of theory and practice, and the European curriculum system, teacher training, and curriculum quality evaluation are in line with international standards. In order to internationalize education, the United States has successively improved several bills and introduced relevant policies, with a strict institutional system as the leading force, laying the foundation for cultivating professional technical talents. As the core course of water conservancy engineering, the study of "Hydraulic Buildings" requires a strong professional foundation. For example, when foreign colleges and universities teach related courses, teachers will lead students to carry out construction simulations in various practical projects. Let students experience the process of water conservancy construction. At the same time, students will be organized to discuss the topics to be taught in advance, ask some questions and encourage students to use some professional means to solve related problems. Similar practical teaching experience is rare in China [3].

There are still many problems in the study of the course "Hydraulic Construction". the course content is very large, but the class hours are relatively small. According to the teaching plan, some chapters can only be explained roughly, and the teacher cannot give the students enough time to think about it., which makes it impossible to start a detailed knowledge discussion. In addition, the teaching methods of cooperative education in colleges and universities are different, and the teaching methods of teachers are also various, and the awareness of cooperative education is vague. This requires colleges and universities to select partners with a rigorous attitude and understand the international influence of the other party's school-running level, faculty, etc. [4]. and "Hydraulic Buildings" contains a lot of theoretical knowledge and engineering sketches, which are unique features of hydraulic structures. Most colleges and universities in our country have little international exchanges and cooperation, and many foreign education models are not suitable for domestic teaching. At present, the negotiation

mechanism and development direction of international cooperation in running schools have not been implemented, and students cannot access advanced international scientific research knowledge. This requires not only the efforts of colleges and universities, but also the strong support of national policies. Actively communicate and learn with top foreign colleges and universities, find out their own teaching shortcomings, and learn from the teaching experience of excellent schools to carry out self-reform [5].

2. IDEAS AND MEASURES OF REFORM

In view of the current domestic hydraulic structure course education, combined with the international cooperation in running schools, the reform method of the hydraulic structure course teaching is proposed to improve the comprehensive quality of my country's water conservancy talents and cultivate international high-level undergraduate talents.

2.1 Reform of teaching content and methods

At present, the domestic hydraulic structure courses are mainly based on theory. Most of the students have a far greater impression of numerical calculation than the basic theory of hydraulic structures. As a result, many students are only familiar with the calculation part, and when it comes to the whole. For example, in the design of the graduation project, I am a little confused about the design of the general arrangement and the form of the hub. Therefore, the basic knowledge of students should be systematically taught during teaching. Students are required to consolidate the basic knowledge while mastering numerical calculation, and have an overall and systematic grasp of the course of hydraulic structures. At the same time of teaching, combined with modern scientific and technological means, use computer models and other technical means to help students understand the knowledge points for the more complex parts of structure and construction. As well as adding class hours appropriately to reduce teachers' occasional rush to class during teaching [6].

2.2 Emphasis on practical teaching

Hydraulic construction is a course that attaches great importance to practice. the teaching practice of this course in foreign countries accounts for a large proportion. In contrast, in China, it is a common phenomenon that there are fewer practical class hours. Under the new situation of international cooperation in running schools, strengthening the practical ability of students is particularly important. First of all, it is required that the assessment standards for hydraulic construction courses should not only be based on the usual grades and final exams to assess the final learning quality, but also introduce practical operation assessments. the cultivation of higher engineering education talents should pay attention to both theoretical foundation and practical literacy. This course will the assessment method combining theory and practice will improve the comprehensive quality of my country's water conservancy talents. Secondly, when teaching, teachers should lead students to the laboratory or actual site for more intuitive explanations such as model experiments and on-site

knowledge practice while teaching theoretical knowledge, which is of great help for students to understand theoretical knowledge [7].

2.3 Reforms to Practical Education

At this stage, the practice of practical teaching of hydraulic structure courses in our country is not optimistic. Some schools do not even carry out practical education, and most of the schools they open stay in the stage of understanding and practice, and they do not know the specific process and operation in actual engineering, which has a great impact on the cultivation of water conservancy talents in my country. ①In the selection of the practice site, it is necessary to avoid the situation that the site does not match the teaching. It is necessary to comprehensively consider the different stages of teaching, and go to the corresponding water conservancy project for practice, so as to help students quickly understand the theoretical knowledge in the classroom. ② Carry out hydraulic model test. At present, colleges and universities do not pay enough attention to hydraulic models, so that students do not understand the working principles of the basic components of hydraulic structures, which leads to a decline in teaching quality. Carrying out hydraulic model tests cannot only help students improve their understanding, but also help students improve their understanding. the practical ability of students has also been greatly improved. ③ By letting students learn professional software such as finite element and other simulation software to simulate the load of hydraulic structures, calculate the stability, stress, hydraulic deformation, etc., to improve students' understanding of the deformation process of hydraulic structures, A clearer understanding of the structure of things [8].

2.4 Strengthen students' self-learning and innovation ability

Foreign colleges and universities tend to cultivate talents with self-innovation ability and good self-learning ability when cultivating engineering talents. Referring to foreign educational experience, in order to improve the quality of my country's water conservancy talents, students should be asked to self-learn and dare to innovate at the undergraduate level. In the course of hydraulic structures, teachers should give students time for self-study. They should not always speak in one class. First, they should let students discuss the content to be taught in groups in the form of research groups after class, and put forward the points and points that they do not understand. For innovative ideas, various team members can discuss with each other, and combine relevant literature, simulation model tests, and actual engineering to answer the above questions. This not only saves the amount of teachers' explanations in the classroom, relieves teachers' pressure during class, but also improves students' self-learning and innovation ability, and strengthens students' comprehensive quality [9].

2.5 Encourage students to participate in the College Student Water Conservancy Innovation Design Competition

Most of the students in foreign universities will participate in the competitions of related disciplines, but only a small

number in China, which has a negative impact on improving the quality of water conservancy talents in my country. As a practical teaching link in the innovative education of water conservancy colleges and universities across the country, the Water Conservancy Innovation Design Competition for College Students allows students to carry out extensive research and demonstration in combination with a certain proposition, give full play to their imagination and creativity, formulate their own design plans, and complete design drawings. At the same time, By the students themselves processing, to complete the production of physical works. During this process, students will have a very intuitive experience of the whole process including planning, design, construction and operation of hydraulic structures. By participating in the competition, students can comprehensively improve their innovative design ability and engineering practice ability [10].

3. CONCLUSION

In summary, the reform plan of hydraulic structure education proposed in this paper has a long-term impact on improving the comprehensive quality of my country's water conservancy talents under the background of international cooperation in running schools, which is in line with the international talent strategy of the new era. the country should also insist on introducing international high-quality educational resources, continue to explore the road of international cooperation in running schools, improve the quality of my country's higher education, and enhance my country's international competitiveness.

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Research on the Realization of Collaborative Education Between Professional Teachers and Ideological and Political Teachers from the Perspective of Curriculum Ideology and Politics

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Abstract: From the perspective of curriculum ideology and politics, the research on collaborative education between professional teachers and ideological and political teachers is a new research direction. Focus on excavating the ideological and political elements of each course, and promote the collaborative education of professional teachers and ideological and political teachers. At present, there are many problems and difficulties in the collaborative education of ideological and political teachers and professional teachers in most colleges and universities. Taking the ideological and political construction of the curriculum as the background, this paper analyzes the respective advantages of professional teachers and ideological and political teachers, puts forward new strategies for carrying out ideological and political construction, and builds a collaborative education mechanism for professional teachers and ideological and political teachers.

Keywords: Curriculum Ideological and Political; Ideological and Political Teachers; Professional Teachers; Collaborative Education.

1. INTRODUCTION

In the new historical stage, how to educate people in the whole process, all staff and all-round education in colleges and universities is a major problem facing the ideological and political work of colleges and universities [1]. and curriculum ideology and politics is a hot issue in current research, in which how to realize the collaborative education of professional teachers and ideological and political teachers is a new research direction, and the collaborative education mechanism emerges as the times require [2]. Under the new situation, the realization of the coordinated education of professional teachers and ideological and political teachers is of great significance for educational reform and scientific grasp of the laws of ideological and political work, the laws of teaching and educating people, and the development of education.

In the implementation of ideological and political courses, professional teachers and ideological and political teachers have their own strengths, and they need to learn from each other's strengths to complement their weaknesses and move in the same direction [3]. Compared with professional teachers, ideological and political teachers have more experience in educating people, and these are not possessed by professional teachers. Professional teachers need to learn new ideological and political knowledge and improve their work ability. Because professional teachers have always put a lot of time and energy into their own coursework and scientific research, in order to improve the effect of educating people, they must also be closely connected with ideological and political teachers to make progress together [4]. With the help of courses, work together to achieve the educational purpose of ideological and political.

2. QUALITY AND ABILITY IMPROVEMENT

With the implementation of the ideological and political concept of the curriculum, its effectiveness has attracted much attention. In order to improve the quality of curriculum ideological and political education, give full play to the "curative effect" of curriculum ideological and political education, strengthen the construction of teaching staff, so that professional teachers and ideological and political teachers can form an educational community and play a role in educating people. However, there is a certain gap between the consciousness, literacy and ability of teachers of various professions and the actual requirements, and they need to strengthen their learning according to the actual situation. Only in this way can the positive role of educating people be effectively played.

(1) Improve the level of ideological awareness and theoretical level

The ideological and political concepts of professional teachers are of special importance. During the implementation of ideological and political courses, some professional teachers could not reach a consensus on integrating ideological and political education into professional education, which violated the purpose of comprehensive education in colleges and universities. First of all, it is necessary to provide relevant training to professional teachers through various channels and methods to help them deeply understand the idea of educating people in colleges and universities. Secondly, professional teachers should regulate their own words and deeds. In the process of professional basic course education, professional teachers must not only have profound knowledge accumulation and good moral cultivation, but also have a "decent" discourse and behavior. Only in this way can students have a sense of trust in professional teachers. Once again, it is necessary to change the traditional concept of educating people. It is necessary to realize that the professional basic courses in

colleges and universities have relatively rich ideological and political connotations, and to infiltrate the core values into the process of professional teaching, so as to guide and educate students in a subtle and silent way. the ideological and political theory level of professional teachers is an important factor restricting the ideological and political teaching of courses. All kinds of professional courses, like ideological and political courses, have common goals and tasks. Course Ideological and political and ideological and political courses complement each other and promote each other.

(2) Improve the assessment and incentive system

Under the premise of curriculum ideology and politics, an important indicator that determines the effect of professional classroom education is the teaching level and ability of professional teachers, which directly affects the growth and development of students. Professional teachers recognize their own inadequacies and motivate them to continuously improve. of course, whether it is assessment or incentives, it is necessary to form a standardized system to promote. the first is to establish and improve the assessment and evaluation system; the second is to establish a teacher incentive system; the third is to establish a professional teacher training system; and finally, to establish a fair reward and punishment mechanism. the purpose of the establishment of the reward and punishment mechanism is not to obtain rankings, but to achieve positive incentives for professional teachers through open, fair and impartial assessments, fully implement the ideological and political curriculum of the curriculum, and achieve the ultimate task of building morality and cultivating people.

3. MINING OF IDEOLOGICAL AND POLITICAL ELEMENTS

The ideological and political elements in professional courses should be deeply excavated to realize the combination of professional knowledge and ideological and political education; let the educating role of professional courses be realized, and make the whole process of education possible; It promotes the integration of ideological and political elements and professional knowledge teaching. Therefore, digging deeply into the ideological and political elements in professional courses and skillfully integrating the ideological and political elements into the professional teaching process is the correct way for the two to educate people together.

(1) Find the entry point

For different professional courses, produce content that can be integrated with ideological and political education, and adapt to the curriculum and education methods. According to the characteristics of different professional courses, "tailor-made", so that "teaching according to aptitude". More importantly, it is necessary to continuously improve and improve according to the actual situation of students, which requires professional teachers to raise their awareness, deepen their understanding of the connection between the courses taught and ideological and political, and find suitable teaching ideas. In the course teaching process, not only It can realize the imparting of knowledge, and also can realize the

improvement of students' moral level, and then improve the personality cultivation.

In-depth analysis of the characteristics of different professional courses, mining ideological and political education resources from different perspectives. This is not a simple "monk chanting", but is as indispensable as "tang with salt" and "nutritious and delicious". In the process of teaching professional knowledge, all kinds of knowledge are covered, so that students can gain insights and think in their professional learning, and they will love the career they will be engaged in in the future, and improve their ideological and moral cultivation in the ocean of knowledge. "

(2) the integration of ideological and political elements and professional knowledge

Compared with the post-90s and post-80s, the post-00s college students generally have superior family conditions and have access to the Internet earlier. Therefore, the "fake big empty" style script is not accepted by students. In the process of classroom ideological and political teaching, you should pay more attention to the acceptance of students and care about their interests and hobbies, so that students can take the initiative to accept your courses. Therefore, how to integrate ideological and political elements in the process of professional classroom teaching, reflect the effect of ideological and political courses, and achieve classroom teaching, this will be a focus of attention.

In the teaching process, students should be the center, emotional and emotional, give full play to their own dominance, and do a good job in teaching. Professional teachers should pay attention to the dissemination of knowledge, improve the professional level of students, and help students establish a correct outlook on life and values. Ideological and political teachers should guide students with correct thinking and help students understand and practice the core socialist values. the two should cooperate closely, "share weal and woe", and not "do not concern ourselves".

Curriculum ideology and politics is not simply preaching and preaching with Marxist theory, but more importantly, connecting theory with practice. Therefore, we must be based on reality, respect students, attach importance to people, cultivate people, and develop people. In terms of improving the comprehensive quality of students, in the process of exchange and connection between professional knowledge and ideological and political theory knowledge, it is necessary to carry out the teaching of ideological and political theory courses based on the perspective and reality of professional disciplines. the curriculum fully respects the actual needs of students and topics of interest, so as to achieve the educational effect of the ideological and political curriculum.

4. Strengthen mutual cooperation

From the perspective of curriculum ideology and politics, professional teachers and ideological and political teachers jointly educate people. To properly handle the relationship between the two is to cooperate with each other in the goal of educating people. on the one hand, ideological and political teachers provide professional

teachers with theoretical guidance on ideological and political education, and on the other hand, professional teachers deepen ideological and political theory, enhance emotions, and provide strong intellectual support through the specific application of professional knowledge. the two achieve the effect of "1+1>2" through mutual cooperation.

(1) Theoretical guidance is provided by ideological and political teachers

Due to the lack of comprehensive and accurate understanding of relevant ideological and political theories and the lack of a systematic theoretical framework, it is difficult for professional teachers to successfully implement the concept of ideological and political education in courses. Therefore, ideological and political teachers are needed to carry out professional and systematic training. Prepare lessons together with professional teachers and assist professional teachers to achieve a correct understanding of ideological and political education theory. Only in this way can the ideological and political teaching tasks of the course be better completed. Under the premise of ideological and political courses, it is not only a test for professional teachers, but also a valuable opportunity for improvement in all aspects. the three stages of pre-class, in-class and after-class need to be mastered by professional teachers. Fully prepared before class, classroom teaching is completed carefully; after class, emphasis is placed on summarizing experience and lessons, focusing on teachers' mutual communication and assistance, and jointly promoting collaborative education from the perspective of curriculum ideology and politics.

(2) Knowledge support is provided by professional teachers

After having an accurate, systematic and comprehensive understanding of ideological and political theory, professional teachers can integrate the knowledge they have learned into professional courses through practical teaching activities. Professional teachers combine the majors they teach and run through relevant ideological and political theories. They are not simply transplanted, but based on professional knowledge and objective reality. In the process of educating people with professional teachers,

ideological and political teachers should not only help professional teachers understand and master ideological and political theories, but also be good at learning a wide range of knowledge from professional teachers and improve themselves. and work with students to find topics of interest. This has injected "stimulants" for ideological and political teachers to carry out moral education work, correctly guide students' emotional tendencies, and help students find a sense of spiritual belonging.

5. CONCLUSION

In short, professional teachers integrate ideological and political education in the process of professional teaching, motivate students with their own noble character, and deepen students' understanding of professional knowledge. When ideological and political teachers help students to establish a correct world outlook, outlook on life, and values, they also rely on rich scientific and cultural knowledge to make ideological and political theories more convincing and scientific, and they are convinced and practiced by students.

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Analysis on Curriculum Education of Spatial Analytic Geometry

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Abstract: Spatial analytic geometry is an important professional core course of mathematics and applied mathematics in colleges and universities, which contains abundant ideological and political elements. Taking the vector and coordinate of the first part of spatial analytical geometry as an example, this paper discusses the course education of spatial analytical geometry from three aspects: the necessity of ideological and political in spatial analytic geometry, the available ideological and political resources and the way of integrating ideological and political resources into the course teaching.

Keywords: Spatial analytic geometry; Curriculum education; Vectors and coordinates

1. THE NECESSITY OF IDEOLOGICAL AND POLITICAL IN SPATIAL ANALYTIC GEOMETRY

Spatial analytic geometry has the function of satisfying the demand of "good life". Geometry, like other disciplines, is born out of human needs, and its importance is reflected in various complex fields from the earliest measurements of area and volume to the present. Descartes, one of the founders of analytic geometry, said: nothing is so easy to impress on the mind as geometric shapes, so it is very useful to express things in this way. the algebraic geometry and algebraic geometry make people's thinking get rid of the shackles of reality. It creates a need to recognize new Spaces, to help people move from real space to virtual space: from three to higher dimensions. Spatial analytic geometry contains abundant mathematical ideas and various mathematical methods. Through the learning of the course, students can greatly improve their spatial imagination ability, numerical-form combination ability, divergent thinking ability and the ability to solve practical problems by using logical reasoning method. At the same time, we should improve students' ideological level, political consciousness, moral quality and cultural accomplishment, establish firm ideals and beliefs, maintain correct political stand and belief, and establish scientific outlook on life and values.

2. ANALYSIS OF IDEOLOGICAL AND POLITICAL RESOURCES AVAILABLE IN SPATIAL ANALYTIC GEOMETRY

Compared with humanities courses, the ideological and political education elements of mathematics courses are more subtle, which requires teachers to look for the integration points of the two on the basis of a thorough understanding of the traditional teaching content and the ideological and political content and purpose of the curriculum, and fully explore the ideological and political elements related to the curriculum content. Taking the vector and coordinate of the first chapter of spatial analytic geometry as an example, this paper discusses the mining of ideological and political elements from three aspects.

2.1 NURTURED BY HISTORY AND CULTURE AND INSPIRED BY PATRIOTISM

①As the first geometry course for mathematics majors, the introduction of the first lesson can briefly introduce the long history of the development of Chinese geometry. For example, in the fifteenth century BC, there were rules and moments in oracle bones. Rules were used to draw circles, and rules were used to draw squares". Mozi gave a definition of a circle: "A circle has the same length as a center. " A figure with the same center to the circumference is called a circle, which was explained more than 100 years before Euclid. In Nine chapters of arithmetic of the Western Han Dynasty, there are areas of various polygons, circles, arches and volumes of various solids. Liu Hui and Zu's father and son far exceeded the similar thoughts of ancient Greece in the application of limit thought, and reached the peak of mathematics in the world before the Renaissance. In the calculation of PI, Zu Chong-zhi accurately calculated PI to seven decimal places, more than 1, 000 years earlier than Europe. Xiang Ming-da, a Chinese mathematician, calculated the perimeter of an ellipse by using the method of cutting circles and connecting proportion, which was the earliest important achievement in the study of conic curves in China. ②In the section of frame and coordinates, three kinds of coordinate systems are introduced: One-dime Yin and Yang; Two dimensional two line fixed plane, left and right upper and lower divided into four pieces, known as the plane four quadrant; the three dimensional three lines are connected with three sides, and the space is divided into eight pieces, known as the space gossip limit. [2] It is said that Descartes of France founded the space coordinate system because he admired Chinese good culture and learned Yin and Yang and eight diagrams. Through ancient mathematicians made great contributions to the development of mathematics, to show students that ancient Mathematicians in China also have many works as good as western mathematicians, enhance students' national cultural identity and self-confidence.

2.2 CULTIVATION OF DIALECTICAL MATERIALISM AND HISTORICAL MATERIALISM

The founders of analytic geometry were Descartes and Fermat, American Morris Klein, in his book Mathematical Thoughts Ancient and Modern, introduced Descartes as "the first outstanding modern philosopher". [3] Analytical geometry also contains a large number of dialectical thoughts and dialectical content. As in the first part vectors

and Coordinates: ① the concept of vector has been learned in middle school plane analytic geometry, when explaining the concept and nature of space vector, guide students to compare it with plane vector vector, summed up space vector and plane vector are only applicable scope and nature of the expression form is different, there is no difference in essence. Some things are different in appearance but the same in essence. Contemporary college students should deepen their understanding of the essence of things from one to the other, from the outside to the inside, so as to have the ability of removing the dross and selecting the essence, eliminating the false and retaining the true to various temptations in the society. ② Use the concepts of linear correlation and linear independence in algebra to solve the geometric problems of collinear and coplanar vectors. Using the collinear coplanar geometric intuition of vectors to understand the concept of linear correlation and linear independence of vectors. the mathematical thought of combining number and form reflects the views of dialectical unity and mutual transformation of things, which is of methodological significance, not only for the study of mathematics, but also for dealing with other problems. ③Through the establishment of coordinate system, corresponding relations are established between points and ordered arrays, lines and unitary equations, planes and binary equations in space, forming a dialectical unity of mutual connection and transformation.

2.3 CULTIVATION OF INNOVATIVE THINKING AND ABILITY

Innovative thinking refers to the thinking process of solving problems with novel and original methods. Through such thinking, we can break through the boundaries of conventional thinking, think about problems with unconventional or even anti-conventional methods and perspectives, and propose distinctive solutions, thus generating novel, unique and socially significant thinking results. [2]

In the coordinate system section interspersed with Descartes to establish the coordinate system story, encourage students to break the stereotypes of thinking, divergent thinking, cultivate students' creativity, contribute to the great cause of socialist modernization in the 21st century. ②Encourage students to solve multiple problems to help students develop divergent thinking and innovative thinking, and cultivate students' spirit of exploration and innovation. By introducing the application of vector in physics, engineering technology, aerospace and other fields, students can broaden their horizons and experience the practical application of spatial analytic geometry. At the same time, ask students to find or create examples of application of vectors in life, just as one of the key points of Descartes' scientific work is to emphasize the application of scientific achievements.

3. THE PATH OF INTEGRATING IDEOLOGICAL AND POLITICAL RESOURCES INTO CURRICULUM TEACHING

On the premise of fully exploiting the ideological and political resources of the course, the teaching design of each lesson is well done, and the feasible and effective

teaching mode is adopted to make the ideological and political process of the course of spatial analytical geometry complete smoothly. Today's online and offline mixed teaching mode has been proved to play a significant role in improving students' learning ability, cooperation ability, academic performance and promoting communication between teachers and students through teaching practice. on the basis of teaching practice in the early stage, the teaching of spatial analytic geometry adopts online and offline teaching mode, including online study before class, offline teaching in class, online communication after class and feedback.

3.1 ONLINE STUDY BEFORE CLASS

Before each class, tasks before class are arranged according to the teaching objectives of this class (knowledge and ability objectives and course ideological and political objectives), which mainly include:① Learn the main content of this class in advance according to the requirements of the task list (PPT and related videos of the course will be distributed in advance) and ask questions. As the teaching mode adopts hybrid teaching, the online learning content of students before class is not exactly the same as the offline learning in class. By online study before class some understandable knowledge points before class, teachers can have enough time to discuss more important and difficult knowledge points, solve problems and conduct in-depth discussions. ② Reading the learning materials related to this course, the class time is limited, and it is unrealistic to introduce the application of knowledge related to biography for a long period of time. Through reading before class, ideological and political elements are combined with knowledge points naturally, so as to realize the ingenious integration of ideological and political elements into the class. ③ Recommend excellent teaching videos and websites related to the course on the teaching platform for the reference of students who have the ability to learn.

3.2 OFFLINE TEACHING IN CLASS

The teaching design of 45 minutes in class needs to be carefully designed by teachers. In the classroom teaching links, teachers should further analyze, explain and inspire the important knowledge points that are difficult to understand, so that students can digest the knowledge points in class and deepen the effectiveness of deep learning. Meanwhile, ideological and political elements should be introduced logically to achieve harmony and unity, and professional knowledge and ideological and political education complement each other.

3.3 ONLINE COMMUNICATION AND FEEDBACK AFTER CLASS

After class, we should make full use of the superior functions of mobile platform to communicate with students. Besides completing homework and answering questions, we can also deeply discuss teaching methods and content with students, and further modify the teaching design for students' feelings after introducing ideological and political elements into classroom teaching.

4. CONCLUSION

The key is to improve teachers' self-learning and self-reflection consciousness if they want to think about

politics well in the course of spatial analytic geometry and achieve the effect of education. on the basis of being familiar with the content of teaching materials and forming a complete knowledge system, teachers should constantly strengthen professional training, track the academic trends of the subject, master new information, update knowledge and stand in the forefront of the subject. Teachers should also strengthen the study of dialectical materialism and historical materialism, strengthen the study of mathematical history, mathematical culture, ideological and political subjects, and constantly improve their ideological and political quality, so as to make good use of the rich moral resources contained in analytic geometry. In the classroom teaching, we should improve the teaching efficiency and realize the high level of students' thinking activities. In teaching methods, we should pay attention to innovation and teach students according to their aptitude. In terms of teaching management, communication between teachers and students should be strengthened, students' voices should be listened to attentively, self-criticism and self-improvement should be carried out, and teaching efficiency should be improved.

CONFLICTS OF INTEREST
The authors declare that there are no conflicts of interest regarding the publication of this paper.

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Path Design in Cultural Construction on Local Vocational Campus in the Background of Important Window

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Abstract: Setting out from the overall strategy, the (C-P-C) Central ommittee gives Zhejiang a new target and a new orientation of building Zhejiang into an important window to demonstrate the superiority of the socialist system with Chinese characteristics, which is the requirement and direction of high-quality development of Zhejiang. the Cultural work of Zhejiang Provincial Party Committee put forward to centering on the construction of important Windows, deepening the Zhejiang Cultural Project for a new era and focusing on to build Zhengjiang into an innovation powerhouse with international influence, an important advanced manufacturing powerhouse, a digital economy owerhouse with China's leading edge, a new inland opening-up powerhouse, and a high-quality ecological powerhouse that is suitable for living and working. That is the new development requirement and design for the campus cultural construction of local higher vocational colleges.
Keywords: Important Window; Campus Culture Construction; Local Higher Vocational Colleges

0. INTRODUCTION

General Secretary (X_JP) has pointed out that "culture is the soul of a country and a nation. " Campus culture is the soul of a school, the important foundation for the survival and development of the school, and the soft power, internal power and core competitiveness of the development of the school, which can be inherited and created. As an important part of advanced socialist culture, campus culture of local vocational colleges has distinct characteristics of the Times, professional connotation and local attributes.

In 2020, the general secretary at the time of investigation in Zhejiang province xi delivered an important speech, given the Zhejiang "strive to become the new era of comprehensive an important window to show the superiority of the socialist system with Chinese characteristics" of the new goal orientation, this is xi general secretary of Zhejiang strategic upgrade work spirit of a series of important instructions and global planning, for the new era of higher vocational colleges in Zhejiang including local high quality development Requests are made, directions are pointed, and compliance is provided. Therefore, to explore the construction of campus culture in Zhejiang local vocational colleges, we must base on the height of "important window" construction and the regional reality of Zhejiang, so as to effectively build the brand of campus culture with the characteristics of the Times.

1. THE SIGNIFICANCE OF STRENGTHENING CAMPUS CULTURE CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES

1.1. Strengthening the construction of campus culture in higher vocational colleges is the need of educating talents for the Party and the country

General Secretary (X_JP) stressed that "Our Party is determined to achieve the great future of the Chinese nation, and we must cultivate generation after generation of useful talents who will support the leadership of the (C_P) of China and China's socialist system and devote their lives to the cause of (SWCC). "

Strengthening the construction of campus culture in the new era plays an important role in educating people with cultural talents and improving the quality of talent cultivation. This requires higher vocational colleges to improve the political stance, adhere to the Marxist guiding status in the center of the university ideology, adhere to the correct leadership of the party and the socialist direction of running, keep awake, cultural confidence and cultural consciousness, develop historical initiative, use advanced socialist culture to guide and educate people, and carry out the fundamental task of "establishing morality and cultivating people". We must lead the ideological and political work in colleges and universities with the new ideological and political view, carry out the propaganda and education of red culture, keep the root of red and inherit the red spirit.

1.2. Strengthening the construction of campus culture in higher vocational colleges is to serve the needs of Zhejiang's development strategy

The cultural Work Conference of Zhejiang Provincial Party Committee in 2021 proposed that during the 14th Five-year Plan period, we should focus on the construction of important windows, further promote the Cultural Zhejiang project of the new era and strive to create the "five highlands", namely, the highland of ideology and theory, the highland of spiritual strength, the highland of civilization and harmony, the highland of literary and artistic works, and the highland of cultural innovation, strive to become a new force and the vanguard in inheriting the Chinese culture and the construction of socialist culture power, and provide strong spiritual strength and cultural support for the high-quality development of Zhejiang. As an important window of a talent highland extremely important sectors, higher vocational colleges of education levels not only affect the

construction of socialist line generation leading province, high-quality development of common prosperity, its cultural construction quality will directly affect the Zhejiang material civilization, political civilization, spiritual civilization, social civilization, ecological civilization construction level of high and low, It is the barometer of the construction of "important Windows" and the body temperature of people's understanding spirit.

1.3. Strengthening campus culture construction is the need of higher vocational colleges' own development

Culture is both soft power and productivity. During the "14th Five-year Plan", Zhejiang vocational education will play an increasingly prominent role in the whole educational system and economic system, and face new great opportunities for development. But at the same time, it should be noted that the construction of new development pattern, the digital reform of the province and the era of integration of media have brought about all-round changes, social and cultural forms have undergone significant changes, cultural diversification, popularization of communication and a large number of trends of thought, bringing unprecedented pressure and challenges to the construction of campus culture. Therefore, for the higher vocational colleges, how can they play their own advantages, implement innovation in work and construct efficient culture system, which reflects local characteristics, conforms to the rules and shows the features of school spirit--which cannot only effectively promote high quality development of Zhejiang to provide reliable public opinion guidance, strong talent and intelligence support, high-quality social and cultural services, but also directly related to their own image building and core competitiveness, promote the overall improvement of school strength and high-quality development of education.

2. THE INHERENT REQUIREMENTS OF STRENGTHENING THE CONSTRUCTION OF CAMPUS CULTURE IN LOCAL HIGHER VOCATIONAL COLLEGES.

Due to the type characteristics of vocational education and the development law of regional industrial economy, the following aspects should be done well in the construction of campus culture in higher vocational colleges:

2.1. We must upgrade the concept of modern vocational education

Vision determines the height. Only by improving the development concept of vocational education, can we better grasp the construction of campus culture in higher vocational colleges. Vocational education, as a type with the same important status as general education, has the characteristics of cross-border, multiple structural integration, multiple needs and multi-dimensional system reconstruction. Industry-education integration and school-enterprise cooperation have become its basic school-running mode, focusing on the multi-dimensional organic connection of education chain, talent chain and industrial chain innovation chain. Higher vocational education must implement new development concepts, focus on the international and domestic situations, reshape higher vocational education concepts, comply with the law of modern higher vocational education. To train more technical and skilled talents who can take on the great responsibility of national rejuvenation and have the ability of innovation and all-round development of morality, intelligence, physical fitness, beauty and labor for the society. the purpose is to achieve both moral and technical training, and getting the harmonious development. This requires local high vocational colleges to attract the advantageous resources of the multiculturalism to participate in talents training and curriculum construction, and create an educational environment that combines professional characteristics and humanistic spirit, so that students can get good spiritual nourishing and cultural influence. Effectively improve the quality of talents.

2.2. We must adhere to the inheritance and innovation of excellent traditional culture

Inheritance is the cornerstone of development, and innovation is the driving force of development. Excellent traditional Chinese culture is the spiritual lifeblood of the Chinese nation, an important resource for the cultivation of socialist core values, and an inexhaustible force for the connotative development of higher vocational colleges. the 19th National Report of the Party pointed out that in-depth excavation of the humanistic spiritual moral norms of China's outstanding traditional culture, in combination, inheriting innovation, letting Chinese culture show a permanent charm and era. As an important position of cultural inheritance and innovation, higher vocational colleges are duty-bound to tap the advantages of traditional cultural resources, absorb the nutrients of excellent traditional culture, endow traditional culture with the vitality of the times, and promote the great development and prosperity of socialist culture. In the campus cultural construction, it is necessary to adhere to the cultural confidence and culture, consciously resist the cultural future of the Western decay, and resolutely raise the banner of the people's heart, the new people, the new culture, the mission of the image, boldly innovate, give traditional culture a new life, promotes the prosperity and development of socialist advanced culture.

2.3. We must adhere to the integration and development of local culture

The purpose of running a local higher colleges is to serve regional economic and social development and industrial transformation and upgrading, whose development is inseparable from local culture. It blends with local culture, cooperates with each other and promotes each other. It must use regional culture to teach students, expand the impact of schools, and use their own advantages to lead regional cultural development, with distinctive and efficient, educational and local cultural characteristics. At the same time, local higher vocational colleges can only make nutrition in the modern enterprise civilization of local cultures and modern enterprises in the era, and to better promote the integration of education and teaching, and achieve talent sharing. Only in this way can we better rely on local superior resources to establish a characteristic professional culture, and to develop the educational effect of the first and second classes, building a unique brand of campus culture, and effectively support

building an important window and a demonstration area for common prosperity.

3. THE PATH DESIGN OF CAMPUS CULTURE CONSTRUCTION IN LOCAL VOCATIONAL COLLEGE

To carry out the culture construction in local higher vocational campus, we must always adhere to the thought guidance of (X_JP), the new era of (SWCC), to cultivate and practice the socialist core values as leading direction, and to base on the basic task; meanwhile, more measures are taken to carry out cultural construction, to service the construction of "important window", and to make contributions to creating the culture highlands of a new era.

3.1. To implement implement a project of value guidance

For the construction of campus culture in local higher vocational college, we should the promote and cultivate the combination of school spirits, national spirits taking Patriotism as core and times spirits seeking for reform and innovation as root, so as to make it as a common value orientation and goal pursued by all teachers and students, speeding the development of school undertakings. Firstly, we are required to strengthen value and political education. We should vigorously promote socialist advanced culture, further improve the political theory learning system for teachers and students, and extensively carry out the education about socialist core values, ideals and beliefs, and patriotism among students. Additionally, we should dig out and make good use of local red resources, strengthen red edification as well as practical education among teachers and students, and work hard to strengthen political ideals and patriotism. Secondly, we should pay attention to the cultivation of professional spirits. Not only should we enlarge the power of moral education course and value course as main channel during the process of students' value and moral cultivation, we also pay attention to explore the moral elements of public basic courses, such as culture, sports and art. We not only fully focus on the role of professional courses and practical training courses in the cultivation of students' technical skills, we also pay attention to the cultivation of students' professional quality, actively carry out the education and guidance of professional spirit, craftsman spirit and model worker spirit, and to build a new education mode of "five education simultaneously". By fully extracting the educational elements of excellent traditional culture, local culture and enterprise culture, we jointly build an educational community with shared industrial chain+talent chain, innovating diversified educational mechanisms. In order to deepen political course reform, we has set up the Local Culture Institute, compiled books with local humanities characteristics, and carried up "Five Education" courses. Thirdly, we need to strengthen the guidance of cultural values. One is to strengthen the construction of teachers' ethics, and to carry out cultural propaganda activities; Another is to strengthen civic moral education and civilization education for teachers and students, to formulate campus civilization conventions, and to carry out various social service activities; in addition, do a good job of civilization sentry and civilization star selection activities, leading new fashion

trend for the campus civilization.

3.2. Carry out the project of shaping cultural sample works

Firstly, we need to stimulate cultural vitality. We should Innovate the system, and adhere to melt civilized fashion and moral cultivation requirements into every corner of campus cultural construction, finally enhancing the autonomy and enthusiasm of teachers and students as well as stimulating cultural vitality; We will implement the "Blue Blue" project for cultural talents, and create an echelon of cultural talents and a dynamic environment, in which talented people live vividly with high efficiency. Secondly, we need to cultivate cultural brands. the first step is to perfect all kinds of cultural image designs, to create cultural propaganda symbols with school identification and display, and to strengthen the cultivation and propaganda of school spirits. Next is to focus on the high-grade industry and industry upper, to create professional culture characteristic, and to realize the deep integration of enterprise culture essence, professional courses and practice. We will deepen projects to foster the spirit of craftsmanship, increase efforts to support cultural brands, select cultural brands, and encourage the commercialization of cultural achievement application, finally achieving in cultural innovation development. Thirdly, we need to create new cultural carriers. We should inherit the red gene, promote the reform of talent mode in higher vocational education during the infiltration of red culture, and build an education culture integrating humanistic quality, professional spirit and professional ability. We will strengthen the development of incubators for innovation and entrepreneurship and personnel training, and foster and support the development of studios for famous teachers and masters. Meanwhile, we will Innovate cultural development mode, promote cultural digital reform, build digital brain in line with the development of modern vocational education, and create a healthy development order of campus cultural formats.

3.3. To implement the promotion project of communication platform

firstly, the construction of positions should be strengthened. the ideological initiative should be firmly grasped through building a solid ideological foundation and by sticking to the ideological position. It is a must to strictly implement the responsibility system for ideological work and adhere to the study and judgment system for ideology, security and stability. It's necessary to strengthen the management of positions like campus media, academic forums, foreign affairs activities, etc., delimit the safety bottom line and political red line, and firmly prevent and resist religious infiltration. Secondly, the network management should be reinforced. It is necessary all the time to fill the online publicity space with the socialist culture with Chinese characteristics, cultivate the positive network values of teachers and students, and strengthen their "Four Self-confidence". Measures, like construction and development of campus network media and acceleration of the organic integration of advanced culture and new media, should be taken so as to strive for the brand of network culture. the network security

education of teachers and students should be strengthened, and the cyber culture education mode should be innovated, in order to enrich the campus cyber culture practice activities. the cyber culture creation should be encouraged to enhance the pertinence and effectiveness of cyber culture education. the network "lookout post" project should be implemented, and the risk prevention and control mechanism of online public sentiment should be established to improve the capacity of position management, public opinion guidance and emergency response, so as to perfect the construction of an online ideological and political work highland. Measures of network talent team echelon construction and grid management system implementation should be taken to build a strong network working team of TVTC. Thirdly, publicity ability should be improved. It is essential that the integrated development of traditional media and new media should be deepened, the publicity array should be expanded and the social impact should be improved. It is necessary to create a batch of cultural publicity fine works, polish the cultural brand of TVTC, and improve the soft power of cultural publicity of the school.

3.4. To implement the beautiful campus construction project

it should focus on the overall requirements of "corridors convey culture and walls are expressive", strengthen the cultural construction of campus environment, and highlight the cultural education function of campus environment. Firstly, the investment in both software and hardware facilities in public places should be increased to improve the artistic and cultural sense of public facilities. Second, a campus cultural landscape should be created by integrating cultural elements of the local and enterprises and by perfect the naming of roads, buildings (pavilions) and corridors and pavilions. Through innovating of the system and mechanism, it aims to attract the advantageous culture resources of the government, enterprises and industries, so as to create a symbolic physical culture of TVTC with local, industry and enterprise characteristics. Thirdly, the green campus construction project should be implemented. the construction of purification, greening, beautification and lighting projects should be accelerated, so as to infiltrate, infect and edify students' hearts and then achieve the effect of salutary influence of education. Based on units of secondary schools and departments, and integrating different elements of professional culture, local culture and corporate culture, the school should systematically design the construction of environmental atmosphere reflecting different professional

characteristics. It should build a batch of elegant cultural venues (institutes) and high-quality landscapes, like green ecological corridors, poetry forests, scholarly gardens and alumni forests, to achieve the effects of "corridors and walls convey culture" and "sceneries and landscapes everywhere and all educational". It is obvious that the construction of more exquisite campus landscape and more harmonious and orderly humanistic environment will finally improve the happiness and sense of belonging of teachers and students.

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The Research on the Construction Path of Vocational English "Golden Course" based on the Concept of OBE

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Abstract: the OBE concept (i. e. Outcome-based education), the output- or results-oriented education concept, which is in line with the original educational intention of "who to cultivate" pointed out by President Xi. Therefore, the construction of the "golden lesson" of vocational English is guided by the concept of OBE (results-oriented education), which can eliminate or reduce the lack of social fit and academic challenge of the "water course", so that the vocational English course truly reflects the era and social frontier knowledge, improves the difficulty and depth, thereby enriching the "connotation" of the "golden course" of vocational English, improving the practical ability of college students, expanding international vision, and enhancing the sense of speculation. It can cultivate a group of compound innovative talents with certain comprehensive application ability of foreign languages, global vision and Chinese feelings.

Keywords: OBE Concept; Vocational English; Golden Course

1. INTRODUCTION

President (X_JP)'s speech at the National Education Conference pointed out that people who to cultivate is the primary issue of education. the Ministry of Education pointed out in the "Notice on Vigorously Grasping the Implementation of the Spirit of the National Conference on Undergraduate Education in Colleges and Universities in the New Era" that it is necessary to strictly manage the undergraduate education process, eliminate "water lessons", and create "golden lessons". the realization of the great strategic goal of the Chinese nation of "rejuvenating the country through education" also requires education at all levels to "eliminate water courses", gravity to "build golden lessons", and solidly improve the quality of talent training. As an important basic course and general education course in colleges and universities, the elimination of "water courses" and the creation of "golden courses" in university English are an inevitable choice for improving the quality of teaching and implementing foreign language education with Chinese characteristics.

2. THEORETICAL BASIS

(1)The concept of OBE

OBE is short for Outcome-based education, Output or results-oriented education concept, which is the results-oriented education concept, refers to the teaching design and teaching implementation are all student-oriented learning outcomes-oriented educational concepts, focusing on three aspects of students' learning outcomes: according to what to confirm students' learning outcomes; what kind of learning outcomes to let students achieve; how to let students achieve such results. the concept of OBE was first proposed by American scholar Paddy and others in 1981, and was fully accepted by the Washington Agreement, and has now become one of the mainstream concepts of education reform in the world.

(2). the concept of "golden course"

The concept of the "golden course" was proposed by the Ministry of Education through a series of policy documents. on June 21, 2018, Minister Chen Baosheng of the Ministry of Education proposed at the National Conference on Undergraduate Education in Colleges and Universities in the New Era that "enhance the academic challenge of college students, reasonably increase the difficulty of the curriculum, expand the depth of the curriculum, expand the selectivity of the curriculum, stimulate students' learning motivation and professional interest, and truly turn the 'water class into a deep, difficult and challenging' gold course" [1]. on August 24, 2018, the General Office of the (C-P-C) Central Committee and the General Office of the State Council jointly issued the "Guiding Opinions on Guiding education work with (X_JP) Thought on (SWCC) for a New Era", which proposed that it is necessary to take the lead in building "golden courses" in the construction of new engineering, new medicine, new agriculture, and new liberal arts, and take the construction of "golden courses" as an important part of the "four new" construction. on August 27, the Ministry of Education issued the "Notice on Vigorously Grasping the Implementation of the Spirit of the National Conference on Undergraduate Education in Colleges and Universities in the New Era" (Jiaogao Letter [2018] No. 8), which proposed to "eliminate the 'water class, build' the golden class, reasonably enhance the academic challenge, increase the difficulty of the course, expand the depth of the course, and effectively improve the quality of course teaching".

"Golden Course" has a dual meaning, referring not only to the "quality standard system of courses and classrooms", but also to "model courses" that reflect high-quality quality standards (Chen Dongchun, 2019). the construction of college English "golden courses" in application-oriented colleges and universities should be guided by national policies and guidelines, take "one degree of gender" as the standard, and focus on student development, so as to cultivate a sense of social responsibility, an innovative spirit and a sense of social responsibility that meet the needs of national and social

development in the new era. Compound and applied talents with practical ability (Song Ying, 2019).

(3) the connotation of the "Golden Course" of vocational English

According to the OBE concept, we should explore and deepen the connotation and the training aim of the "Golden Course"

First, excavate the course functional connotation of vocational English "golden courses". What kind of people to cultivate is the primary issue of education. the starting point of outcome-based education is also based on what determines the learning outcomes of students. As an education for cultivating foreign language talents, foreign language education should "recognize changes, adapt to changes, and seek changes". While absorbing heterogeneous civilizations, it should incorporate more Chinese elements and traditional Chinese culture, tell Chinese stories well, and spread Chinese voices. This "golden course" of college English undertakes the course function of serving the national strategy; according to the "Ideological and Political Work Quality Improvement Project Implementation Outline for Colleges and Universities" issued by the Ministry of Education in 2018, it is proposed to vigorously promote the reform of classroom teaching with the goal of "course ideological and political work", the "Golden Course" of college English undertakes the curriculum function of implementing curriculum education; although the concept of core literacy is divided in the education circle, the humanistic heritage, scientific spirit, learning to learn, healthy life, responsibility, the necessary characters and key abilities required for future social development such as practical innovation are highly recognized. Therefore, the "Golden Course" of college English assumes the function of cultivating core literacy.

Secondly, deepen the connotation of the curriculum training objectives of the "golden courses" of college English. Outcome-oriented education focuses on "what kind of learning outcomes should college students achieve", that is, what kind of quality talents should be cultivated. To improve the challenge and difficulty of the college English "Golden Course" in the new era, the first thing is to improve the language practice application ability of college English. To improve the difficulty, depth and academic challenge of college English courses, we must tap the potential of college English in disseminating humanistic knowledge, inspiring humanistic thoughts, cultivating humanistic spirit, and shaping a healthy personality.

3. THE CONSTRUCTION PATH OF VOCATIONAL ENGLISH "GOLDEN COURSES"

The construction of the "golden course" of vocational English should not only excavate the connotation of its course function and course training goals, but also explore the path of the construction of the "golden course" of vocational English from the perspective of "how to let students achieve such results" according to the characteristics of the course, mainly from the four levels of textbook depth, curriculum platform, teacher quality and effect evaluation, carry out overall design, step by step,

and organically combine knowledge transfer, ability training and value guidance.

(1)Digging into the depth of your textbook.

In accordance with the requirements of the "golden lesson" of innovation and challenge, it effectively reflects the requirements for the cultivation of vocational English service professionals, enriches the content that reflects new science and technology, new technologies and new knowledge into the vocational English teaching resources, excavates the depth of vocational English teaching materials, develops challenging college English courses, truly turns vocational English into a beneficial course that improves language ability, cultivates humanistic literacy, broadens international vision, and enhances the sense of speculation, and truly turns college English into a "golden course" with depth, difficulty and challenge.

(2)The construction of "chaoxing" teaching platform

Following the concept of results-oriented education (OBE), the classroom revolution is implemented, relying on the platform, the teaching of language knowledge is transferred online, and the classroom teaching time and space are released and returned to students. With theme-driven, task-driven and project-driven, through online learning and interaction, offline classroom display and interaction, online and offline hybrid "golden courses", students' independent learning ability is stimulated, and high-level teacher-student interaction is realized.

(3)Improving the quality of teachers.

According to the curriculum objectives of university English to cultivate students' language, culture, thinking and other aspects of the curriculum and the requirements of building a "golden course" of university English, university English teachers also need to continuously improve their quality in language practice ability, humanistic literacy, cross-cultural understanding awareness, reflective spirit, etc., which can continue to make progress through online learning to strengthen the country, offline seminars, listening to evaluation courses and other ways.

(4)Optimizing evaluation

The implementation of higher vocational English process evaluation and final evaluation combines to enhance students' sense of achievement in learning, stimulate students' internal motivation, and guide students to pay attention to the classroom. It is necessary to adhere to the evaluation concept of "the intention of evaluation is not to prove, but to improve", and to evaluate the actual changes that occur after college students learn higher vocational English, guided by the concept of "continuous improvement" oriented by results education, and then explore the methods and paths for further improvement according to these changes.

4. CONCLUSION

The combination of higher vocational English "golden lessons" and OBE concepts will enhance the practical ability of higher vocational students, expand their international horizons, and enhance their sense of speculation. Cultivate a group of compound innovative talents with certain comprehensive application ability of foreign languages, global vision and Chinese feelings.

Under the background of "One Belt, One Road", it is the top priority of our country's colleges and universities in the new era to cultivate and cultivate a large number of innovative talents with national; feelings and international vision. the training goal of college English "golden class" must also adapt to this higher requirement, to broaden the international vision and cultivate the cross-cultural communication ability of college students.

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Five Characteristics of Financial Analysis

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Abstract: Financial analysis often makes the operator helpless because of its all-encompassing nature, but in fact, there are rules to follow. Through specific cases and data, this paper shows the difference among the ratio index of four capability framework analysis, the analysis method based on statement item quality and the "five characteristics" analysis method in judging the real financial quality. This paper expounds the "five characteristics" of financial analysis from five aspects: purpose, hierarchy, integrity, correlation and dynamic balance. the evidence shows that although financial analysis is a system with thousands of knots and hundreds of bucks, as long as the position is firm, the purpose is clear, the key points are prominent, and the problems are analyzed in an interrelated and dynamic way from the whole, the truth of financial quality can be found in time from the table.
Keywords: Purposeful Hierarchical Structure; Integrity; Interrelationship; Dynamic Balance

1. INTRODUCTION

Today's financial analysis methods can be divided into two major schools, one is the four-capability framework analysis method based on ratio calculation, and the other is the analysis method based on the quality of the report item. the four-capacity framework analysis method based on ratio calculation is mainly to calculate such as current ratio, asset-liability ratio, the turnover period of various assets and funds, various types of profitability, the growth rate of various statement items, etc. When calculating these ratios, the calculator often does not care about the specific content of the project, regardless of the importance of these assets or funds in the total, let alone temporary or sustainable. Li Xinhe (2007) believes that the "four-capability framework" is difficult to reveal the source of value creation, the driving factors and the actual degree of impact, so in most financial analysis reports, the policy recommendations are often given as "accelerating capital turnover, reducing costs and expenses, and improving economic efficiency" and other overly empty suggestions or measures. Based on the analysis of the quality of the report project, the method generally starts from the basic nature of the project, analyzes the significance of the increase or decrease of the project to the enterprise, this analysis method, when analyzing a single project, may be specific and in-depth, but this analysis method of splitting the whole into parts is mechanical materialism, because the direct addition of each project is not equal to the whole. Since these methods of analysis have shortcomings of one kind or another, what are the characteristics of scientific analysis? What do features look like? This article will expound the "five characteristics " of financial analysis from five aspects: purposefulness, hierarchical hierarchy, integrity, interrelatedness and dynamic balance.

2. THE PURPOSE OF FINANCIAL ANALYSIS

Financial analysis textbook on the definition of financial analysis generally has such a description of "to provide information for stakeholder decision-making", followed by the interpretation of different stakeholders of different purposes, the textbook is very clear, but this kind of intentional definition is difficult to attract people's attention, so look through the current financial analysis literature, there are many literature analysis purpose is not clear, may be from the perspective of investors to choose investment objects and analysis, may be from the perspective of managers to improve business management, may be to improve the efficiency of the enterprise and analyze, suddenly from the perspective of minority shareholders to think about "voting by hand" or "voting with their feet" and analysis, at a certain point in time, it will switch to analysis from the perspective of regulatory authorities to maintain market fairness and improve efficiency. of course, this kind of literature to clarify the principle of analysis is the purpose of these documents, but if you write an analysis report, it is different, Wen Shengjing (2011) believes that "financial analysis is not written for yourself, but for the CEO and related stakeholders to see. " the purpose of the analysis of typical stakeholders, the evaluation criteria for financial indicators and the more appropriate analysis methods are shown in Table 1.

Table 1 Comparative table of analysis objectives, evaluation criteria for financial indicators and analytical methods of typical stakeholders

Analyze the body	Analytical purposes	Such as the evaluation of the asset-liability ratio	The more appropriate approach
creditor	Evaluate the company's ability to repay the principal and interest	The lower the better	Ratio analysis and Wall's comprehensive scoring method
investor	Evaluate the ability of investment enterprises to maintain and increase their value	Moderation is good	Comprehensive analysis of financial quality
intendant	Identify problems and solve problems	Adapt to the internal and external environment	DuPont Factor Analysis
scholar	Discover the law, reveal the law	Study the factors that affect capital structure	Normative research and empirical research

From the table, it can be seen that the purpose of the analysis, the evaluation criteria, and the appropriate method vary depending on the analysis subject. the writer Ruskin said that "living without a goal is like sailing without a compass", and financial analysis also requires first determining the position, then determining the goal, and then the later knowing what criteria to use and what methods to use to achieve the goal, if the position is not clear and the goal is not clear, it can only be said that it is an analysis for the sake of analysis, a lively, and untargeted analysis.

3. THE HIERARCHICAL NATURE OF FINANCIAL ANALYSIS

Creatures in nature are always in a variety of hierarchical levels, and the hierarchical levels in financial statements are also subliminal.

3.1. IMPORTANCE LEVEL

Materialist dialectics holds that "contradictions have a primary and secondary distinction, and in the methodology of thinking about problems and doing things, there should also be a corresponding distinction between key and non-key points, and we must be good at grasping the key points and concentrating our efforts on resolving the main contradictions. " the meaning of this passage is clear to everyone, but it is often overlooked when it comes to financial analysis, because neither the four-competency analysis framework system nor the analysis based on the quality of the reporting project emphasize the importance of this part, and it is very unmarketable in the examination field due to layout limitations, but imagine, can you get a convincing conclusion by calculating the ratio without even understanding the key points? Table 2 is a comparison of the proportion of some assets in some industries of Chinese Listed Companies in 2020.

Table 2 Comparison of the proportion of some industries and assets of Chinese Listed Companies in 2020(50th percentile)

Industry name	Sample size	proportion of monetary funds	Proportion of accounts receivable	Inventory ratio	Proportion of fixed assets	Proportion of oil and gas assets	intangible asset	liquidity ratio
Oil and gas extraction	7	5.87%	2.05%	0.70%	16.72%	24.75%	3.36%	0.804
Electrical machinery and equipment manufacturing	262	15.59%	20.84%	11.26%	14.48%	0.00%	3.24%	1.724
Electricity, heat production and supply	73	6.50%	5.42%	1.12%	54.90%	0.00%	2.21%	0.786
Non-ferrous metal mining and dressing industry	22	7.17%	0.65%	7.49%	29.51%	0.00%	11.21%	1.110
Software and information technology services	259	24.78%	17.17%	6.46%	4.74%	0.00%	1.83%	2.318
Real estate	122	11.64%	0.53%	50.12%	1.32%	0.00%	0.12%	1.581
....	....	....	....	....	....	....	....	....
total	4250	15.71%	11.29%	9.33%	15.35%	0	3.06%	1.741

As can be seen from the above table, there are obvious differences in the focus of assets in different industries, in the case of oil and gas assets in most industries accounting for 0, the oil and gas extraction industry's oil and gas assets account for 24.75%, but the accounts receivable and inventory of this industry are very small, so the current ratio is only 0.804, far less than 2, the so-called empirical value; the electrical machinery and equipment manufacturing industry belongs to the textbook typical manufacturing enterprises, the main assets are monetary assets, accounts receivable, inventory, fixed assets, the current ratio is also close to 2; electricity, heat production and supply industry of fixed assets reached 54.9% of the total assets. This industry has very few accounts receivable and inventories, and the current ratio is much less than 2; because the non-ferrous metal mining and dressing industry has mining rights, this industry has more intangible assets than other industries; in addition, the software and information technology service industry has more accounts receivable the real estate industry has the most inventory. In short, the most important assets are different in different industries. for the oil and gas extraction industry, electricity and heat production and supply industry, etc. with few accounts receivable and low inventory above, should the turnover rate of accounts receivable or inventory turnover be calculated or the turnover rate of the most important assets in the industry be calculated? the answer is self-evident.

For the importance, the author believes that how to emphasize can't be overemphasized, the limited energy of human beings should first be used to solve important problems, solve the main contradictions, regardless of the focus, regardless of the analysis may be a bottom-up analysis.

Nowadays, the format of the four statements: balance sheet, income statement, cash flow statement, and owner's equity change statement is uniform, whether the enterprise sells products or services, the report items are all similar, and this prescribed format actually implies the report Hierarchy level.

3.2 HIERARCHY OF BALANCE SHEET ITEMS

The balance sheet is the expression of the accounting identity of "assets = liabilities+owners' equity", and the assets on the left and the source of funds on the right are hierarchical, as shown in Table 3.

Table 3 Rules for the arrangement of the balance sheet

asset	Ranked by the strength of liquidity	Liabilities and owner's equity	Sorted by short and long usage time
Monetary funds Accounts receivable stocks fixed asset intangible asset	The further down, the weaker the liquidity of assets, the shortest time for monetary funds to be realized, the most certain amount, the longest time for intangible assets to be realized, and the most uncertain amount.	Short-term borrowing Other current liabilities Long-term borrowing Other long-term liabilities Owner's equity	The further down, the longer it is used by the enterprise, that is, the maturity time of short-term borrowings is short, the maturity time of long-term borrowings is slightly longer, and the funds of the owner's rights and interests can be used permanently under the assumption of going concern.

In Table 3, the assets on the left are arranged according to the strength of the liquidity, and the source of funds on the right is arranged according to the short and long use time of the enterprise, which will cause some problems in the middle, since the liquidity of fixed assets is weak, why should enterprises buy fixed assets? Since the funds of the owner's equity can be used permanently by the enterprise, why should they raise debt funds? the reason for buying fixed assets is that it may bring about an increase in production efficiency, and if the production efficiency is high, the income may be high, so the assets on the left are not only arranged by the ability to realize, but also by the ability to earn. the answer to another question is that the reason why enterprises raise debt funds is because of the high cost of equity funds, and the reasons for the high cost of equity funds are shown in Table 4.

Table 4 Reasons for the high cost of equity funds

Shareholders take a high level of risk	The principal is never repaid	
	The amount of dividend payment is not fixed, the time is not fixed	
	The shareholders' claims are last	
Dividends are paid after tax		
The issuance fee for shares is high		

Therefore, thinking about it carefully, the essence of the

balance sheet is arranged according to the investment holy code of "high risk and high return, low risk and low return": current assets are assets with low risk and low returns, long-term assets are assets with high risk and high returns; debt funds are high risk and low cost funds, equity funds are funds with low risk and high cost, which is the level of the balance sheet, and the analysis can be based on this level of about the risk and return of the enterprise. In addition to this general hierarchical hierarchy law of the balance sheet, assets also have virtual and real grades, usually in the sense of monetary funds, bills receivable, accounts receivable, fixed assets as real assets, while to be amortized expenses, deferred tax assets, goodwill are virtual assets, generally speaking, there are many virtual assets, and the risk of enterprises is high. Enterprise liabilities are also rigid and soft, short-term borrowings, long-term borrowings, bonds payable this category to pay fixed interest, and the repayment of the day determined as a rigid liability, and like other current liabilities, advance receipts, accounts payable this category does not have to pay interest, and the repayment date is uncertain for flexible liabilities, generally speaking, rigid liabilities, the risk to business is high.

3.3 HIERARCHY OF INCOME STATEMENT ITEMS

An income statement is a financial statement that reflects the results of an enterprise's operations during a certain accounting period. Generally speaking, income, income of the project will increase profits, such as operating income, other business income, investment income and non-operating income, but the quality level of these income for profits is not the same, in general, the sustainability of operating income is stronger, the level is higher, and the non-operating income is not sustainable, the level is lower, therefore, you can judge the quality of corporate profits by analyzing the hierarchy structure of profit sources, we can judge the quality of corporate profits from the data of the income statement of the four real estate companies in Table 5 provides a glimpse of the hierarchy of income statement items.

Table 5 Part of the data in the income statement of four real estate enterprises in 2017 (unit: 100 million yuan)

firm / project	A	B	C	D
Operating income	2429	2.89	5.13	31.66
Operating costs	1601	1.24	4.14	26.53
Gross profit	828	1.66	0.99	5.13
Net profit	372	0.52	0.11	0.75
Gain on change in fair value	0	0.26	0.00	0.00
Return on investment	62	0.35	0.00	1.69
Net non-operating income and expenditure	3	0.06	0.16	0.02
Impairment losses on assets	13	0.08	-0.01	-0.17

As can be seen from the table, the gross profit of the four companies is positive, and the net profit is also positive, but the quality of profit is different, the profit of enterprise A comes from sustainable operating income, and the profit of the other three companies comes from fair value change profit and loss, investment income, and operating income the type of net expenditure and the reversal of asset impairment losses may not be sustainable.

3.4 HIERARCHY OF CASH FLOW STATEMENT ITEMS

In contrast to the accrual income statement, the cash flow statement is prepared on a cash-on-receipt basis, and although this statement is only used to explain the monetary funds in the balance sheet, it can clearly show the source and destination of the company's assets. According to the activities of the enterprise, it is divided into cash flow generated by operating activities, cash flow generated by investment activities, and cash flow generated by financing activities. the sorting of these three types of activities in the report reveals the hierarchy of cash flow statement items: the cash flow statement is arranged by the sustainability of cash flow received. In general, cash flows from operating activities are the most sustainable, cash flows from financing activities are not sustainable, and cash flows from investment activities are somewhere in between. This hierarchy of cash flow statement items indicates that a business's cash inflows are not sustainable if it is mostly dependent on cash inflows from financing activities. If the enterprise cannot obtain a continuous cash flow, the final result is generally a break in cash flow and a failure in operation. Tables 6 and 7 show the data of YXG company.

Table 6 Partial financial data of YGX Company from 1994 to 2000 (unit: 100 million yuan).

Fiscal periods	Operating income	Net profit	Total assets	Monetary funds	Short-term borrowing	Long-term borrowing	share capital	Capital reserve
1994	1.06	0.24	3.96	0.12	0.75	0.05	0.74	1.00
1995	2.26	0.27	5.74	0.12	1.00	0.05	1.13	1.26
1996	4.30	0.47	8.34	0.40	1.74	0.20	1.46	1.14
1997	3.24	0.49	10.39	0.48	1.99	0.35	2.20	1.98
1998	5.92	1.70	16.04	0.25	4.10	0.53	2.20	1.98
1999	5.26	1.23	24.30	3.03	4.10	4.04	2.53	4.67
2000	9.09	4.16	31.51	5.55	9.32	2.48	5.05	2.15

YGX company has been known as "China's first blue chip stock" because of its impressive performance and attractive prospects, as can be seen from the table, YGX company in operating income, net profit, total assets have achieved rapid growth, if the ratio data to judge this company, it seems to be worthy of this title, However, a careful analysis of the company's high-growth funding sources is more likely to see the essence, Table 7 is YGX's 1995-2000 funding sources and asset growth comparison data.

Table 7 Comparative data on the source of funds and asset growth of YGX company from 1995 to 2000 (unit: 100 million yuan).

Fiscal periods	The amount of asset growth	The amount of money that grows	The totals of the four sources of funding in table 6	The four aggregate growths of the source of funds/the growth of assets	Percentage of cash inflows from operating activities	Percentage of cash inflows from investing activities	Percentage of cash inflows from financing activities
1995	1.78	0.00	0.90	50.56%			
1996	2.60	0.28	1.10	42.31%			
1997	2.05	0.08	1.98	96.59%			
1998	5.65	-0.23	2.29	40.53%	57.93%	1.65%	40.42%
1999	8.26	2.78	6.53	79.06%	30.73%	0.26%	69.01%
2000	7.21	2.52	3.66	50.76%	41.81%	1.70%	56.48%

As can be seen from Tables 6 and 7, in the years 1995, 1997 and 1999 there was equity financing (judged by the simultaneous growth of equity capital and capital reserves). More than 50% of the growth of YGX's assets is achieved by financing. In the 1996, 1998, 2000 years without equity financing, the growth of the company's assets is dependent on the regular repayment of debt and interest financial liabilities to achieve, the company's cash flow data also confirms the data on the balance sheet, its 1998-2000 years the proportion of cash inflows from financing activities to cash inflows was 40.42%\69.01% and 56.48%, while the cash inflow from operating activities accounted for 57.93%, 30.73% and 41.81% respectively. As can be seen from these data, YGX's cash inflows have become mainly dependent on financing activities rather than operating activities. If investors know the unsustainability of YGX in advance from these data, they may be able to avoid the tragedy of the share price falling from 36 yuan to less than 1 yuan.

3.5 HIERARCHY OF OWNER'S EQUITY ITEMS

The four items of owner's equity: equity, capital reserve, surplus reserve and undistributed profit are also arranged in a certain level. the reduction in share capital is subject to regulatory review and then a series of legal procedures to be reduced. the reduction of capital reserve is often used as a capital increase, which cannot make up for losses and cannot be distributed to shareholders as dividends. If the surplus reserve meets certain conditions, it can be used to cover losses, distribute as dividends to shareholders and increase capital. Undistributed profits can be used to cover losses, distributed to shareholders as dividends, or converted into capital, and special conditions are generally not met for the completion of the above three tasks. From this point of view, it can be said that the degree of freedom of these four projects is different, the undistributed profits are the most free, and the equity capital is the least free. the significance of these four increases for enterprises is also different, equity and capital reserves belong to the funds invested by investors, surplus reserves and undistributed profits after the operation of enterprises to increase in value, the former is not as sustainable as the latter.

Carefully examining the hierarchical levels of the four report items, you can summarize the level of the project in one sentence: high risk, high return, low risk, low return, and the relationship between risk and return can be mutually corroborated between the four statements.

3.6 GRADE OF SALES COLLECTION METHOD AND PURCHASE PAYMENT METHOD

There are generally four ways to receive sales: accounts receivable in advance, monetary funds, bills receivable, accounts receivable, the order of receipt should theoretically be the advance receipt of accounts, followed by monetary funds, again bills receivable, and finally accounts receivable, behind these four collection methods is the popularity of enterprise products, the more popular the product, the order of sales receipts depends on the more money you have. on the contrary, if there are many accounts receivable, it means that there are many competitors in the enterprise's products, and the enterprise can only relax the credit policy in order to win in the competition, and the result is that the proportion of accounts receivable is larger.

There are also four ways to buy payment: prepaid accounts, monetary funds, bills payable, accounts payable, in theory, people choose the order of accounts payable, followed by bills payable, again monetary funds, and finally prepaid accounts. the more active accounts payable (not the type of accounts payable that cannot be paid), the stronger the negotiating position of the enterprise in the value chain, and the more prepaid accounts implies the weaker position of the enterprise in the value chain.

It is worth mentioning here that when the four-capacity framework analyzes and calculates the turnover rate of accounts receivable, after taking into account the bills receivable and advance receipts, assets such as monetary funds are generally not taken into account, because monetary funds are often divided into financial funds (Wang Zhuquan 2007), but monetary funds are essentially an important way of receiving in sales receipts. It is also a very important payment method, which is both the starting point of all activities and the end point of all activities, and the analyst can judge the risk and return of the enterprise by analyzing the amount of monetary funds and the source of monetary funds.

4. THE INTERRELATEDNESS AND INTEGRITY OF FINANCIAL ANALYSIS

When people explain things, in order to convey information more clearly, they generally decompose things into several parts, abstract the simplest factors, and then explain complex things with the nature of the part, which is also the main content of most textbooks based on the analysis method of report items, but about the interrelated parts of things, textbooks and literature are often lightly taken, because this part is really difficult to express, but when we look at things, we look at it as a whole. Rather than simply adding up parts and parts. Table 8 shows the equity items and dividend data of the owners of the two enterprises

Table 8 2020 A and B enterprise owners' equity items and dividend data (unit: 100 million yuan).

project firm	share capital	Capital reserve	Surplus reserve	Undistributed profit	The first four items are added together	Total assets	Dividends are aggregated
A	70.30	224.90	79.66	871	1246	3604	578
B	60.16	1.22	35.00	1028	1124	2792	784
A%data	1.95%	6.24%	2.21%	24.16%	34.56%	578/(70.3+224.9)=1.96	
B%data	2.15%	0.04%	1.25%	36.82%	40.27%	784/(60.16 +1.22)=12.77	

As can be seen from the above table, the scale of enterprise A is larger than that of B, according to the "three degrees" analysis method of professor Zhang Xinmin (2009), the capital adequacy of enterprise A (1.95%+6.24%) than B enterprise (2.15%+0.04%) high, but if you carefully compare the various projects at the same time will be

found, A business to Shareholders raise more money, while Company B makes more money, and the money earned is returned to shareholders as dividends. the meaning of these two types of funds for enterprises is not the same, the former belongs to the external shareholders blood transfusion type funds, is not sustainable, the latter belongs to the enterprise's self-hematopoietic funds, is sustainable, so from the perspective of sustainability, the financial quality of enterprise B is higher than the financial quality of enterprise A. From the above analysis, we can see that financial analysis should be viewed from the perspective of the whole and interrelated, and cannot be cut out of context, lacking correlation and holistic analysis.

5. THE DYNAMIC BALANCE OF FINANCIAL ANALYSIS

The ancient Greek philosopher Heraclitus once said that "one cannot step into the same river twice", saying a word for "movement". the external environment in which the enterprise is located is not to say that it is changing with each passing day, but the change is sometimes certain, the market is not said to be capricious, but it is often cooled back to the cold. For example, 2008 was a difficult year for industries with many fixed assets, such as electricity, heat production and supply, and aviation. Therefore, in these difficult years, enterprises may have to seek help from many parties, for investors, temporarily avoiding such enterprises should be more conducive to reducing their own risks, but it is a rare good research opportunity for scholars. In short, stakeholders can only continue to take advantage of the wind and turn the canopy with the change of the internal and external environment of the enterprise, and seek survival and development in the dynamic balance.

6. CONLUDING REMARKS

System theory holds that purposefulness, hierarchical structure, integrity, interrelatedness, and dynamic equilibrium are the basic characteristics common to all systems, and financial analysis can be said to be a thousand-cut the system also has the characteristics of the system, this paper uses specific cases and data to explain the application of the five natures of system theory in financial analysis, but because financial analysis is indeed a thousand words, it is difficult to tell clearly in an intricate system, analysts can only follow the principles, see the times, and constantly practice, and only then can they seize the opportunity.

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Application Research of Leaderless Group Discussion in Postgraduate Case Teaching

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Abstract: With the advancement of science and technology and social development, more and more enterprises need high-quality talents with both application and professionalism, which also puts new demands on the teaching methods of colleges and universities. Case teaching is a widely used teaching method in the training of graduate students in colleges and universities. It has the advantages of integrating knowledge into practice and improving students' practicality. However, in classroom practice, case teaching also has shortcomings such as low participation and poor teaching results. As a kind of evaluation method, the leaderless group discussion is combined with the traditional case teaching to further explore the case by simulating the real situation, improve the teaching effect of the classroom, promote the enthusiasm of the students, and help to cultivate comprehensive talents.
Keywords: Leaderless group discussion; Case teaching; Teaching innovation; College education

1. INTRODUCTION

Graduate students are highly educated talents. When they enter the workplace in the future, enterprises will have higher requirements than undergraduates. Graduate students not only need to master the professional theoretical knowledge of basic disciplines, but also need to have strong application skills. Therefore, colleges and universities generally apply case teaching to the classroom of postgraduate teaching. Case teaching can be based on teaching cases to cultivate students' ability to analyze and speculate on real cases and situations both inside and outside the classroom, and through enlightenment, discussion, and interaction to enhance students' ability to apply the learned theories to creatively solve practical problems. Exercise students' ability to apply classroom knowledge in real life and apply what they have learned. Despite many advantages, the effect of case teaching in actual classroom teaching is not satisfactory. First, it is more difficult to choose a suitable teaching case. With the rapid changes in external information, the selection of textbooks is difficult to capture the latest hot issues. the selected teaching cases must not only meet the designed teaching goals, but also be representative. They must also be forward-looking and divergent to stimulate students' enthusiasm for learning. This raises the difficulty to another level. Second, it is difficult for teachers to teach. There are various changes in case teaching models. on the one hand, it requires case-combination theory, and on the other hand, teachers themselves are required to have a deep understanding of cases, which increases the difficulty of teaching. Third, the interaction between teachers and students is not high. the current case teaching method is still the teacher explaining and analyzing the case, and the students passively accept it. In the analysis link that can exercise thinking and display learning results, the results have little effect because of the low participation of students.

In this context, it is necessary to innovate the case teaching method, and the non-leadership group discussion has been widely used in personnel recruitment, selection, promotion and training development as an evaluation mode, and case teaching can be integrated with case teaching to improve the case the effect of teaching enables students to adapt in advance to the scene of application and even real work groups. Combining the depth of education and teaching with the needs of the development of the new situation, cultivate high-level applied professionals with a solid foundation, strong ability, high quality, market demand, and social recognition.

2. THE SITUATION OF CASE TEACHING METHOD

The case teaching method was proposed by Harvard University in the 20th century. It mainly deals with real situations and turns them into typical cases. Students can improve their abilities through thinking and analysis to achieve the purpose of training. Case teaching methods have been widely used in major universities, especially for the training of students of applied majors. It is indispensable to use case methods to teach courses and teach knowledge. the source of the case often cannot meet the needs of training and learning. the goal of postgraduate teaching is to help students better understand and master professional knowledge, provide high-quality professional talents to the society, help students get full employment, and rationally allocate social human resources. Therefore, case teaching is insufficient for the investigation and education of students' personal qualities and comprehensive abilities. Strong professional ability is a good thing, but today's society's requirements for talents are not limited to professionalism, but also include communication skills, logical thinking skills, and interpersonal skills. These abilities are not only the requirements of employment and job search, but also can benefit students for life. Combining the method of leaderless group discussion with the case teaching method can solve the neglect of case teaching in the cultivation of students' comprehensive ability. Adding leaderless group discussion into case teaching can focus on students' abilities and professional skills at the same time, and promote students' personal development.

3. OVERVIEW AND STATUS OF LEADERLESS GROUP DISCUSSION

3.1 THE MEANING OF LEADERLESS GROUP

DISCUSSION

Leaderless group discussion is an evaluation technique often used in evaluation center technology, and is usually used for recruiting, selecting and evaluating talents. the main method is to conduct collective interviews and evaluations of participants by using scenario simulations. the specific process is to start a discussion around a certain topic in the selected context. Participants are forming temporary working groups according to the rules and requirements to discuss the prescribed topics for a certain period of time. In this process, comprehensive abilities and qualities such as oral expression ability, thinking ability, debating ability, the ability to deal with personal emotions in a stressful environment, and the ability to communicate with others can be assessed to evaluate the various abilities of participants. There is no clear leader role in the group, so it is called a leaderless group discussion

3.2 USE OF LEADERLESS GROUP DISCUSSION

Leaderless group discussion as a method of manager recruitment has been gradually integrated into the teaching field of colleges and universities. At present, scholars have studied the application of leaderless group discussion to the selection of student cadres in colleges and universities, and the evaluation of the work of university leaders. Through the leaderless group discussion, the individual abilities of participants can be evaluated. Some scholars also introduce it into examination methods and teaching methods. Through the method of no leader group, the students' mastery and application of knowledge are deeply tested. Its purpose is to break the traditional teaching and assessment mode, stimulate students' interest in learning, and train students to move towards comprehensive professional talents in the daily learning process.

4. LEADERLESS GROUP DISCUSSION ON THE ADVANTAGES OF APPLYING CASE TEACHING

Compared with traditional case teaching, the advantages of introducing leaderless group discussion into case teaching are in the following aspects:

4.1 ENHANCE STUDENTS' SUBJECTIVITY AND AVOID INDOCTRINATING TEACHING METHODS

The use of Leaderless group discussion in case analysis allows students to actively think and explore what they have learned, integrate theory with practice, and cultivate students' comprehensive analysis, judgment, and decision-making capabilities. It can effectively avoid the indoctrinating teaching method of "teaching by teacher and listening by students" in case teaching. Encourage students to truly participate in case discussions, enhance their subjectivity, and stimulate interest in learning.

4.2 THE WISDOM OF THE GROUP DIVERGES, DEEP UNDERSTANDING AND MASTERY OF KNOWLEDGE

One obvious difference between Leaderless group discussion and case teaching is situational teaching, where students are divided into several groups, and each student may play a role in the group. From a psychological point of view, this kind of role-playing will enhance students' sense of responsibility in the group, strengthen group awareness, and make students more willing to participate, and the improvement of student enthusiasm will also enhance the learning effect. Not only that, each member of the group diverges thinking and complements each other in case analysis, which is conducive to mutual promotion of understanding and mastery of knowledge.

4.3 EVALUATION OF KNOWLEDGE MASTERY AND TARGETED TEACHING

Leaderless group discussion itself is an evaluation method. Incorporating it into daily teaching cannot only increase students' enthusiasm for participation and deepen their understanding of knowledge, but also help teachers understand students' mastery of knowledge and the application of knowledge. Through the use of unleaded group discussion in case teaching, under the premise that the teacher does not participate in the discussion, the analysis and discussion of the case by students can more clearly reflect the student's mastery of knowledge. Teachers can review, supplement, and deepen understanding of students' generally weak knowledge points. Be able to teach targeted, not "find a needle in a haystack. "

4.4 ESTABLISH A BRIDGE BETWEEN SCHOOL LEARNING AND SOCIAL APPLICATION

Nowadays, more and more companies adopt a leaderless group discussion mode when recruiting, but in fact, students are exposed to this form of evaluation and have fewer opportunities on campus. Many students do not understand this evaluation system when they enter society, and cannot fully demonstrate their abilities when recruiting. This is one of the reasons why students think that school learning is out of touch with off-campus applications. Combining leaderless group discussion with case teaching can build a bridge between school learning and application outside school. In daily teaching, students are familiar with the process of unleaded group discussion, master job hunting skills, and link the knowledge learned in class with the recruitment of companies outside of class to lay the foundation for students to enter the society.

4.5 EXERCISE STUDENTS' COMPREHENSIVE ABILITY AND CULTIVATE COMPREHENSIVE TALENTS

The biggest feature of Leaderless group discussion mode is that there is no leader, that is, without teacher participation, students can discuss the case from different angles, not just limited to the chapters reflected in the case or the direction guided by the teacher, and can exercise students' thinking ability. During the implementation of Leaderless group discussion, it is necessary for the group members to communicate and persuade their views, and finally reach an overall view of the group. When students persuade others to agree with and convince their own views, they also exercise their verbal expression and persuasion skills. Because subject cases are often comprehensive and may involve multiple aspects of knowledge, group discussions and divergent thinking can also cultivate students' ability to dig out information and provide a basis for future professional work. In the Leaderless group discussion mode, a time limit will be set for the content of the discussion, which will also enhance

the ability and level of students to deal with personal emotions under tension, improve professional quality, and cultivate comprehensive talents for the society.

5. LEADERLESS GROUP DISCUSSES THE PROCESS DESIGN APPLIED TO GRADUATE CASE TEACHING

The application of Leaderless group discussion in the case teaching of graduate students can combine relevant experience and the actual teaching situation of the teacher, and integrate the Leaderless group discussion into the case teaching from the three stages of pre-teaching preparation, classroom practice, and evaluation and feedback.

5.1 PREPARATION BEFORE TEACHING

5.1.1 Design the syllabus

Teachers should pay attention to the postgraduate training program formulated by the school, and combine the abilities that the company needs for talents, as well as the most important knowledge and skills of the major, to select cases. Case selection is the core of case teaching. Cases should be practical, combined with professional cutting-edge topics, and select some cases that the media and people are concerned about. Ensure that when teaching, the case can arouse students' interest and help students really apply what they have learned. After selecting the case, design the case teaching plan. Including the arrangement of cases and courses, and the matching of class hours. For the case, the teacher can make appropriate adjustments to make it more suitable for teaching.

The teacher conducts research around the case teaching progress and designs a syllabus for unleaded group discussion that can match the teacher's teaching progress. Focus on the learning objectives of the subject, and design the learning syllabus to match the knowledge points

required by graduate students. the content of the syllabus includes: learning topics, selection of case introductions, time and place arrangements without a leading group, plan implementation process, expected results and goals.

5.1.2 The arrangement of Leaderless group discussion

In terms of time arrangement, Leaderless group discussions can be arranged after students have finished studying the theories and basic knowledge of related subjects, the purpose is to test the degree of knowledge mastery and practical application. Implementation locations can be arranged in conference rooms, laboratories, etc., to enhance students' sense of situational experience. In terms of case selection, the content of the case should reflect the subject knowledge that needs to be focused on combined with the latest social-related issues, so that students can understand the frontier issues of the subject and the latest research hot spots.

5.1.3 Design a score sheet for Leaderless group discussion

The most important part of Leaderless group discussion is the design of the evaluation form. the scoring form of the unleaded group discussion is mainly based on the performance of the participants in the discussion, and does not pay special attention to the results of the discussion. But because the purpose of case teaching is to test the students' mastery of knowledge and the ability to use knowledge. Therefore, it is possible to add a scoring standard for the case of related subjects related to the understanding of knowledge points on the evaluation table, so that the scoring table cannot only evaluate the comprehensive ability of students' communication and expression, but also evaluate the learning effect of students. which shown as Table 1

Table 1 The score sheet of Leaderless group discussion.

		Student1	Student2	Student3	Student4	..
The situation of enhancing knowledge	1. All the knowledge involved in the case can be identified					
	2. the knowledge involved in the case be used flexibly					
	3. Thinking of solutions to the problems raised in the case					
	4. Accurately understand the relevant knowledge after the teacher explains					
The qualities of students	5. the number of effective speeches students participated in during the discussion					
	6. Listen to the opinions of others and don't interrupt					
	7. In the speech, the thinking of analyzing the problem is clear					
	8. When speaking, express to make people understand their point of view					
	Accept other people's different opinions					
Total	Total score(weight)					

The scoring standard of the scoring table is scored from two dimensions. One is the student's mastery of knowledge. This part focuses on the knowledge points learned in this lesson in the questions set by the teacher through the case. Including whether students can identify the knowledge involved in this case; whether they can use it flexibly; whether they can think divergently and come up with solutions to the problems in the case; after the teacher explains the case, whether students can omit or misunderstand themselves in the group discussion Summarize the part to accurately understand the knowledge points. the other part mainly evaluates the personal qualities of students. Including whether students are proactive in speaking; whether they can respect others and listen patiently when speaking. Analyze whether the problem is logical; whether the expressed opinions are clear and easy to understand; whether they can humbly accept the correct opinions of others and improve their

own opinions. the score range is 1-5 points, and students' performance close to the description in the scoring standard is 5 points, otherwise it is 1 point. which shown as Table 2.

Table 2

Questions Weight	Professional knowledge	Individual quality
Q1	0.4	0
Q2	0.3	0
..	..	..
Q9	0	0.3

When calculating the total score, you need to design weights. In terms of knowledge point mastery, weights are designed according to the teacher's focus of this section of the course, the difficulty of the case, and the complexity of the knowledge points. If the knowledge points in this lesson are very basic, every student must understand and master it. Then the weight of the flexible use of knowledge in the evaluation criteria should be designed higher. If the knowledge points involved in this case belong to the

frontiers of research, they do not need to be fully mastered. It requires a simple understanding. Then, the weight of the identified knowledge points can be set higher, and at the same time, the weight can be set low with flexible use. This requires teachers to make appropriate adjustments according to the curriculum and teaching goals. In terms of personal ability improvement, teachers cannot just design weights based on teaching plans. Instead, it is necessary to collect information on the talent market, and collect the talent skills and abilities listed in the recruitment requirements of companies in the recruitment-related professions. Through data sorting and analysis, the weight of scientific, reasonable and practical ability is set. By setting reasonable weights, the scores reflected in the score sheet will be closer to the actual talent evaluation. It can help companies select suitable talents, and at the same time, it is also conducive to students to improve their own abilities and comprehensive qualities, and obtain more employment opportunities.

5.2 THE PRACTISE IN CLASSROOM

The specific implementation process of non-leader group discussion in graduate case teaching can be divided into before the group discussion, during the group discussion and after the group discussion.

5.2.1 Before the group discussion

First of all, since the case is generally more complicated, the time required for reading is also longer. Therefore, it is necessary to give students sufficient preparation for theoretical study or review before conducting Leaderless group discussions, and give students a certain amount of time to read and analyze the cases. After reading the case, the discussion group should be divided. the working group is usually 8-10 people. the way to divide the group, you can choose free combination of students, a better way is to divide by random reporting. This can ensure that the group members are not repeated each time, and it is more conducive to students to improve their interpersonal communication and expression skills. Secondly, each group of Leaderless group discussion needs an evaluator to watch and evaluate the discussion process of the participants. Students can be selected as evaluators, which cannot only observe the performance of others and learn from experience, but also improve the subjectivity of students. Enhance the sense of participation. Finally, distribute the score sheet to the evaluators, and announce to the students the time limit for discussion and the evaluators scoring requirements. Before the formal start of the case teaching by Leaderless group discussion, the teacher must first introduce to the students what the leaderless group discussion is and how the specific process is through a small non-professional case. Helping students who do not know the Leaderless group discussion to understand it as soon as possible is also conducive to the advancement of case teaching.

5.2.2 During the group discussion

When the students are discussing, the evaluator observes by the side and gives scores to the members of the group. At the same time, teachers patrolled between groups to listen to students' discussions and scoring, and control the time for group discussions. During the discussion, give students ample space, the teacher does not participate, but can provide appropriate guidance. At the end of the discussion time, one person in each group is required to report the results of the discussion, and the same group can make supplements. the reviewers of each group comment on the performance of the entire group and individual members. the reporting time should not exceed 5 minutes. After the report is complete, the teacher asks other team members whether they agree with the reporter's point of view.

5.2.3 After the group discussion

After the Leaderless group discussion, the scoring form is collected, and the teacher summarizes the students' performance. Correct and supplement the viewpoints of the case discussed by the students, and lead the students to consolidate the relevant subject knowledge points involved in the case to help students digest and master.

The teacher listened to the reports of all groups and commented on the completeness and accuracy of the answers one by one. If the student's answer is incomplete or inaccurate, the teacher needs to inform the correct idea and answer. Through the students' reports, the teacher has a general understanding of the students' knowledge mastery. the teacher explained the case in detail in the classroom. After the explanation, students are invited to answer questions to check whether they really understand it. Regarding personal abilities, it mainly relies on teachers to sort out and analyze the collected questionnaires after class.

5.3 EVALUATION AND FEEDBACK

The teacher evaluates the implementation effect of this Leaderless group based on the recycled score sheet and the performance of students in the class, and improves the process design of the Leaderless group discussion. According to the important knowledge points and the frontiers of the subject that the students showed during the group discussion, the teaching plan should be adjusted to increase the teaching time of the relevant knowledge points. For the statistics of the knowledge points of the scoring table, teachers can focus on where students do not understand. Additional explanations may be needed in other cases. Regarding the scores of the students' personal abilities in the score sheet, teachers should focus on cultivating the abilities required by the enterprise and the duration. After that, the teacher needs to compare the students' knowledge and personal ability improvement in the recent period with the students themselves to test their own teaching effects.

6. THE ESSENTIAL POINTS OF LEADERLESS GROUP DISCUSSION

First of all, the Leaderless group discussion requires that the selected subject-related professional cases are practical, can be close to the latest subject hot spots, will not make students difficult to read, and must match the teaching goals of graduate students. This requires teachers not only to capture subject hot spots in time when selecting cases, but also to screen based on student acceptance to select suitable cases for discussion.

Secondly, the use of Leaderless group discussion in the classroom is relatively new to students. Therefore, before

the implementation of the discussion, it is necessary to introduce to the students in detail the process of the Leaderless group discussion, as well as the positioning and tasks of each role, to ensure the effect of the implementation of the discussion by the leaderless group. This action can help teachers control the overall situation and ensure that students can focus on the discussion and will not be distracted by feeling novel and interesting.

Finally, the score sheet Leaderless group discussion is used as an important tool to evaluate the performance and knowledge of students. When designing, it needs to be considered comprehensively according to the subject teaching objectives, students' learning situation and relevant subject knowledge points reflected in the case. the design of the scoring table is not set once and for all, it should be flexible. This also requires teachers to summarize at the end of the Leaderless group discussion, continuously learn from teaching experience, and continuously modify and improve the design of the score sheet.

7. PRECAUTIONS FOR CASE TEACHING BY LEADERLESS GROUP DISCUSSION

In the grading process, since the graders are all students, the grading may be random. It may be that the students with good relationship score higher, which leads to the lack of objectivity in the scores collected by the score sheet. on the other hand, students believe that case teaching is part of the teaching assessment, which makes them unable to participate in Leaderless group discussions with a relaxed attitude. on the contrary, they make their own performance worse, which also cannot reflect the true level of students. Therefore, the teacher should confirm with the students in advance that the purpose of case teaching by Leaderless group discussion is mainly to investigate knowledge points and improve personal quality and ability. It is not an exam. the score reflects your mastery of this knowledge point, and does not represent your final exam score at the end of the semester. At the same time, teachers must also implement a certain incentive mechanism. Included in the case analysis without a leading group, students who have performed well on many occasions can get some rewards, including exemption of homework, and extra points in the final exam. Not only students who perform well can be rewarded, but students who score fairly can be rewarded. Encourage students to actively express themselves, relax their minds, and raters to score objectively so that the score sheet can be used to its maximum effect.

There are certain limitations in the scoring table, and it is difficult to fully generalize the knowledge and personal ability only by quantitative numbers and several evaluation standards. Therefore, the subsequent optimization of the table is very important. To check whether the mastery of the knowledge points reflected in the form is true, the teacher conducts some surprise quizzes daily, and judges the answers and scores of the quizzes. When there are differences, communicate with students to find out what the problem is. Supplement or modify the evaluation criteria. This is an iterative process. The evaluator mainly selects students, and the effect of the evaluator may be worse than other students. Teachers can pay more attention to the evaluator's understanding of knowledge in teaching, and when explaining cases, all students are required to listen together. Evaluators rotate to ensure that every student who serves as an evaluator can understand the knowledge points and can actively think about cases, instead of just focusing on objectively scoring students.

8. CONCLUSION

With the continuous improvement of the professionalism and ability requirements of enterprises for graduate students, the talent market has become more popular for talents with strong professional knowledge and excellent comprehensive qualities. Therefore, in order to adapt to this new demand, college teachers need to reform the traditional case teaching method to make it more practical. Introducing the Leaderless group discussion into the case teaching method can make up for the shortcomings of the case teaching method, inject fresh blood into teaching, promote teaching innovation and reform, and improve students' enthusiasm. While enabling students to improve their professional abilities, they also cultivate interpersonal communication, expression skills, thinking skills, and persuasive skills to improve their overall quality. Focus on industry and technology development trends, enhance soft power and improve students' own competitiveness.

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Educational Teaching in the Course Teaching of Operations Research

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Abstract: Educational reforms in the 21st century around the world pay special attention to the implementation of the macro vision of education into the micro practice of curriculum teaching, and the integration of subject literacy education and moral literacy education. This is the practical interpretation of the spirit of "curriculum educating people", and it also reveals that the ultimate goal of the concept of "curriculum teaching" is "curriculum educating people". This article focuses on the idea of "curriculum educating people" in the course teaching of "Operations Research", and how to properly integrate the course educating people into the course teaching in terms of what content.
Keywords: Operations Research; Course Teaching; Course Education

1. INTRODUCTION

After the 1990s, the most obvious features of educational reform in countries around the world at the macro level are: actively adapt to the requirements of the times, carry out educational planning for the 21st century, highlight the strategic position of education, focus on improving the quality of education, and the theme is the pursuit of educational equity. Their corresponding measures at the micro level are as follows: First, take curriculum reform as the core of education reform. the specific manifestations are: adjust the curriculum structure in order to cultivate a reasonable quality structure of people, pay attention to the balance between the science education curriculum and the humanities and social sciences, physical education, arts and other courses, so that the curriculum reform presents a diversified, comprehensive, practical and individualized in order to meet the requirements of scientific and technological progress and social development, adjust and increase or decrease course content, strengthen the contemporary nature of course content, strengthen the teaching of basic subjects, and pay attention to the role of basic knowledge and basic skills in the sustainable development of human life. Second, strengthen and improve moral education. the focus of moral education in contemporary countries in the world is to carry forward the excellent culture and historical tradition of the nation, update the content of moral education according to the requirements of the times, and strengthen the education of moral values. It can be seen that the educational reforms in the 21st century all over the world pay special attention to the implementation of the macro vision of education into the micro practice of curriculum teaching, and the integration of subject literacy education and moral literacy education. This is the practical interpretation of the spirit of "curriculum

educating people", and it also reveals that the ultimate goal of the concept of "curriculum teaching" is "curriculum educating people".

This article focuses on the idea of "curriculum educating people" in the course teaching of "Operations Research", and how to properly integrate the course educating people into the course teaching in terms of what content.

2. THE CONCEPT OF CURRICULUM EDUCATION

2.1 THE CONCEPT OF CURRICULUM EDUCATION

Curriculum educating people refers to the formation of a full-staff, whole-course, and whole-curricular educating pattern that combines various courses with ideological and political theory courses in the same direction to form a synergistic effect, and takes "cultivating morality and cultivating people" as one of the fundamental tasks of education. Comprehensive education concept.

2.2 THE MAIN FORM OF CURRICULUM EDUCATION

The main form of curriculum education is to integrate the elements of ideological and political education, including theoretical knowledge, values, and spiritual pursuits of ideological and political education into various courses, subtly affecting students' ideology and behavior.

2.3 THE ESSENCE OF CURRICULUM EDUCATION IS TO CULTIVATE MORALITY

Curriculum educating people is still a kind of education in essence, it is to realize morality and cultivate people. "Educating people" first "cultivating morality", focusing on the organic unity of preaching, teaching, solving doubts, educating people and cultivating talents, has always been a fine tradition of education in my country. "Ideological and political education is the work of being a human being. It solves the problems of 'what kind of people to train' and "how to train people". It is the lifeline of all work of the country. Teaching, focusing on strengthening the education of students' world outlook, outlook on life and values, inheriting and innovating the excellent traditional culture of the nation, and actively guiding contemporary students to establish a correct outlook on country, nation, history and culture, so as to cultivate more for the society Talents with all-round development of morality, intelligence, physical beauty and labor.

3. THE CURRICULUM EDUCATING IDEAS CONTAINED IN THE "OPERATIONS RESEARCH" CURRICULUM

Operations research is a discipline developed by the decision-making problems raised in military, economic, production and other activities. It studies what people can control, needs people to make decisions, and can use mathematical models to express, analyze, optimized system. Operations research is a science that applies

mathematical methods and related scientific and technical knowledge to solve specific problems raised in practice and provides quantitative basis for decision makers to choose the best solution. In teaching in the course, our teachers are not only imparting knowledge, but the more important task is to realize the curriculum education. In the teaching of operations research, I realize curriculum education from the following aspects.

3.1 GUIDE STUDENTS TO ESTABLISH THE CONCEPT OF ENVIRONMENTAL PROTECTION IN TEACHING

When introducing how to mathematically model the linear programming problem, take a practical example of sewage treatment in a factory. A river flows through two chemical plants. the flow through the first chemical plant is 5 million cubic meters per day. Between the two chemical plants, there is a tributary with a flow of 2 million cubic meters per day. Chemical plant 1 produces 20, 000 cubic meters of industrial wastewater per day, and chemical plant 2 produces 14, 000 cubic meters of wastewater per day. 20% of the sewage discharged from chemical plant 1 can be purified naturally before it flows to chemical plant 2. According to environmental protection requirements, the content of sewage in the river should be no more than 0.2%. Therefore, both chemical plants need to process a portion of the industrial wastewater each. the cost of wastewater treatment in chemical plant 1 is 1, 000 yuan/10, 000 cubic meters, and the cost of wastewater treatment in chemical plant 2 is 800 yuan/10, 000 cubic meters. Q: Under the condition that the environmental protection requirements are met, how much industrial sewage should each factory treat, so that the total cost of sewage treatment in the two factories is minimized? To educate students about environmental protection, so as to establish the concept of "lucid waters and lush mountains are invaluable assets".

3.2 SHAPING THE CIVILIZED CONCEPT OF SUSTAINABLE DEVELOPMENT OF STUDENTS IN TEACHING

Lagrange multipliers, also known as shadow prices, are frequently used in the iterative and sensitivity analysis of the simplex method. It refers to the price determined according to certain principles, which can reflect the real economic value of the input and output, reflect the market supply and demand, reflect the scarcity of resources, and enable the reasonable allocation of resources. Shadow prices play an important role in actual production and life: to achieve optimal allocation of resources under the regulation of the market. Only by realizing the optimal allocation of resources can sustainable development be achieved.

3.3 ESTABLISH STUDENTS' DIALECTICAL MATERIALISM IN TEACHING

When explaining the concept of duality, it can be combined with dialectical materialism, so that students can establish a correct world outlook and methodology. the original problem and the dual problem are two different expressions of the same thing or problem from different angles or positions. While dialectical materialism believes that the material world moves, changes and

develops according to its own inherent laws, "Everything is divided into two. " It reveals that the fundamental reason for the development of things lies in the internal contradictions of things. the two sides of the contradiction of things are unified and struggling, which promotes the continuous development of things from the lower level to the higher level.

3.4 CULTIVATE THE CONCEPT OF HARMONY AND EQUALITY IN STUDENTS' VALUES IN TEACHING

When dealing with general transportation problems, there will be a basic assumption: the sum of production and sales are equal, that is, the balance of production and sales. When the production and sales are unbalanced, it is transformed into a problem of production and sales balance. "Xunzi" mentions: "Two objects are in the same balance as balance", two or more forces act on an object, and each force cancels each other out, so that the objects are in a state of mutual rest. on the philosophical level, balance is the appearance of things in the stage of quantitative change, and it is the temporary and relative stillness in the absolute and eternal movement. To nurture the idea of harmony and equality in student values. Harmony is the basic concept, it is the value demand of each country in the field of social construction, and it is an important guarantee for the harmonious, stable, sustainable and healthy development of the economy and society. Equality means that all citizens are equal before the law, and its value orientation is to continuously realize substantial equality. It requires respect and protection of human rights, and everyone has the right to equal participation and equal development in accordance with the law.

3.5 CULTIVATE STUDENTS TO ESTABLISH A CORRECT VIEW OF TIME IN TEACHING

When explaining the basic steps of dynamic programming, by explaining how dynamic programming decomposes a long-term problem into multiple sub-problems, in order to solve a long-term big problem, it is necessary to gradually solve the sub-problems of each stage, and take the opportunity To cultivate students' ability to make a good life plan. Guide them to realize that the ideal of life is a big goal as well as a long-term goal, and this long-term goal cannot be achieved overnight. the big goal of the ideal of life should be broken down into small goals at various stages, and gradually realize each small goal. Goals, so that they learn to deal with the relationship between short-term things and long-term goals, establish a correct concept of time, and realize their life ideals in stages.

3.6 GUIDE STUDENTS TO FURTHER UNDERSTAND THE DIALECTICAL UNITY OF MOTION AND STILLNESS IN TEACHING

When solving a dynamic programming problem, the given problem is appropriately divided into several interrelated stages. In each stage, a decision needs to be made, so that the whole process can achieve the best activity effect. This kind of multi-stage process with a chain-like structure in which a problem can be regarded as a context becomes a multi-stage decision-making process. That is, the dynamic programming method is a multi-stage decision-making

process, and the selection of decisions at each stage is not determined arbitrarily. It depends on the current state and affects future development. the whole process is dynamic, and the decision at each stage is relatively static. From this, students can further appreciate the dialectical unity of movement and stillness. Motion is the fundamental property and way of existence of matter, and stillness refers to the state in which the position and nature of things remain unchanged. Movement and stillness are interpenetrated, there is movement in stillness, and stillness in movement. In the construction of socialist modernization, we must dialectically unify absolute movement and relative stillness, and unify change and stability. We must not only pay attention to change to promote the development of things, but also pay attention to the stability of the situation to ensure the normal progress of change and consolidate the progress of change. results. If you only seek change without paying attention to stability, the premise and guarantee for change will be lost; if you only seek stability and do not seek change, things will not develop, and long-term stability will not be maintained.

3.7 CULTIVATING STUDENTS' TEAM SPIRIT IN TEACHING

In daily teaching, when discussing and solving actual cases of operations research in groups, we encourage thoughtful students to express themselves, and students in the same group listen carefully, put forward opinions, and improve each other. In the process of solving cases, students are gradually guided to unite and cooperate, make progress together, learn from each other's strengths, and cultivate their team spirit.

4. CONCLUSION

The education and teaching of "curriculum educating people" is a comprehensive educational concept that realizes the whole process of educating people. In the daily course teaching of operations research, we should gradually establish the concept of three comprehensive education, and fully integrate the "salt" of curriculum education into the "soup" of professional education. This course is designed to cultivate students' scientific way of thinking about problems from an operations research perspective. on the one hand, interpret the rationality behind social phenomena and systems from the perspective of operational research and optimization, so as to cultivate students' love for their own country; on the other hand, shape the concept of ecological civilization for students' sustainable development, and inherit and carry forward the fine traditional culture of diligence and thrift. and the national, family and country feelings, and establish the excellent character of lifelong learning and continuous self-improvement, and grow into a comprehensive talent that meets the development needs of the current era.

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Reflections on the Geometric Interpretation of Partial Integral Formula (Definite Integral)

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Abstract: Based on the doubts existing in the interpretation of the geometric figure of the partial integral formula (definite integral) in the calculus textbook, this paper explains several related problems, such as the idea of transformation contained in the figure, the determination of integral variables, and the corresponding relationship between the integral transformation method and differential calculus.
Keywords: Partial Integral; Substitution Method; Integral Variable

1. INTRODUCTION

The partial integral formula in the integral derived from the derivative formula of the product of two functions is an important integral formula in calculus course. In definite integral, if functions $u = u(x)$ and $v = v(x)$ have continuous derivatives on $[a,b]$, there is definite integral partial integral formula $\int_a^b u\,dv = uv\Big|_a^b - \int_a^b v\,du$. the application of the formula will not be described in detail in this paper. the visual explanation of the geometric figure of the formula is given in the textbook [1], and the figure is as follows:
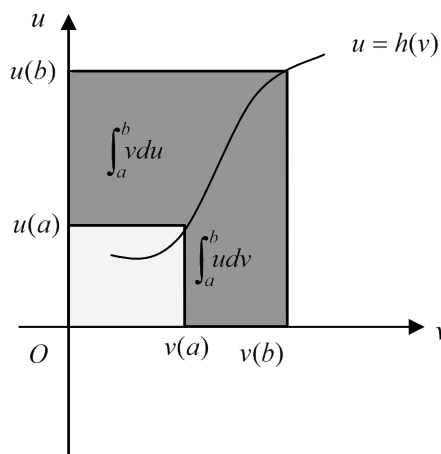
Figure 1

The area $\int_a^b u\,dv$ of the curved trapezoid in the lower right part of the figure is equal to the large rectangular area $u(b)v(b)$ minus the small rectangular area $u(a)v(a)$, and then minus the area $\int_a^b v\,du$ of the curved trapezoid in the upper left part. the quantitative relationship of graphics is intuitive and easy to understand, but students have doubts about the area expression form of curved trapezoid here in the process of learning.

2 QUESTIONS AND ANSWERS

Question 1 Take the trapezoidal area $\int_a^b u\,dv$ of the lower right curved edge as an example. From the geometric meaning of definite integral, the horizontal axis variable is v, and the curve equation of the curved edge is $u = h(v)$. why is the integral interval not $[v(a), v(b)]$, but $[a,b]$?

Note that there are $u = u(x)$ and $v = v(x)$ in the condition, which means that u and v in the graph are functions of independent variable. Obviously, using x as the medium, the relationship between u and v can also be expressed by functional relationship, that is, $u = h(v)$, then the integral $\int_a^b u\,dv$ can also be expressed as $\int_{v(a)}^{v(b)} h(v)\,dv$, here contains the idea of definite integral transformation method. As we all know, the two factors that determine the value of a definite integral are the integral interval and the integrand function. Here, when the integral variable is x, the integral interval is $[a,b]$ and the integrand function is $u(x)v'(x)$. when the integral variable is v, the integral interval is $[v(a), v(b)]$ and the integrand function is $h(v)$. In the figure, it is the case when x is the integral variable. It will be clearer to take a simple definite integral as an example. For example,

$$\int_1^2 uv'\,dx = \int_1^2 x^2 e^x\,dx \quad = \int_1^2 x^2 de^x \quad = \int_1^2 (\ln e^x)^2 de^x$$

$$\underline{\underline{e^x = v}} \int_e^{e^2} \ln^2 v\,dv \quad , \quad \text{so} \int_a^b u\,dv = \int_{v(a)}^{v(b)} h(v)\,dv = \int_{v(a)}^{v(b)} u\,dv \quad .$$

Here, $u = u(x)$ in the front integral and $u = h(v)$ in the back integral may easily cause confusion in the form of letter abbreviation, resulting in the figure looks difficult to understand from the perspective of the geometric meaning of conventional definite integral, but it is also correct. In the process of learning, only by correctly understanding the meaning of definite integral symbols, distinguishing the relationship between variables and mastering the essence behind the surface form can we accurately distinguish right from wrong.

Question 2 Is v an integral variable in definite integral $\int_a^b u\,dv$? Is the integral variable in the transformation

method an independent variable or an intermediate variable?

In question 1, when explaining the integral representation of the graphic area in the lower right part, the idea of the substitution method is used, but the integral variable in the basic formula is still the independent variable x. Some students only see the surface form of definite integral symbol, they think that the quantity after the letter d in the integral symbol must be the integral variable. In fact, how to distinguish who is the integral variable or return to the essence of the integral form. In the definite integral symbol $\int_a^b f(x)dx$, the integrand function is a function with the integral variable as the variable, and $[a,b]$ is the integral interval of the integral variable. Due to the addition of variable substitution, the form of integral becomes diversified. Whether the integral variable is changed in the process of element exchange depends on whether the process of element exchange is really implemented. Especially in definite integral, the range of integral variable should be determined in order to calculate accurately. In order to clarify the problem of integral variables, let's look directly at the basic formulas of the two substitution methods.

In the first substitution method (approximate differentiation method), if $f(x)$ is continuous on $[a,b]$, $F(x)$ is an original function of $f(x)$ on $[a,b]$, and $\varphi(x)$ has continuous derivative, there is

$$\int_a^b f[\varphi(x)]\varphi'(x)dx = F[\varphi(x)]\Big|_a^b = F[\varphi(b)] - F[\varphi(a)] \quad ,$$

which can be regarded as the direct application of Newton Leibniz formula. Although the first commutation embodies the idea of commutation, the commutation process is generally not written for simplicity, the integral variable has always been the independent variable x, for example $\int_0^1 \frac{e^x}{1+e^x}dx = \int_0^1 \frac{d(1+e^x)}{1+e^x} = \ln(1+e^x)\Big|_0^1$

$= \ln(\frac{1+e}{2})$. If the conversion process is written specifically, the integral variable will become an intermediate variable after the conversion, and the upper and lower limits will change accordingly. For example

$$\int_0^1 \frac{e^x}{1+e^x}dx = \int_0^1 \frac{d(1+e^x)}{1+e^x} \underline{\underline{1+e^x=u}} \int_2^{1+e} \frac{1}{u}du$$

$= \ln u\Big|_2^{1+e} = \ln(\frac{1+e}{2})$. In comparison, it is more concise to directly use Newton Leibniz formula, so the first transformation of definite integral is generally not introduced in textbooks.

In the second substitution method, if $f(x)$ is continuous on $[a,b]$, the function $x = \varphi(t)$ satisfies $\varphi(\alpha) = a$, $\varphi(\beta) = b$; if $\varphi(t)$ has a continuous derivative on $[\alpha,\beta]$ or $[\beta,\alpha]$ and the range is $[a,b]$, then there is $\int_a^b f(x)dx$

$= \int_\alpha^\beta f[\varphi(t)]\varphi'(t)dt$ [2]. Obviously, the integral variable changes before and after the transformation.

In the partial integral formula $\int_a^b u dv = uv\Big|_a^b - \int_a^b v du$ of definite integral, the integral variables in both integrals are independent variables x. We will not take v in $\int_a^b u dv$ as integral variables, because u is not expressed as a function of v, and $[a,b]$ is not the integral interval of v. When calculating the definite integral, we should not only choose the appropriate method, but also distinguish the integral variables and their corresponding value range, and correctly determine the upper and lower limits of the integral, so as to avoid mistakes.

Question 3 How to embody the relationship between the formula of substitution method in integral and differential calculus?

Differential calculus and integral calculus are mutually inverse operations. There is $d\int f(x)dx = f(x)dx$ in the basic properties, so $d\int f[\varphi(x)]\varphi'(x)dx$ $= f[\varphi(x)]\varphi'(x)dx = f(u)du$, here u is an intermediate variable, which just reflects the invariance of differential form in differential calculus. Here, if $F'(x) = f(x)$, then $d(F(u) + C) = f(u)du$, whether u is an independent variable or an intermediate variable, the differential always maintains the same form. It can be seen that the chain derivation rule of composite function and the differential rule of composite function are the basis and bedding for learning the integral transformation method well.

3 CONCLUSION AND PERCEPTION

From the process of putting forward and exploring the above three questions, we have gained some insights in learning calculus. First, it is a good habit to dare to question, be diligent in thinking and be good at summarizing. Solving doubts must be accompanied by improvement and progress. Second, from a more abstract point of view, the research object of calculus is mainly function, and the variable substitution method not only makes the form of function varied, but also extends the basic theory and method of calculus. From the variable substitution formula of limit, to the chain rule of derivative of compound function, the conclusion of invariance of differential form, the substitution method in integral, and the indirect expansion method in the power series expansion of function, all reflect the great role of variable substitution. However, no matter how the form of function changes, we can see through the problem as long as we deepen the deep understanding of the basic concepts and

master the essential attributes of the corresponding knowledge.

CONFLICTS OF INTEREST

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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Research on the Innovative Teaching Mode of Mathematics Course in Universities

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Abstract: With the continuous advancement of education modernization, it is an inevitable trend for the development of mathematics course in universities to combine teaching with modern technology to ensure the advanced nature and effectiveness of teaching. Micro-lectures and flipped classrooms effectively improve students' autonomous learning ability, improve teachers' professional academic ability, and improve the creativity of college mathematics teaching activities with their flexible and diverse characteristics. Thus, it promotes the healthy development of mathematics teaching in universities, and makes a useful supplement to the traditional teaching mode.

Keywords: Micro-Lecture; Flipped Classroom; Teaching Innovation; Mathematics Course.

1. INTRODUCTION

College mathematics is a compulsory course for many professional students in colleges and universities, and plays a vital role in students' learning. However, due to the strong abstraction and complexity of such courses, with the advancement of the teaching process, there are often problems such as the decline of students' interest and motivation in learning, and the separation of theory and practice, which affects the teaching quality of mathematics courses. In addition, the traditional university mathematics teaching mode is mainly based on teachers' theoretical explanation, and students accept it passively, which makes the efficiency of classroom teaching generally low.

How to better impart knowledge to students with different foundations in university classrooms has become a key issue in university teaching. As a university teacher and teaching researcher, it is an important task at this stage to actively explore new ways to improve the teaching effect of the course. [1] in recent years, new teaching modes and teaching concepts such as micro-lectures and flipped classrooms have become the center of attention. It reverses the order of "learning" and "teaching" in the traditional classroom, and changes from teaching first and then learning to first learning and then teaching. Before the class, let students use the learning resources mainly based on micro-courses to learn by themselves. [2] in the classroom, teachers organize student discussions and provide guidance to students to solve their doubts during self-study.

2. THE CURRENT SITUATION OF MATHEMATICS COURSE TEACHING IN UNIVERSITIES

With the development of society, economy and science, mathematical knowledge and culture have been continuously infiltrating into many fields such as economy, finance, trade, law and so on. the current university mathematics curriculum focuses on the teaching of the conclusions of mathematics activities, which makes some students feel that mathematics learning is difficult and boring. Most students do not understand the purpose of mathematics and think that mathematics is a "boring, but must learn" course.

On the one hand, these situations are determined by the characteristics of the content of mathematics courses in colleges and universities. the course content of college mathematics is more esoteric at the higher and middle stages, mainly focusing on theoretical knowledge, emphasizing logical calculation and proof. on the other hand, it is because of the limited time and heavy teaching tasks of college mathematics teaching. the distribution of various courses in universities is relatively full, and a teacher in a university mathematics classroom is often responsible for the teaching tasks of hundreds of students, so students need a lot of time for self-study after class. This puts forward higher requirements for students' own learning enthusiasm and initiative, and further increases the difficulty of college mathematics teaching. In this regard, mathematics teachers in universities are constantly reforming the teaching mode of college mathematics, and exploring the mathematics teaching mode that is more suitable for contemporary college students.

3. THE APPLICATION OF MICRO-LECTURE AND FLIPPED CLASSROOM IN MATHEMATICS COURSE

3.1 CHARACTERISTICS OF MICRO-LECTURE AND FLIPPED CLASSROOM

The core content of the micro-lecture is classroom teaching video, and it also includes teaching design, material courseware, teaching reflection, practice test, student feedback, teacher comments and other auxiliary teaching resources related to the teaching topic. Micro-lecture is a new type of teaching resource inherited and developed on the basis of traditional single type of teaching resources.

The flipped classroom teaching mode is a teaching method supported by high technology such as computer multimedia and the Internet. Its form is flexible and the classroom atmosphere is active, which helps teachers and students to interact, puts students in the main position of learning, mobilizes students' enthusiasm for learning, and improves their subjective initiative in learning. the flipped classroom is a new achievement of education and teaching reform.

3.2 THE ROLE OF MICRO-CLASS AND FLIPPED CLASSROOM IN MATHEMATICS TEACHING

With the continuous reform of mathematics public courses in colleges and universities, the teaching process not only

pays attention to the learning of students' mathematical knowledge, but also pays more and more attention to the cultivation of students' mathematical thinking and autonomous learning ability. the introduction of micro-lectures and flipped classrooms in college mathematics teaching is in line with the trend of college mathematics teaching reform. [3] Micro-lectures can supplement students' knowledge outside mathematics classrooms in their spare time, mainly including the cultivation of mathematical logical thinking and the popularization of related mathematical common sense. the teaching content included in the micro-lecture is generally the extension of the university classroom content and related mathematical knowledge, which helps students to break the routine thinking, cultivate students' mathematical logical thinking, and can better expand the mathematical learning ability of college students.

In addition, compared with the traditional classroom teaching mode, the micro-lecture teaching mode is richer and more diverse. It can stimulate students' interest in learning through multimedia forms such as animation, pictures and text, improve students' attention, and cultivate students' autonomous learning in a subtle way. In the flipped classroom model based on micro-lectures, students learn course materials at their own pace, and all students do not have to watch the same video at the same time. [4] the learning progress of different students can be asynchronous, with the goal of mastering the course content. Teachers and students discuss and communicate in class, provide targeted counseling, and internalize knowledge. Before class, students have mastered various knowledge points, and they can discuss difficult problems in class. Students take classes with questions, which are more targeted.

Teachers are only facilitators of knowledge, and students are active learners. Students adjust their learning methods, learning content and even learning progress according to their own characteristics to truly realize personalized learning. In the classroom, team learning, collaborative learning, and inquiry-based learning can be adopted according to actual needs to promote students' learning interaction and improve students' innovative ability, logical thinking ability and self-learning ability. If students can master each knowledge point, it will not affect the students' learning of the next knowledge point or even the next mathematics course, so that students can always maintain their confidence and enthusiasm for mathematics learning.

4. THE INFLUENCE OF MICRO-CLASS AND FLIPPED CLASSROOM ON TEACHING ACTIVITIES

4.1 THE ROLE OF TEACHERS HAS CHANGED

First, teachers have changed from imparting knowledge in traditional classrooms to facilitators and mentors of learning. the teacher is no longer the master of the classroom, and the classroom is no longer the teacher's speech. the dominant position of students is fully reflected in the micro-class and flipped classroom, and the dominant position of the teacher has not weakened, but has been strengthened. Teachers should be proficient in some organizational strategies of learning activities, such

as problem-based learning, project-based learning, group learning, gamification learning, role-playing, etc.

Secondly, teachers are transformed from transmitters of teaching content to designers and developers of video resources and providers of related educational resources. [5] Before class, teachers need to provide students with necessary resources, such as teaching videos explaining relevant knowledge, teaching courseware, other network resources, etc., so that students can fully understand the knowledge they have learned. When students need help, teachers provide them with the necessary support. Therefore, teachers become the scaffolding for students to easily obtain resources, utilize resources, process information, and apply knowledge to real situations.

4.2 THE ROLE OF STUDENTS HAS CHANGED

In the personalized learning under the micro-class and flipped classroom teaching mode, students become self-paced learners who can control the choice of learning time and place, as well as the content and amount of learning. Students are the protagonists of the entire learning process, and are no longer passive recipients of knowledge in traditional classrooms. Students complete the comprehension and absorption of what they have learned through group learning and collaborative learning in the classroom. At the same time, students who have mastered it faster can help students who have not mastered it to learn, and assume the role of "teaching".

4.3 REDISTRIBUTION OF CLASS TIME

Reducing the teaching time of teachers in the classroom and leaving more time for students to learn activities is another core feature of micro-lectures and flipped classrooms. In the teaching modes such as micro-lectures and flipped classrooms, the content of the original classroom teaching is completed before the class through network technology. on the basis of not reducing the transmission of basic knowledge, the interaction between teachers and students in the classroom is enhanced. [6] Maximize the extension of teaching and learning time, realize the deep internalization of knowledge, and improve learning efficiency.

4.4 INCREASE THE INTERACTION BETWEEN TEACHERS AND STUDENTS IN LEARNING

Micro-classes and flipped classrooms greatly enhance the interaction between teachers and students and between students and students in the classroom. Because students learn about the upcoming courses to a certain extent through teaching videos, in the classroom, students ask questions, teachers answer and discuss and exchange between students, etc., which fully enhances students' sense of ownership in the classroom. These enable students to actively participate in the learning process. Interactivity in the classroom becomes more effective when teachers make assessments. Based on teachers' evaluation feedback, students will have a more objective understanding of their own learning and better control of their own learning.

5. CONCLUSIONS

To sum up, flipped classroom is a new type of teaching mode, which has strong scientific and advanced nature. For this reason, college mathematics teaching should

reasonably develop and utilize the new teaching resource of micro-lecture, to make up for the deficiencies in the traditional college mathematics classroom teaching mode, provide students with richer learning methods, and stimulate students' learning. Interest. Give full play to students' subjective initiative in mathematics learning, thereby improving students' mathematics learning ability and aiding for students' future development.

Through the use of teaching methods such as micro-lecture and flipped classroom, students can master the basic theories and methods of mathematics courses; combine theory with practice, give full play to students' subject consciousness, and urge them to make analysis and decision-making. Change passive listening to active thinking, inspire students' thinking; cultivate students' interest in mathematics courses, problem-solving skills, and lay a solid foundation for learning subsequent professional courses, to realize the cultivation of innovative consciousness, innovative thinking and innovative ability.

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CONFLICTS OF INTEREST

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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Truncated Impossible Differential Cryptanalysis of GRANULE

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Abstract: GRANULE is a lightweight block cipher with Feistel structure. Its block size is 64 bits and its key sizes are 80 bits and 128 bits, denoted by GRANULE-80 and GRANULE-128. In this paper, we first construct two new 7-round impossible differential distinguishers. Then we study the redundancy of the key schedule to obtain some linear relations of the round subkeys. By adding 3 rounds at the top and 3 rounds at the bottom of one of the 7-round impossible differential distinguisher, we construct a 13-round attacking path for GRANULE-80. the data, time and memory complexities of this attack are $2^{62.18}$ chosen-plaintexts, $2^{62.26}$ 13-round encryptions and $2^{46.18}$ blocks, respectively. Compared with the previous results, we can attack two more rounds.

Keywords: Feistel Structure; Lightweight Block Ciphers; Granule; Impossible Differential Cryptanalysis

1. INTRODUCTION

With the rapid development of the Internet of Things technology, the security of the Internet of Things has received more and more attention, and the devices on the Internet of Things generally have the characteristics of weak computing power and small storage space, so the traditional block cipher algorithm is not suitable for protecting its security. In this resource-constrained environment, in order to protect information security, more and more lightweight block cryptography algorithms have been put forward in recent years, such as PRESENT [1], MIBS [2], LBlock [3], LED [4], Midori [5] and GRANULE [6]. Among them, GRANULE algorithm is a lightweight block cipher algorithm proposed by Bansod et al., an Indian scholar in 2018[6], which is a typical Feistel structure algorithm with high performance of hardware and software realization.

The packet length of GRANULE algorithm is 64 bits, and the key length includes 80 bits and 128 bits, which are recorded as GRANULE-80 and GRANULE-128 respectively. the algorithm consists of P-permutation, nonlinear S-box, left-right shift XOR and key XOR operation. Designers analyze the security of the algorithm, and finally show that the algorithm can effectively resist differential analysis, linear analysis, zero correlation analysis and so on.

Impossibility difference analysis is an effective method in cryptanalysis at present. In 1999, Knudsen [7] and Biham [8] independently proposed impossible difference analysis, whose main idea is to construct a difference path with zero probability and use it to eliminate all wrong candidate keys and leave the correct keys. the specific process is to construct two difference paths with probability of 1 respectively from the plaintext direction and ciphertext direction. These two difference paths form a contradiction in the middle and constitute a distinguisher with probability of 0. on the basis of this distinguisher, an attack path is formed by extending several rounds respectively. Next, select some special plaintext-ciphertexts and guess the corresponding wheel keys. If there is a plaintext-ciphertext that satisfies the input and output differences of the impossible differential under some guessed round subkey, this round subkey is wrong, and will be deleted from the key space. Given a sufficient number of plaintext-ciphertexts, all wrong subkeys can be removed from the key space and the right subkey can be retrieved. To date, many new results have been presented to improve it sefficiency, such as the early abort technique [9], state-testtechnique [10] and pre-computationtables [11]. At present, non-differential analysis has been used to evaluate the security of many well-known cryptographic algorithms, such as: AES [12], Camellia [13], ARIA [14]. In 2019, Shi Shuying et al. constructed 5 rounds of impossible different distinguisher for GRANULE, and proposed 11 rounds of impossible differential attacks against GRANULE-80. the data and time complexity of the attacks were 2^{64} chosen plaintexts and $2^{73.3}$ 11-round encryptions [15]. In 2020, Wu Xiaonian et al. proposed an automated search method for impossible difference analysis based on GRANULE algorithm, and found 144 impossible difference dividers with 7 rounds [16].

In this paper, we propose an improved impossible difference analysis of GRANULE algorithm. we first construct one new 7-round impossible differential distinguisher. Then we study the redundancy of the key schedule to obtain some linear relations of the round subkeys. By adding 3 rounds at the top and 3 rounds at the bottom of one of the 7-round impossible differential distinguisher, we construct a 13-round attacking path for GRANULE-80. the data, time and memory complexities of this attack are $2^{62.18}$ chosen-plaintexts, $2^{62.26}$ 13-round encryptions and $2^{46.18}$ blocks, respectively. Compared with the previous results, we can attack two more rounds. It also reduces data and time complexity.

2. DESCRIPTION OF GRANULE

2.1 NOTATIONS

L_i:the left half of the 32-bit i+1-th round input.
ΔL_i:the difference of L_i.
R_i:the right half of the 32-bit i+1-th round input.
ΔR_i:the difference of R_i.
$<<< \alpha$:left rotation by α bits.
$>>> \beta$:right rotation by β bits.
RK_i:subkey bits in the i+1-th round.

RK_n^{i-j} :j to i bits of the $n+1$-th subkey.

s_i: the intermediate state of L_i after permutation and S-box.

Δs_i:the difference of s_i.

r_i: the intermediate state of L_i after F function.

Δr_i:the difference of r_i.

$[i]^2$:the five-digit binary representation of i.

||:the cascade of two words.

2.2 GRANULE

GRANULE [6] is a lightweight block cipher algorithm based on Feistel structure. the packet length of GRANULE algorithm is 64 bits, and the key length includes 80 bits and 128 bits, the number of rounds is 32. Fig. 1 shows the block diagram of GRANULE.
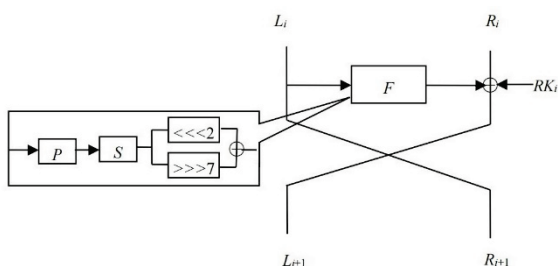
Figure 1. A Block Cipher GRANULE

The round function F in this algorithm includes P permutation, nonlinear transformation S box, cyclic shift XOR and subkey XOR.

(1) P permutation: divide the 32 bits of the left half of each round into 8 4-bit $L_i = l_i^7 \,\|\, l_i^6 \,\|\, l_i^5 \,\|\, l_i^4 \,\|\, l_i^3 \,\|\, l_i^2 \,\|\, l_i^1 \,\|\, l_i^0$, rearrange the order of the eight 4-bit. the specific transformation is shown in Table 1.

Table1. Permutation layer of GRANULE

x	7	6	5	4	3	2	1	0
$P[x]$	5	7	2	6	1	3	0	4

(2) S box: GRANULE uses 4-bit to 4-bit S-box, i. e. $F_2^4 \rightarrow F_2^4$. the specific transformation is shown in Table 2(The values in the table are given in hexadecimal format).

Table 2. S-box of GRANULE

x	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F
$S[x]$	E	7	8	4	1	9	2	F	5	A	B	0	6	C	D	3

(3) Key schedule: GRANULE supports 80 and 128 bits key size. the key extension algorithms of the two versions differ only in the size of the primary key. the password extension algorithm of the 80-bit primary key is described in detail. the 80-bit key is stored in a key register K. In each round of GRANULE, 32-bit round key RK_i is extracted from key register. the key scheduling functions for 80-bit is described below

$K = K_{79}K_{78}\cdots K_1 K_0$

$RK_i = K_{31}K_{30}\cdots K_1 K_0$

After extracting 32-bit round key RK_i, the key register K is updated as described below

1) $K <<< 31$.

2) $[K_3 K_2 K_1 K_0] \leftarrow S[K_3 K_2 K_1 K_0]$.

3) $[K_7 K_6 K_5 K_4] \leftarrow S[K_7 K_6 K_5 K_4]$.

4) $[K_{70} K_{69} K_{68} K_{67} K_{66}] \leftarrow [K_{70} K_{69} K_{68} K_{67} K_{66}] \oplus [i]^2$.

3. IMPROVED IMPOSSIBLE DIFFERENTIAL ATTACKS ON GRANULE-80

3.1 7-ROUND IMPOSSIBLE DIFFERENTIAL OF GRANULE-80

In this section, based on the characteristics of P permutation and shift XOR of GRANULE algorithm, a 7-round impossible differential is constructed by combining the 4-round encryption direction difference and 3-round decryption direction difference with probability 1.

Property 1. Given the input difference $\Delta P = (\Delta L_0, \Delta R_0)$, where $\Delta L_0 = $ (0000 0000 0000 0000 0000 0000 0000 0000), $\Delta R_0 = $ (0000 0000 0000 $a_1 a_2 a_3 a_4$ 0000 0000 0000 0000), and $a_1 a_2 a_3 a_4 \neq 0000$. After 7 rounds of GRANULE algorithm encryption, it is impossible to output the difference satisfying $\Delta C_7 = (\Delta L_7, \Delta R_7)$, where $\Delta L_7 = $ (0000 0000 0000 0000 0000 0000 $1 b_1 b_2 b_3$ 0000), $\Delta R_7 = $(0000 0000 0000 0000 0000 0000 0000 0000), which b_1, b_2, b_3 are any bytes.
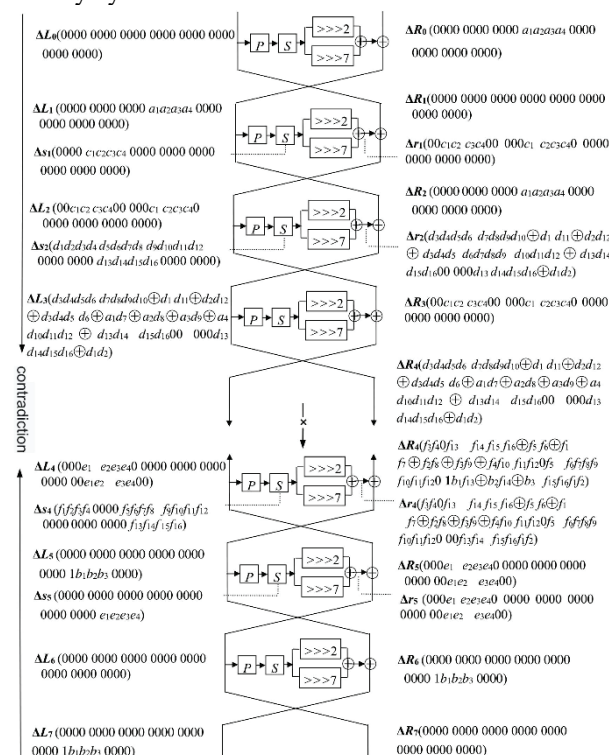
Figure 2.7-round impossible differential distinguisher of GRANULE

Proof. According to Figure 2, if $c_i / d_i / e_i / f_i (i = 1,2,3,\cdots)$ are not 0 at the same time, then a pair of the data conforming to the conditions of ΔP can obtain $\Delta R_4 = (d_3 d_4 d_5 d_6 \; d_7 d_8 d_9 d_{10} \oplus d_1 \; d_{11} \oplus d_2 d_{12} \oplus d_3 d_4 d_5 \; a_1 \oplus d_6 a_2 \oplus d_7 a_3 \oplus d_8 a_4 \oplus d_9 \; d_{10} d_{11} d_{12} \oplus d_{13} d_{14} \; d_{15} d_{16} 00 \; 000 d_{13} \; d_{14} d_{15} d_{16} \oplus d_1 d_2)$ through 4-round encryption, and $\Delta R_4[7] = 0$. a pair of the data conforming to the conditions of ΔC_7 can obtain $\Delta R_4 = (f_3 f_4 0 f_{13} \; f_{14} f_{15} f_{16} \oplus f_5 f_6 \oplus f_1 f_7 \oplus f_2 f_8 \oplus f_3 f_9 \oplus f_4 f_{10} f_{11} f_{12} 0 f_5 \; f_6 f_7 f_8 f_9 f_{10} f_{11} f_{12} 0 \; 1 b_1 f_{13} \oplus b_2 f_{14} \oplus b_3 f_{15} f_{16} f_1 f_2)$ through 3-round decryption, and $\Delta R_4[7] = 1$. So there's a contradiction. So we have a 7-Round impossible differential. □

3.2 IMPOSSIBLE DIFFERENTIAL ATTACKS ON 13-ROUND GRANULE-80

Based on the 7-round impossible differential of GRANULE-80 in Subsection 3.1, we add three rounds at the top and three rounds at the bottom to attack 13-round GRANULE-80. By shifting the wheel keys of the first round and the last round downward and upward equivalent respectively, there is no round key involved in the first round and the last round, so the two rounds can be stripped, so that the 13-round attack can be transformed into 11-round attack. Figure 3 shows the attack path after stripping the first and last round.
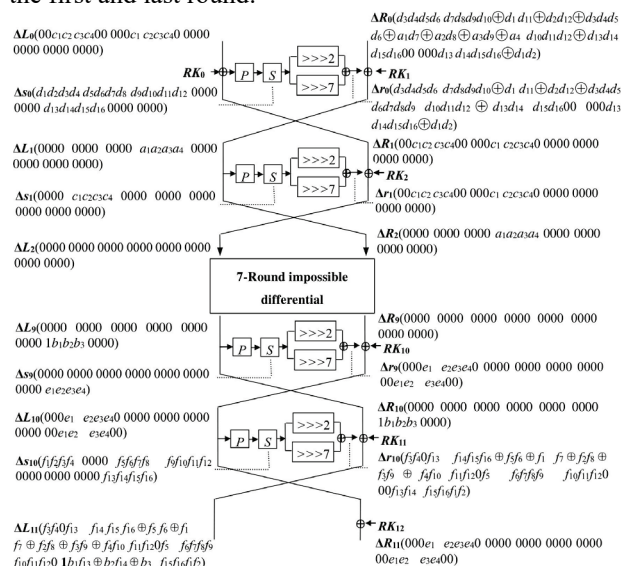
Figure 3.13-round impossible differential cryptanalysis of GRANULE

0 As shown in figure 3, the attack requires guessing 40 bits of subkey: RK_0^{31-16}, RK_1^{19-16}, RK_{11}^{7-4}, RK_{12}^{31-24}, RK_{12}^{7-0}. According to the key schedule, the relation between subkey and master key bit can be obtained in the following.

Property 2. Given 36 bits of subkey: RK_0^{31-16}, RK_1^{19-16}, RK_{11}^{7-4}, RK_{12}^{31-24}, RK_{12}^{7-4}, We can obtain RK_{12}^{3-0} and 31 bits of the master key: $K_{68}K_{67}K_{66}K_{65}K_{64}K_{63}$, $K_{57}K_{56}K_{55}K_{54}K_{53}$, $K_{35}K_{34}\ldots K_{16}$.

Proof. Key schedule includes cyclic shift, nonlinear transformation S-box and constant XOR. Because constant XOR is a linear transformation and constant is the number of rounds, its inverse transformation only needs to specify or between the number of rounds and the corresponding bits, so the constant XOR transformation is ignored here.

According to the key schedule, if S-box is not considered, the relationship between the keys of the first 13 rounds and the master key bits can be obtained, as shown in Table 3. the relationship between the subkey and the bits of the master key that need to be guessed during the attack is shown in Table 4.

Table 3. Relationship between the first 13 round subkey and the master key

subkey	corresponding bits of the original master key
RK_0	$K_{31}K_{30}\ldots K_0$
RK_1	$K_0K_{79}K_{78}\ldots K_{49}$
RK_2	$K_{49}K_{48}\ldots K_{18}$
RK_3	$K_{18}K_{17}\ldots K_0K_{79}K_{78}\ldots K_{67}$
RK_4	$K_{67}K_{66}\ldots K_{36}$
RK_5	$K_{36}K_{35}\ldots K_5$
RK_6	$K_5K_4\ldots K_0K_{79}K_{78}\ldots K_{54}$
RK_7	$K_{54}K_{53}\ldots K_{23}$
RK_8	$K_{23}K_{22}\ldots K_0K_{79}K_{78}\ldots K_{72}$
RK_9	$K_{72}K_{71}\ldots K_{41}$
RK_{10}	$K_{41}K_{40}\ldots K_{10}$
RK_{11}	$K_{10}K_9\ldots K_0K_{79}K_{78}\ldots K_{59}$
RK_{12}	$K_{59}K_{58}\ldots K_{28}$

Table 4. Relationship between guessed subkey and the master key

the subkey to guess	corresponding bits of the original master key
RK_0^{31-16}	$K_{31}K_{30}\ldots K_{16}$
RK_1^{19-16}	$K_{68}K_{67}K_{66}K_{65}$
RK_{11}^{7-4}	$K_{66}K_{65}K_{64}K_{63}$
RK_{12}^{31-24}, RK_{12}^{7-0}	$K_{59}K_{58}\ldots K_{52}, K_{35}K_{34}\ldots K_{28}$

The key schedule requires a shift of 31 bits, not a multiple of 4, which changes the order within a half-byte block. Therefore, S-box will affect the relationship between the subkey and the bits of the master key. Based on the key schedule, the following relation can be obtained.

$$RK_{11}^{7-4} = S[K_{66}K_{65}K_{64}K_{63}] . \quad RK_{12}^{3-0} = S[K_{31} \| RK_7^{7-5}],$$
$$K_7^{7-4} = S[K_{30}K_{29}K_{28}K_{27}] . \quad K_{12}^{7-4} = S[K_{35}K_{34}K_{33}K_{32}] .$$
$$RK_{12}^{29-26} = RK_6^{3-0} = S[K_{57} \| RK_7^{7-5}] , \quad RK_{12}^{25} = RK_1^4 ,$$
$$K_1^{7-4} = S[K_{56}K_{55}K_{54}K_{53}].$$

From the above relationship, RK_0^{31-16} can be deduced from RK_{12}^{3-0}. Given RK_0^{31-16} and RK_1^{19-16}, we can get 20 bits of the master key: $K_{31}K_{30}\ldots K_{16}$, $K_{68}K_{67}K_{66}K_{65}$. $K_{66}K_{65}K_{64}K_{63}$ can be deduced from RK_{11}^{7-4}. $K_{57}K_{56}K_{55}K_{54}K_{53}$ and $K_{35}K_{34}K_{33}K_{32}$ can be deduced from RK_{12}^{31-24} and RK_{12}^{7-4}. We can get 31 bits of the master key. □

According to the relationship between the master key and subkey, the 13 rounds of impossible differential attack procedure of GRANULE-80 is provided in the following. Data collection. We choose 2^n structures of plaintexts, each of which satisfies the difference $\Delta P = (\Delta L_0, \Delta R_0)$, where $\Delta L_0 = (00c_1c_2\ c_3c_400\ 000c_1\ c_2c_3c_40\ 0000\ 0000\ 0000\ 0000)$, $\Delta R_0 = (d_3d_4d_5d_6\ d_7d_8d_9d_{10} \oplus d_1\ d_{11} \oplus d_2d_{12} \oplus d_3d_4d_5\ a_1 \oplus d_6a_2 \oplus d_7a_3 \oplus d_8a_4 \oplus d_9\ d_{10}d_{11}d_{12} \oplus d_{13}d_{14}\ d_{15}d_{16}00\ 000d_{13}\ d_{14}d_{15}d_{16} \oplus d_1d_2)$ and $a_i/c_i/d_i$ $(i=1, 2, 3, \ldots)$ are not all 0 at the same time, then there are 24 bits that can take any value. Thus, a structure contains 2^{n+24} plaintexts that form approximately 2^{n+47} pairs of plaintexts. After 13 rounds of encryption for the constructed plaintext pairs, we can obtain 2^{n+47} pairs of ciphertext, and the difference is screened as follows: $\Delta L_{11} = (f_3f_40f_{13}\ f_{14}f_{15}f_{16} \oplus f_5f_6 \oplus f_1\ f_7 \oplus f_2f_8 \oplus f_3f_9 \oplus f_4f_{10}\ f_{11}f_{12}0f_5\ f_6f_7f_8f_9\ f_{10}f_{11}f_{12}0\ 1b_1f_{13} \oplus b_2f_{14} \oplus b_3\ f_{15}f_{16}f_1f_2)$, $\Delta R_{11} = (000e_1\ e_2e_3e_40\ 0000\ 0000\ 0000\ 0000\ 00e_1e_2\ e_3e_400)$ and $b_i/e_i/f_i$ $(i=1, 2, 3, \ldots)$ are not all 0 at the same time. Finally, $2^{n+47} \times 2^{-41} = 2^{n+6}$ pairs remain.

Key recovery.

(1) Guess RK_0^{31-16} and check whether the equation ΔL_1 =(0000 0000 0000 $a_1a_2a_3a_4$ 0000 0000 0000 0000) holds. About $2^{n+6} \times 2^{-16}=2^{n-10}$ pairs will be kept. This step requires about $2^{n+6} \times 2^{16} \times 2=2^{n+23}$ 1-round encryption

(2) Guess RK_1^{19-16} and check whether the equation ΔL_2 = (0000 0000 0000 0000 0000 0000 0000 0000) holds. About $2^{n-10} \times 2^{-4}=2^{n-14}$ pairs will be kept. This step requires about $2^{n-10} \times 2^{16} \times 2^4 \times 2=2^{n+11}$ 1-round encryption.

(3) According to property 1, RK_0^{31-27} can deduce RK_{12}^{3-0}, and then guess the subkey RK_{12}^{31-24}, RK_{12}^{7-4}. the ciphertext pair corresponding to the plaintext pair retained in the second step is partially decrypted through 1-round decryption, and check whether the equation $\Delta R_{10}=$ (0000 0000 0000 0000 0000 0000 1$b_1b_2b_3$ 0000) holds. About $2^{n-14} \times 2^{-16}=2^{n-30}$ pairs will be kept. This step requires about $2^{n-14} \times 2^{16} \times 2^4 \times 2^{12} \times 2=2^{n+19}$ 1-round encryption.

(4) Guess RK_{11}^{7-4}, decrypt the pair retained in the third step and check whether the equation $\Delta R_9=$ (0000 0000 0000 0000 0000 0000 0000 0000) holds. This step requires about $2^{n-30} \times 2^{16} \times 2^4 \times 2^{12} \times 2^4 \times 2=2^{n+7}$ 1-round encryption. This round of 4-bit decryption gives the output of the impossible difference chain with probability of 2^{-4}. By the principle of impossible difference analysis, we can get that the keys RK_0^{31-16}, RK_1^{19-16}, RK_{11}^{7-4}, RK_{12}^{7-4}, RK_{12}^{31-24} are all wrong keys.

Complexity. During the above attack, the data complexity is 2^{n+24} known plaintexts. 36 bits of round subkeys are involved in our attack. There are about $\varepsilon = 2^{36} \times \left(1-2^{-4}\right)^{2^{n-30}}$ candidate keys left after the error keys are excluded. According to property 1, 31 bits of the master key can be obtained from the guessed subkeys, and the remaining 49 bits of the master key can be recovered by exhaustive method to obtain the unique master key, whose time complexity is $\varepsilon \times 2^{49}$. Therefore, the entire time complexity is approximately $2^{n+24} + \varepsilon \times 2^{49}$ 13-round encryptions, the data complexity is approximately 2^{n+24} chosen plaintexts, the memory complexity is approximately $2^{n+6} \times 4=2^{n+8}$ 64-bit blocks.

In order to minimize the total time complexity, we choose $n = 38.18$, then the data complexity is $2^{n+24}=2^{62.18}$ chosen plaintexts, the time complexity is approximately $2^{n+24} + \varepsilon \times 2^{49} \approx 2^{62.26}$ 13-round encryptions, the memory complexity is approximately $2^{46.18}$ 64-bit blocks.

4. CONCLUSION

In this paper, we analyze the ability of GRANULE algorithm to resist impossible differential analysis. Based on the newly constructed 7-round impossible differential distinguisher, we construct a 13-round attacking path for GRANULE-80. the data, time and memory complexities of this attack are $2^{62.18}$ chosen-plaintexts, $2^{62.26}$ 13-round encryptions and $2^{46.18}$ blocks, respectively. Finally, a comparison between the results of the impossible difference analysis of the GRANULE algorithm in this paper and the existing results is shown in Table 5.

Table 5. Comparison of impossible differential attacks on GRANULE

Algorithm	Rounds	Data (CP)	Time (Enc)	Memory (Blocks)	Source
GRANULE-80	11	2^{64}	$2^{73.3}$	-	[15]
	13	$2^{62.18}$	$2^{62.26}$	$2^{46.18}$	This paper

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Research on the Influence of Exercise Load on the Mental Health of College Students in Physical Education

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Abstract: This research aims to explore the impact of different loads on the different dimensions of college students' mental health, in order to better design the exercise load in college physical education classes and help college students maintain a good mental health. Comprehensive use of questionnaire survey, experimental, statistical and other methods to carry out experiments and classroom practice investigations on some students of Zhejiang Yuexiu Foreign Languages College. Statistical analysis of data found that exercise load is sensitive and sensitive to interpersonal relationships, maladjustment, learning, and psychology of college students., Emotions have varying degrees of influence. Based on this, the correct use of the advantages of medium exercise load and low exercise load can help students maintain a healthy mental state by adjusting the exercise load.

Keywords: Physical education; Exercise load; Mental health

1. RESEARCH PROCESS

Mental health is directly related to the all-round development of college students and has attracted widespread attention from all walks of life. Physical education plays a vital role in improving the mental health of college students, and the exercise load in teaching affects the quality of teaching and the mental health of students. This study takes the relationship between exercise load and mental health in teaching as the starting point, and tries to clarify the current setting and compliance of exercise load in physical education in colleges and universities, understand the mental health of college students, and explore the effects of different exercise loads on different dimensions of college students' mental health. What influence is it? Provide guidance for the design, control and improvement of the mental health of college students in physical education teaching, and to cultivate a rational and peaceful health attitude.

This study conducted a psychological survey on the students of Zhejiang Yuexiu University of Foreign Languages to understand the current status of the mental health of University students; an experimental study was carried out with 460 students of Zhejiang Yuexiu University of Foreign Languages as the object to explore the impact of exercise load on the mental health of University students. A total of 460 questionnaires were issued and 435 questionnaires were returned, of which 420 were valid questionnaires. the recovery rate was about 94.6%, and the effective rate was about 91.3%. Use the "Chinese College Students Mental Health Scale" to investigate the mental health of college students. the scale includes subscales such as interpersonal sensitivity and learning pressure. Research shows that the question type of the scale involves interpersonal tension and sensitivity, learning pressure, maladjustment, psychological and emotional imbalance, etc. the reliability of the scale uses a single test retest method. the interval between the two tests is ten days, and the results obtained twice are statistically processed by SPASS. After consultation with experts, it is determined that the reliability of this scale is up to the standard, and the data of this scale can be used to carry out the validity test.

1.1 Investigation and Research on College Students' Exercise Load and Mental Health

In order to understand the current implementation of the teaching organization, load design and compliance in the physical education classroom, analyze the reasons for the shortcomings in the teaching and better propose effective measures, conduct an investigation on the physical education classes of all grades in colleges and universities, and investigate the teachers' attendance. Students' exercise enthusiasm, exercise density, and teacher's assessment requirements at the time; through communication with teachers and students, to listen to their opinions and feelings on the current teaching situation; and interviews with some parents to listen to their opinions on physical education. At the same time, using the Chinese University Student Mental Health Scale to conduct psychological surveys of college students in all grades of the school, to summarize the current status of various dimensions of college mental health.

1.1.1 The Current Situation of College Students' Physical Education Exercise Load

In the investigation, it is found that there are many problems in the classroom design of physical education teaching load in colleges and universities. First of all, the preparation of physical education in colleges and universities has a small amount of time and low intensity, which cannot fully warm up and activate physiological activities, which indirectly affects the regulation of the exercise load of physical education. Some physical education teachers ignore the preparatory part of the exercise, do not pay attention to quality, and even compress the time at will. the load of class preparation activities is in the range of very small intensity. Simple running and bare-hand exercises cannot achieve the teaching goals and stimulate students' enthusiasm. Secondly, in some running and jumping classes, ball games and other classes, only a small number of students

will participate in the whole process and sweat profusely. At the same time, it was found that some teachers emphasized explanations and exercises and neglected the exercises of students' physical fitness. Only a few teachers value exercise load. Finally, in the survey, it was found that some teachers believed that the students did not meet the appropriate standard of exercise load because the students themselves lacked interest and did not really realize that exercise load needs to find effective methods to regulate and control. In addition, through investigations of students, it is found that many students are not enthusiastic about physical education, lack of interest, and have little understanding of the concept of exercise load. They believe that the exercise load of the subject is not important. In addition, the physical education class schedule and other reasons lead to failure to reach the goal. To the pre-set load. Parents pay more attention to cultural achievements and generally believe that not getting sick is a manifestation of health.

1.1.2 The Status Quo of College Students' mental Health

A mental health survey was conducted on college students of all grades. A score of less than 2 as defined by the Mental Health Scale indicates a good condition, a score between 2 and 2.99 indicates a mild problem, and a score between 3 and 3.99 indicates a moderate level of psychology Questions, between 4 points and 4.99 points, indicate that there are more serious problems. If you reach 5 points, the problem is serious.

Table 1 Number of people with various indicators of mental health

Index	Good number	Number of mildly problematic	Number of people with moderate and above problems
Interpersonal tension and sensitivity	318	84	18
Study-induced stress	198	84	138
Maladaptation	315	63	42
Emotional balance	207	138	75
Mental balance	357	42	21
General psychological condition	312	78	30

According to the questionnaire survey, the current mental health of college students has different levels of problems. Among them, the interpersonal tension and sensitivity, the learning pressure, the maladjustment, the emotional balance, and the psychological balance are in good condition, accounting for 76%, 47%, 75%, 49%, 85%; 74% of students are in a good state of overall mental health. It reflects that the most prominent psychological problems of college students are learning pressure and emotional imbalance, followed by maladjustment, interpersonal tension and sensitivity, and psychological imbalance.

1.2 Experimental research on the effect of exercise load on the mental health of college students

Select the experimental class and the control class each for 5 sessions, and 15 real-time heart rate data for 5 students in each class. the average heart rate of the experimental class students is 142.15 beats/min, and the average heart rate of the control class students is 127.92 beats/min. It is within the reasonable range of pre-set medium exercise load and low load.

Experiment location and period: Zhejiang Yuexiu University of Foreign Languages, the experiment period is one semester.

Experimental hypothesis: This hypothesis believes that different exercise loads in physical education will have different effects on different dimensions of college students' mental health.

Experimental program: the experiment distinguishes the intensity of exercise load. Set the average heart rate per minute between 135-150 as a medium exercise load, and the average heart rate per minute between 120-135 as a low exercise load, taking into account to avoid excessive exercise load for the harm to college students, we will not do research on the average heart rate exceeding 150 times per minute of high-intensity load for the time being. the control class of this research is taught according to the traditional physical education teaching mode, and the heart rate of students is controlled within the preset range; each class of the experimental class arranges about ten minutes of interesting and diverse physical exercises, and integrates the learning of sports skills into twenty in a game of about minutes or so, the students' heart rate can be controlled within the medium exercise load range. the experiment subjects had physical education classes twice a week, and each class lasted 45 minutes. Each class randomly selected 6 students as the monitoring objects. During each class, 6 students wore heart rate monitors and monitored records in time. There are 15 real-time heart rates in each part of the class, and the average of the 15 measured heart rates is used as the exercise load evaluation index. After the experiment, the mental health status of the experimental class and the control class were compared within and between groups.

Experimental variable control: This research is based on the exercise load control of physical education teaching, and the control of exercise load is the focus of this experimental research. the heart rate times displayed by the tested students' heart rate monitor in time are used as the main basis. At the same time, the subjective feelings of the students in the class are asked to determine the load. the load of the students in the class is adjusted to meet the requirements of controlling the experimental variables. If the heart rate at a certain time If it is too low, a series of arrangements will be used to increase the student's heart rate, and vice versa. With the simulation implementation of many teaching experiments, the teachers in physical education classes have become more and more proficient, which laid the foundation for the success of this experimental research.

Experimental indicators: According to the "Chinese College Students Mental Health Scale", this study mainly selected the dimensions of interpersonal relationship, learning pressure, emotional imbalance, psychological imbalance, maladjustment, etc. In mental health for experimental analysis.

1.2.1 Differences in mental health test indicators between the experimental class and the control class before the experiment

According to the relevant data of students' mental health obtained before the experiment, the differences of the scores of various dimensions of the mental health of the

experimental class and the control class were tested.

Table 2 Differences in mental health indicators between the experimental class and the control class before the experiment

Test index	Experimental class (X±S)	Control class (X±S)	t	p
Interpersonal tension and sensitivity	1.57±0.55	1.55±0.61	0.218	0.828
Study-induced stress	2.24±0.89	2.25±0.86	-0.016	0.987
Maladaptation	1.65±0.69	1.64±0.58	0.044	0.965
Emotional balance	2.10±0.73	2.03±0.67	0.576	0.566
Mental balance	1.50±0.57	1.45±0.41	0.623	0.534
General mental health	1.71±0.28	1.70±0.41	0.111	0.912

(Note: * means p<0.05, with a significant change; ** means p<0.01 with a highly significant change)

The results showed that the scores of interpersonal tension and sensitivity, maladjustment, psychological balance, and overall mental health status of the experimental class and the control class did not reach 2 points, indicating that this dimension is in good condition; the students' mental health, learning pressure, and emotional balance are two points. the score of each dimension exceeds 2 points, indicating that the status of the dimension must be paid attention to, and the two groups have certain differences in the mean value of each dimension. Through a specific comparison of differences, it is found that compared with the control class, the experimental class before the experiment has p=0.828 in the dimension of interpersonal tension and sensitivity; p=0.987 in the dimension of learning pressure; p=0.965 in the dimension of maladjustment; and the dimension of emotional balance the upper p=0.566; the psychological balance p=0.534; the overall mental health p=0.912, and the p-values are all> 0.05. It shows that there is no significant difference between the experimental class and the control before.

1.2.2 Differences in mental health test indicators before and after the experiment in the experimental class

Perform a difference test on the mental health score data obtained before and after the experiment in the experimental class to understand whether there are changes before and after the experiment.

Table 3 Differences of various mental health indicators before and after the experiment in the experimental class.

Test index	Experimental class (X±S)	Control class (X±S)	t	p
Interpersonal tension and sensitivity	1.57±0.55	1.36±0.63	2.253	0.027*
Study-induced stress	2.24±0.89	1.85±0.84	3.043	0.003**
Maladaptation	1.65±0.69	1.36±0.64	2.539	0.013*
Emotional balance	2.10±0.73	1.71±0.78	2.862	0.006**
Mental balance	1.50±0.57	1.51±0.68	-0.149	0.882
General mental health	1.70±0.28	1.53±0.36	3.240	0.002**

(Note: * means p<0.05, with a significant change; ** means p<0.01 with a highly significant change)

By comparing the scores of the mental health of the experimental class students before and after the experiment, it can be found that the mental health indicators of the experimental class students have changed to varying degrees after the experiment. Among them, the interpersonal tension and sensitivity dimensions, the learning pressure dimension, the maladaptive dimension, and the the emotional balance dimension and overall mental health scores have decreased to varying degrees,

and the p value <0.05, that is, a significant change occurred before and after the experiment; while the psychological balance dimension score increased slightly, but the p value>0.05, that is, before and after the experiment No significant changes occurred.

1.2.3 Differences in mental health test indicators before and after the experiment in the control class

Test the difference of the mental health score data obtained before and after the experiment in the control class to understand whether there is any change before and after the experiment.

Table 4 Differences of various mental health indicators before and after the experiment in the control class

Test index	Experimental class (X±S)	Control class (X±S)	t	p
Interpersonal tension and sensitivity	1.55±0.61	1.50±0.61	0.450	0.654
Study-induced stress	2.25±0.86	2.27±0.87	-0.173	0.863
Maladaptation	1.64±0.58	1.45±0.59	2.017	0.048*
Emotional balance	2.03±0.67	2.02±0.87	0.114	0.910
Mental balance	1.45±0.41	1.46±0.56	-0.196	0.845
General mental health	1.70±0.41	1.66±0.39	0.552	0.583

(Note: * means p<0.05, with a significant change; ** means p<0.01 with a highly significant change)

By comparing the various dimensions of the mental health of the students in the control class before and after the experiment, it can be found that the mental health indicators of the students in the control class have changed to varying degrees after the experiment, including interpersonal tension and sensitivity, maladjustment, emotional balance, and overall psychology. Health scores all declined to varying degrees, but only the p-value of the maladaptive dimension was less than 0.05, that is, significant changes occurred in the maladaptive dimension before and after the experiment; while the learning pressure and mental balance scores increased slightly, but the p-value was greater than 0.05, That is, there is no significant change before and after the experiment.

1.2.4 Differences in mental health test indicators between the experimental class and the control class after the experiment

After the experiment, the mental health score data of the two classes were tested for difference to verify whether the mental health status of the two classes was significantly different after the experiment.

Table 5 Differences in mental health indicators between the experimental class and the control class after the experiment.

Test index	Experimental class (X±S)	Control class (X±S)	t	p
Interpersonal tension and sensitivity	1.36±0.63	1.50±0.61	-1.357	0.177
Study-induced stress	1.85±0.84	2.27±0.87	-2.886	0.005**
Maladaptation	1.36±0.64	1.45±0.59	0.845	0.399
Emotional balance	1.71±0.78	2.02±0.87	-2.182	0.031*
Mental balance	1.51±0.68	1.46±0.56	0.471	0.639
General mental health	1.53±0.36	1.66±0.39	-2.134	0.035*

(Note: * means p<0.05, with a significant change; ** means p<0.01 with a highly significant change)

After passing the experiment, compare the mental health scores of the experimental class and the control class. It

can be known that after the experiment, the p-value of the comparison between the experimental class and the control class in the dimensions of interpersonal tension and sensitivity, maladjustment, and psychological balance is> 0.05, indicating that the difference is not significant; but in emotional balance in particular, the p value of the comparison of the learning pressure dimensions with each other is less than 0.05, indicating that there is a significant difference.

2. RESEARCH FINDINGS

Through the comparison between the two groups and between the two groups, it is known that: (1) Different exercise loads in physical education have different effects on the interpersonal tension and sensitivity dimensions of college students' mental health. Moderate exercise load affects the tension and sensitivity of college students' interpersonal relations. To a positive effect. (2) in physical education, different exercise loads have different effects on the learning pressure dimension of college students' mental health, and the medium exercise load has a positive effect on the learning pressure of college students. (3) Physical education will have an impact on the maladjustment dimension of college students' mental health, and the moderate exercise load has a positive effect on the maladjustment dimension of college students. (4) Physical education will have different effects on the emotional balance dimension of college students' mental health. Moderate exercise load has a positive effect on the emotional balance dimension of college students. (5) the psychological balance scores of the experimental class and the control class showed a slight upward trend, but the p-values were both >0.05 after the T test, which shows that the two kinds of exercise loads in physical education teaching have little effect on improving the psychological balance of college students.

3. ANALYSIS CONCLUSION

Experimental studies have found that different exercise loads imposed in physical education have different effects on different dimensions of college students' mental health. From the comparison before and after the experiment, it can be found that the moderate load in physical education has a positive effect on most dimensions of mental health, but it does not promote the individual dimensions; while the low exercise load in the physical education process has a positive effect on the psychology of college students. Most of the dimensions of health play an insignificant role, but they can play a more obvious role in promoting individual dimensions. In the process of school physical education, exercise load is the key to the curriculum. Physical education with suitable load can effectively help students reduce study pressure, overcome test tension, help cultivate students' interest in learning, and develop good study habits; and Low-load physical education is not effective in reducing the learning pressure of college students, but it may contribute to the healthy development of other areas. Therefore, in physical education, try to control the heart rate of students within the range of 135-150 beats/min. When preparing lessons before class, physical education teachers should pre-design the class exercise load, and be able to master a variety of control exercise load Method, real-time regulation in the classroom.

4. RESEARCH REFLECTION

In the future physical education work of colleges and universities, physical education teachers should adopt different teaching designs according to the different situations shown by students, and control the exercise load in teaching in a purposeful and targeted manner. the specific control method needs to be combined with the actual teaching situation and Operate in the style of the teacher. In addition, different exercise loads have different effects on various dimensions of college students' mental health. Moderate exercise loads have a positive effect on the dimensions of interpersonal tension and sensitivity, learning pressure, maladjustment, and emotional balance in college students' mental health. It has no obvious effect on the psychological balance dimension; low exercise load has a positive effect on the maladjustment dimension in the mental health of junior University students, and it has a positive effect on the dimension of interpersonal tension and sensitivity, the dimension of learning pressure, the dimension of emotional balance, and the psychological balance. the role of sexual dimension is not prominent.

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This Paper Briefly Discusses the Strategies of Improving Students' Regional Cognitive Ability by Using Film and Television Resources

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Abstract: Based on the characteristics of regional cognition and the thought of geography, this paper discusses how to improve the teaching effect by using video resources in geography teaching.
Keywords: Regional Cognition; Subject Thought; the Film and Television Resources

1. HOW TO USE FILM AND TELEVISION RESOURCES TO IMPROVE STUDENTS' REGIONAL COGNITIVE ABILITY

Geography teaching involves three themes of nature, humanity and region, and regional cognition runs through the whole process. Developing students' regional cognitive literacy is necessary to prepare them for active and responsible citizens of the present and future world. In the process of education and teaching research and practice, scientific teaching implementation strategies are conducive to the improvement of regional cognitive literacy.

(1) the situation is close to life

The geography classroom teaching process should make students learn useful geography and useful geography for lifelong development. the amount of materials provided by the textbook is limited, and the frequency of revision and adjustment is low. the case features are obvious but not vivid enough. Going out of the teaching materials, choosing the geographical elements and phenomena presented by film and television resources and applying them to geography learning can stimulate learning motivation and help students to think actively.

The use of film and television resources in teaching can improve regional cognitive ability and meet the conditions of meaningful learning: film and television resources have logical meaning; the content is vivid, close to life, attractive; Stimulating interest helps build cognitive Bridges between the known and the unknown. Film and television resources integrate the study of geography and conduct in-depth analysis of regional characteristics, regional development, regional connections and other issues based on the basic backbone knowledge of geography, which facilitates the transfer of knowledge and skills and improves regional cognitive literacy. [1]

(2) Construct regional cognition based on scale thought

In the Geography Curriculum Standards for Ordinary Senior High Schools (2017), geographical scale division is regarded as an important approach to regional cognition. According to certain classification index, the large region can be divided into small scale regions, which is helpful for the comprehensive and in-depth regional cognition from different perspectives such as geographic spatial distribution, geographical characteristics, occurrence process and regional connection. Regional division is based on regional differentiation, and regional differentiation at different scales helps to construct regional cognition at different levels. Small scale differentiation is the basis of large scale differentiation. Cognition of small regions can give a glimpse into the relationship and difference. Large scale differentiation is the background study of small scale differentiation, so that the overall situation can be viewed from a comprehensive perspective and the development characteristics can be grasped simultaneously. It is very beneficial to divide regions with different scales and place regions in specific Spaces to guide the formation of students' regional cognition, which will help students to develop their consciousness, habits and thinking mode of geographical things and phenomena. [2]

(3) Enhancing construction ability through holistic thinking

The key to the holistic thinking is to grasp the relevance of geographical environment elements, and to recognize the interaction, restriction and infiltration of each element, phenomenon and process of geographical environment from the perspective of linkage, comprehensive and dynamic, so that knowledge is no longer isolated from each other. Constructivism believes that teaching design should be based on learners' own experience background and knowledge accumulation, so that learners can actively and selectively disassemble, combine and integrate external information to construct their own understanding of meaning.

The complicated factors and processes of geographical environment determine that the regional cognitive process is tortuous and difficult, so it is difficult to adopt any teaching strategy to avoid difficulties, and it is futile to rush for success. By using the situation narration in the video resources, students can be stimulated to think deeply and explore the problems behind the geographical phenomena, and grasp the regularity of the spatial and temporal distribution and combination of geographical elements and the evolution of the geographical process, so as to gradually get into a better situation. High-quality film and television resources are highly adapted to the geographical environment in the aspect of scene design. As geographical learning materials for understanding regional characteristics, recognizing regional differences

and penetrating regional connections, they are imperceptible.

2. MISUNDERSTANDINGS THAT SHOULD BE AVOIDED IN PROMOTING REGIONAL COGNITION OF FILM AND TELEVISION RESOURCES

The application of film and television resources in geography classroom teaching has been studied and practiced for a long time, but it still has not been effectively guided into subject teaching. Due to the lack of corresponding subject teaching implementation plans, advanced education and teaching concepts are difficult to settle down. Specific performance in the following aspects: Lack of goal orientation. "Beautiful China", "Planet Earth" and "Aerial Photography of China", which geography teachers are fond of talking about, successively appeared in geography class. However, due to lack of sufficient target orientation, they only appeared in class as supplementary materials. Few teachers mention the learning process of pre-heating and post-reading and analysis. Let the film and television resources in geography class become a way to expand vision in class. Therefore, the depth of the exploration of geographical elements and phenomena in film and television resources is not enough, or the expansion of response is only limited to the information provided by the film and television materials themselves.

Inadequate resource selection. After the Examination of qinghai-Tibet Railway in the college entrance examination, some peers prepared the century Project series launched by National Geographic, but it was abandoned later because there were too many corresponding series and insufficient time. the content is far from life and lacks appeal. Film and television resources rich in the atmosphere of the Times, life, in the process of watching, edify sentiment at the same time, can stimulate the initiative of students to explore. Precision, also means that in the process of resource selection, it is necessary to do the corresponding cutting, combination, focus on similar themes, on the one hand, can intensive use, deep mining; on the other hand, class time is limited, so it is convenient to recognize regional characteristics, differences and connections.

Resource selection lacks context. CCTV launched huangshan documentary series many years ago, thinking that the picture is beautiful, but not as a geographical film and television resource -- the situation in the film is not well created, which creates a strong sense of distance, just like the "instruction manual" of the region. In recent years, documentaries such as the Third Pole and Aerial China recorded by CCTV are widely welcomed for one important reason: the films take geographical process and characters as clues, and convey the "unknown side" of geographical environment in the winding narrative process.

Ausubel, an American cognitive psychologist, believes that the important duty of a teacher is to stimulate learners' active learning motivation, and it is teachers' skills that drive students to learn. In the process of promoting students' regional cognitive ability, film and television resources also put forward higher requirements for teachers. Based on the above implementation strategies, it can be seen that the application of film and television resources in the classroom requires teachers to have the ability to accumulate, screen and integrate film and television resources. Meanwhile, in the teaching process of using film and television resources, classroom evaluation should be used to motivate students to participate in exploration and research.

The application of film and television resources in geography classroom teaching, and the key to improving students' regional cognitive core literacy, lies in how teachers use resources and make resource utilization more efficient. the scientific application strategy of film and television resources creates an attractive learning situation, actively constructs meaningful learning, and adds wings to regional cognition.

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A Study on the Problems and Countermeasures in the Development of School Football in Primary Schools

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Abstract: This paper mainly uses the methods of literature, observation and logical analysis to research and analyse the main problems in the current development of school football activities in primary schools. the research shows that the following problems exist in the development of school football in primary schools in China: the number of relevant physical education teachers and their awareness of school football development are insufficient; the publicity of school football activities is not in place; and the football talent transfer mechanism is not perfect. In response to the above problems, corresponding countermeasures are proposed: increasing the number of football teachers by mobilising social resources and strengthening the cognitive education of teachers; increasing the means of publicity and intensifying publicity; and improving the football talent transfer system.
Keywords: Primary School Football; Football Talent; Development Status; Countermeasures

1. PROBLEMS IN THE DEVELOPMENT OF SCHOOL FOOTBALL ACTIVITIES IN PRIMARY SCHOOLS

In the 21st century, the performance of the Chinese men's national football team has plummeted, prompting us to reflect on the lack of reserve talent in football. 2009In January 20116, the State General Administration of Sports and the Ministry of Education jointly promulgated the "Implementation Plan for National Youth School Football Activities", proposing to enhance students' physical fitness through school football, cultivate young people's sportsmanship of striving for advancement and solidarity, and to popularise football knowledge and skills among young students through extensive school football activities, the establishment and improvement of four levels of football leagues in primary schools, middle schools, high schools and universities, and the formation of a school football culture. the aim is to promote football knowledge and skills among young students and to develop a culture of football in schools, so as to cultivate well-rounded young football talents with outstanding strengths. [1] the programme has been running for over 1 year. Now, after 0more than a year of school football activities, how to further improve the quality of school football activities has become one of the issues that academic circles are keen to discuss.

Football is the most played and influential sport in the world, but the development of football in China has been unsatisfactory and improving the standard of football is one of the top priorities in Chinese sport today. the development of school football has not only improved the physical fitness of students but also the overall standard of football among young people, with primary school students being the first group to be exposed to school football. Primary school football is the foundation of all football activities. Primary school students are quick thinking, responsive and receptive to new things, and primary school is a prime time to receive football education, so if they can develop relatively high quality football activities and classes, they can improve their physical fitness and lay a good foundation for future football competition. This paper summarises the problems encountered in primary schools and proposes countermeasures to improve the quality of primary school football activities.

1.1. Insufficient number of teachers and teachers' awareness of the development of school football

Statistics from the Ministry of Education show that there is a shortage of 300, 000 physical education teachers nationwide and that some schools have a serious shortage of physical education teachers, a situation that can also be seen in the student-teacher ratio. the student-teacher ratio, as an indicator of efficiency and quality, is one of the indicators that reflect the investment and quality of education. In general, the lower the student-teacher ratio, the better, as a high student-teacher ratio can lead to an excessive workload for PE teachers and a decline in teaching quality. [2] the ratio is 16.8 times higher than the national ratio. Not only is the number of teachers insufficient, but the knowledge of school football is also inadequate. Teachers' knowledge and professionalism of the sport often determines how well school football is played, but currently most primary school football teachers in China are graduates of sports colleges, not football specialists, and their knowledge of the sport is not at a professional level. As a result of the large workload, the quality of school football activities is not guaranteed and schools do not provide teachers with the relevant welfare allowances to reward them, so teachers are discouraged from taking the initiative to innovate and are more reluctant to update their teaching and activity models in a timely manner. Since the launch of the school football programme, almost every school has introduced football courses and held many school-level football competitions. However, during the course of the programme, teachers have placed too much emphasis on the results and rankings of the competitions, and have neglected teaching football to the whole student body in order to select students to participate in the competitions and achieve

outstanding results in their classes. ". Football teachers inject a lot of adult football values into the process of playing football, and utilitarian football is evident, with the pursuit of victory not reflecting the true purpose of organising football activities in primary schools, limiting the development of the school football environment.

1.2. Inadequate promotion

Publicity is crucial in the development of school football activities. School football requires not only the cooperation of the school and the students, but also the support of the family and the community, which requires extensive promotion of school football activities. Many schools do not publicise the significance of school football and the importance of football in improving the physical fitness of young people. Most parents are not even aware of this activity and are unable to help their children with their own football studies, and some parents believe that their children's love of football is a sign of playfulness and will delay their cultural studies. There are also many problems with internal publicity, such as: during football matches, only players from both sides participate in the match and there are no other students watching the match; there are no football-related publicity boards or posters. the publicity is an indication of the importance that the school attaches to this activity, and if it is not even taken seriously by the organisers of the event, then it is meaningless.

1.3. Inadequate football talent delivery mechanism

Since the launch of the professional football league in the 1990s, the national football talent development model has been based on the "gymnasium model", sending talent to professional teams and clubs, but in the transition to a market economy, it has changed to a joint effort by sports schools, traditional project schools, professional club teams and private football schools to develop football talent. [3] in 2019, the Chinese Football Association (CFA) requires that Chinese Super League club teams must have at least five youth teams of different age levels and Chinese B clubs must have at least four youth teams of different age levels. [4] This has further stretched the pool of talent already available to provincial and municipal football clubs.

The emergence of school football has increased the football population to a large extent, but many schools fail to send students with outstanding footballing ability to more professional clubs in time for training. Other schools have found good talent in the course of teaching football, but have been influenced by the idea of 'culture over sport' and have used football as a recreational activity to relieve the pressure of cultural lessons, thus burying football talent. the normal pathway is to move from school to the "professional pathway" (Liang Shuming). It is essential to send talented footballers to sports schools, clubs and other sectors that have the ability to train them at a high professional level. However, there is currently no recommendation mechanism. Where will they be sent? What kind of benefits and guarantees will students receive? All these need to be put in place.

2. CORRESPONDING MEASURES FOR THE DEVELOPMENT OF SCHOOL FOOTBALL

ACTIVITIES IN PRIMARY SCHOOLS

2.1. Increase the number of school football teachers and raise the awareness level of football teachers.

In the general direction of school football activities, football teachers play the role of navigators. If there are not even enough teachers, it will be difficult for school football activities to continue. With the implementation of the double reduction policy, the serious shortage of primary school PE teachers in China is becoming more and more apparent. It is recommended that social resources be fully mobilised by drawing on supply-side structural theory, including but not limited to bringing in high-level football talents from local football associations or clubs to participate in school football classes on a full-time or part-time basis by way of government purchase of services. Raising the awareness of football teachers is the only way to maximise the positive outcomes of school football once they have a full understanding of it. In order to raise the level of awareness of football teachers, schools should hold regular talks and lectures for football teachers to shape the correct values of football, to downplay utilitarian football and to popularise the sport on a large scale. Primary school football teachers should carry out more interest-based football activities according to the intellectual and physical characteristics of primary school students' age, fully mobilise students' initiative, let them fully appreciate the charm of the sport, and then give them technical guidance, so that they can learn football with pleasure and interest. In football activities, students should be taught according to their abilities, so that they can participate in football activities to the maximum extent possible. If there are enough football teachers, the classroom model of "one teacher, many students" can be broken down, with experienced school football instructors leading other teachers to complete the course, so as to improve the quality of school football courses.

2.2. Intensify awareness campaigns both in and out of school.

Football is a sport that has the core of quality education - "moral, intellectual, physical, aesthetic and social" - and it not only develops students' ability to face competition, engage in fair competition and solve problems, but also exercises their teamwork and hard work. the school football programme will be promoted in a positive way, so that more parents and teachers will understand the concept and value of school football.

In addition to football competitions, we should also organise cultural activities such as football essay competitions, photo competitions, football poster competitions and cheerleading competitions, so that more students can get in touch with football, learn about it and fall in love with it. the promotion of football on campus is not limited to the campus, but has to be extended to the community. Through the education or sports departments, influential football players, both current and retired, can be invited to participate in the event, increasing the publicity of the event and the influence of school football. the family, as the resident place for young people, should also pay attention to the educational influence position of parents. Inviting parents of students to participate together

in important matches or activities will not only increase parents' understanding of school football, but parents' support will also make their children perform better in football activities. In terms of publicity means, external resources should be integrated to broaden the promotion channels; at the same time, the use of self-media technology such as WeChat public number should also be increased. Create a good school football environment.

2.3. Improving the talent delivery system.

Although the General Office of the State Council released the "Overall Programme for the Reform and Development of Chinese Football" in 0215, it does not talk about youth training and competitive performance at all, but in section 7, "Improving the way of training and developing football professionals", it is mentioned that it is hoped that Build a diversified system for training reserve talents. [5] the programme does not talk about youth training or competitive performance at all. the 'seedlings' who excel in school football should be trained more professionally, or 'plucked up'. the school football programme has come to an end, and it is now time to focus on quality and substance. [6] This is the end of the school football scene. With the help of the "Star" camp, a multi-level elite training camp will be set up. We will link up with city and district teams and clubs, and link down with grassroots schools. With the current requirement for professional clubs to build 5 echelons, clubs can use this multi-level elite training as a basis for talent selection. the talent pipeline system is not just towards the youth training system, people develop at different levels in all periods. In the process of further education, students with football expertise should also be recommended, and in the case of meeting the cultural standards and students voluntarily, they should be transported to junior schools with school football characteristics to continue their football training, which not only guarantees access to cultural education, but also retains football talent to a large extent.

3. CONCLUDING REMARKS

In order to carry out school football activities with high quality, it is inextricably linked with students, schools, parents and society. the community should also strengthen the promotion of school football activities and provide better policies for students with football talent to pursue higher education, so that they can receive more professional football education while studying cultural subjects. It is important to abandon traditional education and to promote the all-round development of students' moral, intellectual, physical and aesthetic development. At primary school level, the quality of school football can only be improved by increasing students' interest in the sport and improving the quality of selection on the basis of 'quantity'.

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Research on the Interaction Between Teachers and Students in College English Teaching in "Internet +" Environment

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Abstract: With the spread of COVID-19, the normal study of college students has been greatly affected. In the current background of the continuous suspension of classes, the traditional classroom mode has not been adapted to the development of modern society, so the online classroom mode has been opened. In the post-epidemic era, more consideration should be given to how to better realize the interaction between teachers and students to achieve benign teaching results. This paper studies the strategy of integrating teacher-student interaction into college online English teaching in the "Internet +" environment.

Keywords: Internet +; Online classroom; Teacher-student interaction

INTRODUCTION

The interaction between teachers and students is mainly the mutual influence between teachers and students in the teaching process. A good teacher-student interaction mode can improve the classroom teaching effect, but also can play a two-way role in promoting teachers and students, and promote the common development of teachers and students. In the process of active exploration of college online English classroom, the interaction between teachers and students is also an important part. This paper focuses on how to better interact between teachers and students in college English online classroom under the background of "Internet +" era.

1. COMPARISION OF THE ADVANTAGES OF INTERACTIVE ENGLISH TEACHING AND TRADITIONAL ENGLISH TEACHINGIN INTERNET+ " ENVIRONMENT

Traditional teaching mode of interaction between teachers and students, emphasize under the provisions of the classroom situation, the relationship between teachers and students, through good communication between teachers and students in class, can better play to the interaction between teachers and students, teaching resonance mode, so as to achieve teachers to complete their teaching tasks, students efficiently complete the purpose of their learning task. [1] Under the background of the "Internet +" era, the traditional teaching mode has not adapted to the development of the current society, and the traditional teaching mode relies on the classroom. Both teachers and students are in a certain physical space environment. However, now, due to the impact of COVID-19 epidemic, many universities cannot start school normally due to epidemic prevention and control, and universities adopt online teaching methods. the opening of online classroom can well rely on the technical convenience and educational resources brought to us by the "Internet +" era, so as to provide a better teaching environment for students.

2. RESEARCH ON THE INTERACTION BETWEEN TEACHERS AND STUDENTS IN COLLEGE ENGLISH TEACHING IN THE "INTERNET +" ENVIRONMENT

In the online English teaching classroom in colleges and universities, if the online teaching mode wants to play the biggest advantages, it can adopt the mixed teaching mode and organically combine the advantages of online teaching mode with the advantages of offline teaching mode, so that the advantages of the two teaching organization forms can enable students to learn more deeply. When carrying out online English teaching classes, colleges and universities rely more on traditional classes as important organizational units to teach. However, in the teaching process, in order to better obtain students 'learning situation, it is necessary to adopt the interaction between teachers and students to timely obtain students' learning feedback. Usually, the online classroom in colleges and universities adopts the way of teachers 'recording and broadcast or teachers' live broadcast, or the way of teachers to answer questions to students online. According to the teachers' own teaching content, teachers can flexibly choose different teaching methods, and according to the actual needs of colleges and universities themselves, colleges and universities can flexibly choose different teaching platforms. Under the background of the "Internet +" era, the biggest difference between the online teaching mode in colleges and universities and the traditional teaching mode is that the previous classrooms are moved to the virtual cyberspace. Face-to-face communication and information sharing between teachers and students can only be achieved through the Internet, but it is easy to nourish students' lazy mood. Online teaching mode uses interactive teaching to achieve the best teaching effect, which can be used in the following ways.

2.1 USE THE NETWORK PLATFORM TO BROADEN THE WAY OF INTERACTION BETWEEN TEACHERS AND STUDENTS

The development of English online classes in colleges and universities needs the help of certain online education platforms. Among these optional online education platforms, teachers can establish their own classes and choose different teaching methods according to their own teaching content. If teachers want to give full play to the biggest advantages of online classroom interactive teaching, they need to effectively design the classroom

interaction in the process of lesson preparation and lesson building. Teachers 'classroom interaction design can appear with the help of certain task points or pass-through mode, which can effectively stimulate students' interest in learning. In this way, teachers can observe students 'online learning progress in time, and can also make intuitive observation of students' task points. In the design of task points in English class, teachers can also prevent students from simply completing the teacher's teaching tasks through certain tricks. For example, when teachers adopt the online teaching mode of recording classroom, they can let students design in advance when watching videos, and design no fast forward function, so as to guarantee students' learning process and their effective learning practice. Pass type interactive teaching mode, teachers can teach students according to their aptitude, for some poor learning students, teachers 'recruit mode can be slow, for some better students, teachers can also flexible change teaching mode, so also can maximize the online classroom autonomous learning mode, different students' learning needs, finally achieve better teaching effect. Teachers adopt the online teaching mode and can set the indirect interaction mode of teachers and students. In the process of live broadcast, students' learning efficiency, learning duration and learning effect are guaranteed through interesting interactive methods such as roll call. In addition, when the teacher's classroom knowledge, the teacher at the end of each class, can also conduct the classroom knowledge point test, so as to timely detect the students' learning effect of students, but also enrich the way and content of the interaction between teachers and students.

2.2 MAKE GOOD USE OF LEARNING WEBSITES TO ENHANCE THE EFFECTIVENESS OF TEACHER-STUDENT INTERACTION

English online classroom in colleges and universities rely on the technological convenience brought by the era of "Internet +", so the quality of its network environment will also have a direct impact on the interaction between teachers and students. Therefore, when choosing the interactive mode, teachers should also have a deep understanding of the way students are listening to lectures. Teachers should consider from the perspective of students and choose the most suitable way of listening to students to choose the teaching mode. Under the background of the "Internet +" era, big data has brought a lot of convenience to our teaching resources, with rich teaching resources to choose from. So teachers in online classroom, can use the current network mining more excellent resources for the classroom service, at the same time also can use a lot of English learning website, the extension of learning courses, such as teachers can use some online platform, exercise students' listening, writing and English reading ability. Teachers should first have a comprehensive understanding of their own teaching courses and understand the students, so as to conduct a continuous interaction design on this basis.

2.3 USE THE ONLINE COMMUNICATION PLATFORM TO REALIZE THREE-DIMENSIONAL INTERACTION

In the current online college English classroom, teachers should design the interaction with students according to their own teaching content. For example, teachers can conduct online pronunciation, vocabulary understanding, vocabulary test, dictation and so on. In the first few minutes of the class, with the interactive mode of answering to answer, to check the learning effect of students in the last stage. In the process of classroom teaching, teachers can adopt the problem-based teaching interaction mode, constantly guide students 'learning, and cultivate students' ability to find and solve problems. In addition, teachers can take group discussion, group pk, group teaching way, so that every student can participate in the classroom interaction. In the homework stage, teachers can use online homework, let students to evaluate each other, but also let students learn from each other, learn from each other, and constantly consolidate their own teaching effect. Such a teaching interaction mode allows teachers to understand their own teaching effects and understand the students' learning situation.

3. ANALYSIS OF THE INTERACTION BETWEEN TEACHERS AND STUDENTS IN ONLINE ENGLISH TEACHING UNDER THE "INTERNET +" ENVIRONMENT

Different online teaching platforms have different internal functions. In online English teaching classes in universities, teachers can flexibly adopt different teaching modes according to their own teaching content and the actual situation of students. [2] for example, on the u campus online teaching platform, teachers can choose different learning modes according to students 'learning conditions, and can also use the rich teaching resources within the online teaching platform to supplement students' teaching. Some online teaching platform also has a variety of auxiliary functions, such as learning or rain classroom online teaching platform, has vies to answer, online test, questionnaire, score feedback, barrage display, roll, sign in and so on interesting and rich interaction between teachers and students, the interaction mode is different and traditional classroom single interaction mode. [3] If college English teachers can reasonable use of online classroom functions, can enhance the teaching interaction between teachers and students, according to the different needs of teachers and students can also make different choices, for some interesting interaction mode, teachers can experience more, this can reduce the students in a long time of learning tired learning state, but also can let the students teaching content produce strong interest in learning, really play the advantages of the current online teaching classroom.

CONCLUSION

In a word, there are many interactive methods available in online English classes in colleges and universities, and different interactive methods play different effects. Teachers, according to their own teaching content and students 'learning characteristics, can adopt appropriate interactive ways to promote the benign interaction between teachers and students, which can stimulate students' interest in learning, mobilize students' enthusiasm for learning, efficiently complete teaching

tasks, and improve the teaching quality.

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The Important Position and Historical Significance of HaDaPu in the Long March of the Red Army

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Abstract: the Red Army in the fifth counter-encirclement and suppression campaign failure, was forced to start a strategic shift of 25 thousand miles. Where should the Reds go? It remained a problem that the (C-P-C) Central Committee failed to solve during the Long March until the Red Army reached HaDaPu in Gansu province, where the final decision to go to northern ShanXi was made because of "a newspaper", highlighting HaDaPu's key role in the Long March. This paper is to sort out the decision-making process of the Red Army in HaDaPu to reveal the historical status and significance of HaDaPu for the Long March.
Keywords: Red Army long March; HaDaPu; the newspaper; Historical significance

INTRODUCTION

In October 1936, the Chinese red army of workers and peasants join forces with their victory in HuiNing, Gansu province, the long march of twenty-five thousand miles drew a satisfactory full stop, HaDaPu this is located in a small town of DangChang longnan city, Gansu province, became the turning point of the red army long march and the long march of twenty-five thousand miles of gas station, abundant supplies of HaDaPu for red army soldiers to provide the human body essential energy, HaDaPu important discovery in town, let the long march destination have clear up, let the red army soldiers has been in the dark, with the dawn of the dawn, HaDaPu as the way of long march gas stations and turning point, in the party's history has important significance and historical position, this article through from the background of the red army came to HaDaPu to HaDaPu important findings, To demonstrate hadadu's importance in the history of the Long March,

1. ENTER HADAPU

In 1933, when the Japanese army attacked North China, the national crisis was unprecedentedly worse. However, the Kuomintang turned a blind eye to the national crisis and carried out the reactionary policy of "settling in China before settling abroad", encircled and suppressed the Red Army for many times. After the failure of the fifth counter-encircle and suppress of the Red Army, the Central Red Army was forced to withdraw from the central base and carry out strategic transfer. the first Red Front Army set out from Jiangxi Ruijin, flew across the Dadu River, crossed the Jiajinshan mountain, and arrived in the northwest of Sichuan in mid-June 1935, and joined up with the fourth Red front Army in MAO Gong. After maogong's meeting, the Party central Committee held a

series of meetings to discuss the most serious question: where should the Red Army go? After a series of meetings of the Political Bureau of Lianghekou, Shawo and Maoergai, the (C-P-C) Central Committee adopted a Supplementary decision on the Current strategic policy at the Maoergai Conference, stating that the Current strategic policy of the Red Army is as follows: "In order to realize the basic decision of 28 June on the present strategic policy, our main force is required to take the Tao River Basin area centered on Min Zhou quickly. To achieve Chihuachan, Shanxi and Gansu, and to establish a solid foundation for Soviet China ". and decided to go north in two ways. [1]

But the red one front army and the red four front army since MaoGong after the meeting on the red Army north or south on the issue has been controversial, in HaDaPu meeting, Chairman MAO clearly pointed out: "to northern Shaanxi ah, and Liu Zhidan, Xu Haidong meeting decision. " "We are going north, he (Chang Kuo-tao) is going south; We should resist Japan and he should avoid contradictions. Which is retreat or opportunism? If we want to resist Japan, we must first go to northern Shaanxi, where Liu Zhidan's Red Army is. " Later, chang Kuo-tao led most of the troops to the south, and the Party Central Committee was forced to lead the First and third corps of the Red Front Army to the north alone. on September 12, 1935, the Russian boundary meeting decided to continue to the north, the Red army in a breakthrough in the Tianrisk Lazikou, in September 18, 1935, the Red Army advanced troops arrived in Hadapu.

2. DISCOVER IMPORTANT NEWSPAPERS

HaDaPu before 1935 belongs to the min county, after the liberation to dangchang county jurisdiction, the three countries as "level tone gu, the Ming dynasty set up shop here, HaDaPu for han back to gather a small town, since the ancient times are on the gansu ChuanDao militarily important areas and trade prosperity, min county is the hometown of the famous medicinal materials, HaDaPu hui merchants in business, over time, HaDaPu has become an important trading place for medicinal materials. Meanwhile, the booming commerce drives the development of local economy. Merchants from neighboring provinces and even Tianjin port operate medicinal materials here all the year round. After the red army arrived in HaDaPu, found that the town is very prosperous, is here for a 7 day break, in the life, material and spiritual forces from all parties in preparation was carried out on a full range of adjustment, and all the up and down each a piece of food in the ocean to improve,

put forward the slogan of "people want to eat good drink good", through the improvement of food, soldiers got great strength, Through the seven-day rectification of the army, the soldiers were greatly encouraged physically and mentally.

The central Committee of the (C_P) of China ((C-P-C)) began its strategic shift from Ruijin, Jiangxi. the central committee did not know where to go, and the destination was changing at any time. Since the division of MAO Gong, September 4 red Army to HaDaPu, a red army vanguard troops along the Ganchuan edge of dara ditch into Gansu Gang Ling (today's Duibu County Dara township) area, 10, the (C-P-C) Central Committee out of danger rate one, three corps then arrived. on September 12, the (C-P-C) Central Committee held an expanded meeting of the Political Bureau in Russia (gaoji Village, Dibu County today). the meeting decided to move north to create a revolutionary base near the Soviet Union. Wait until the Red Army break through the Tianrisk Lazikou, arrived at HaDaPu, finally decided to go to northern Shaanxi, before this, the destination is uncertain, close to the Soviet Union is forced by the situation. Accident let the Red Army go to HaDaPu, but also historical inevitability let the Red Army to HaDaPu, here, the party Central Committee and the Red Army experienced another great turning point after the Zunyi Conference, and made the decision of the Red Army to settle in northern Shaanxi. [2]

(M_ZD) and other leaders of the (C-P-C) Central Committee had the habit of reading newspapers at ordinary times. When they arrived in Hadadapu, they collected local newspapers and read them. Finally, they found a newspaper, and the information on the newspaper brought them great encouragement. Where do newspapers come from? There are different versions of it.

The first was Ta Kung Pao, which said that after the Red Army arrived in Hadapu, it took over a local postal waiting office. In the post office, the Red Army searched for a copy of Ta Kung Pao in Tianjin. the news about "red revolution" and "Shaanxi Chaos" published by the Kuomintang in the newspaper attracted the great interest of (M_ZD), Zhang Wentian and others. (it is mentioned) "the whole northern Shaanxi 23 counties few counties are not red" "the whole northern Shaanxi was red of the people 700, 000, into the red Guards of more than two hundred thousand, red army of twenty thousand" "bandit army commander Liu Zhidan jurisdiction three division..... These messages were seen by the Kuomintang as an attempt to propagandize itself and belittle the (C_P). In fact, this news gave the Communists a glimmer of hope. the Red Army began the Long March in Ruijin, Jiangxi province, facing the encirenciration and suppression of the Kuomintang all the way. In fact, the (C_P) did not know where to go, and the destination was also changed again and again, until it saw the news in Ta Kung Pao. the leaders of the (C-P-C) Central Committee were overjosed with joy, and soon held a meeting of cadres above the league in the Guandi Temple on the afternoon of September 22, and decided to reorganize the army into the "Shaanxi and Gansu Detachment". (M_ZD) said at the

Meeting in the Guandi Temple: "Thanks to the Kuomintang newspapers, they have provided us with more detailed information about the Red Army in northern Shaanxi. There are not only Liu Zhidan's Red Army, but also Xu Haidong's Red Army, as well as the base areas. We must first go to northern Shaanxi. "

The second was that the Shanxi Daily reported that MAO had received a newspaper from Nie rongzhen's correspondent the day before the central authorities arrived in Hadapu, with news that the Kuomintang troops were besieging Liu Zhidan in northern Shaanxi. Nie Rongzhen's Memoirs (PLA Publishing House, 1986 edition) reads as follows: "On September 19, Lin Biao and I entered Hadapu with the troops of the 2nd Division. Here we get a copy of the Kuomintang shanxi Daily, which contains a news item about Yan Xishan's troops attacking liu Zhidan's headquarters of the Red Army in northern Shaanxi. I said, hurry up and send a cavalry messenger to comrade (M_ZD) with this paper. There is still a base in northern Shaanxi! This is great news!" How did Nie Rongzhen get this shanxi Daily? "Yang Jiahua stood guard for the Zunyi Meeting" wrote: "When the second Red Division entered Hadapu, Nie Rongzhen said to Yang Jiahua as soon as he put down his luggage: 'Boy, go and buy some pancakes. 'Yang jiahua ran to a fellow villager selling baked bread, pulled out all his money and bought four pieces of baked bread. the villager picked up a packet of newspaper and handed it to him. Yang clearly remembered that the newspaper in the packet was Shanxi Daily. " This is how Nie Rongzhen found the newspaper.

The third one is "Jinyang Daily" said that on September 21, 1935, Ye Jianying bought a "Jinyang Daily" in the postal agency, which published the news about the Red Army in northern Shaanxi. Peng Dehuai gave the newspaper to (M_ZD). In addition, Gao Langting once said in a meeting "Xie Juezai's Fireside conversation": "To Hadadu camp, buy things picked up a July day of the" Jinyang Daily "above recorded: 'Northern Shaanxi Liu Zhidan red bandit ministry has occupied six counties, with a regular red army of more than fifty thousand people, guerrillas, the Red Guard, young pioneers more than two hundred thousand people, peepers at any time have the danger of crossing the Yellow River. Chairman MAO told me about it in the Jinyang Daily and said, 'It seems that Liu Zhidan has opened up at least one revolutionary base in northern Shaanxi. [3] So we avoided fighting along the way, reduced the number of battles and reduced the number of men, and marched day and night in an effort to get to northern Shaanxi. "

"Da gong bao, " shanxi daily ", "jinyang daily, this three is spread more widely, there are some other, but" a newspaper direction "should be unlikely, central government leaders may see one of the newspaper, at the same time as reference for the other news in the newspaper or other media on the news, Just look at a newspaper and determines the direction may be too hasty, the author thinks that is an outcome of the combination of various news, before the start of the central committee of the (C_P) of China in the long march is the revolutionary base areas of shanxi has a certain understanding, just after the start of

the long march and the red army of shanxi interrupted contact, so based on the coupled with comprehensive judgment, kuomintang papers, the party central committee made the decision to go to northern Shaanxi. Soon after, (M_ZD) and Zhou Enlai and others held a meeting of cadres above the regiment at the Guandi Temple in HaDaPu, carried out a series of reorganizations of the Red Army team, and decided to go to northern Shaanxi. [4]

3. THE HISTORICAL POSITION OF HADAPU

HaDaPu break like second zunyi meeting of the Chinese revolution, it makes the Chinese revolution once again turned the corner, the long march victory is inevitable, HaDaPu meeting by accident, not the red army HaDaPu recuperation, long march will win, but the process will be more difficult more long-term, it is because of the HaDaPu experience, Let the long-term hardship and anxiety of the Red Army to find a clear way forward, let the Chinese revolution smoothly go on, so that the CENTRAL Committee of the (C_P) of China has a foothold, but also laid the victory of the War of Resistance against Japanese aggression, but also make the strength of the (C_P) of China during the war of Resistance against Japanese aggression to get unprecedented development.

Hadadu was of great significance in the history of the Long March. While in Hadapu, the Red Army held "Tongshanshe Meeting", "Yihe Changyupu Meeting", "Guandi Temple meeting" and other meetings, and made the great decision to go to northern Shaanxi. (M_ZD) said at the meeting, "We have walked more than 20, 000 li and broken the enemy's pursuit, encirkement and suppression for many times. Now we are sitting in the Guandi Temple in Hadapu and enjoying the meeting in peace and ease. This is a great victory in itself. " in haDaPu a few days, the Red Army soldiers carried on the energy supply, they improved the food, restore physical strength, this is particularly meaningful for the next long March, HaDaPu is a veritable gas station and turning point on the long March. From the beginning of the Red Army's Long March, the foothold of the long March has been in a state of change, where to go? [5] Has been a question, in the face of the Kuomintang besieging, the Party central

Committee has been in a passive position, until the Red Army arrived in HaDaPu here to see the key newspaper, so that the Red Army has a clear destination, established the red Army long March in northern Shaanxi policy.

The red army long march on the way, there is no chance for the army's BGF, arrived at the HaDaPu, among these days, the central committee of the red army to the great efforts of the BGF, (M_ZD) made at the meeting in the political report of the journal about the situation and tasks: will directly under the first third regiment and CMC adapted for the Chinese red army of workers and peasants in the anti-japanese advance team (but so do dungans team). the reshuffle was a major reform following the Sanwan reshuffle, which strengthened the Party's absolute leadership over the armed forces. At the same time, the Red Army's contacts with the local people in Hadapu planted the seeds of the revolution, and the local people were deeply influenced by the revolution, collecting food for the Red Army, joining the local guerrillas or joining the Red Army directly. Hada shop in the history of the Long March of the Red Army is a crucial link, it accelerated the victory of the Long March, for the Red Army northward against Japan played a decisive role.

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The Interpretation of Jamie's Tragedy in Long Day's Journey Into Night From the Perspective of Sigmund Freud's Psychoanalysis

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Abstract: In the play Long Day's Journey Into Night Eugene O'Neill shows us a complex family tragedy. Based on Freud's psychoanalytic theory, this paper tries to explain the cause of Jamie Tryone's tragedy from the perspective of the contradiction among ego, id and superego, Oedipus complex, fantasy and daydream.

Keywords: Long Day's Journey Into Night; Freud; psychoanalytic theory

1. THE INTRODUCTION OF THE AUTHOR AND THE PLAY

Eugene Gladstone O'Neill is a famed American playwright and winner of the Nobel Prize for Literature in 1936. As the literary representative of expressionism and the founder of American national drama, O'Neill was born in New York city October 16, 1888 and passed away in Boston, Massachusetts November 27, 1953. He grew up in a family of actors and was the son of an Irish. Because of meagre income, his father was merely dedicated to the performance of Le Comte de Monte-Cristo during his lifetime. It was a lot of wearing repetition that wasted his talent. As a teenager, O'Neill accompanied his father to perform all over the country, travelling to the big cities. O'Neill was admitted into Princeton University in 1906 and expelled a year later for breaking university rules. After that, he went everywhere to fend for himself. O'Neill once panned for gold and then worked as a sailor, a clerk and an unemployed man. In 1910, he became a merchant seaman and his yearly experience at sea provided many materials for his later works. Returning in 1911, he worked as an extra in his father's troupe. Later, due to illness he had the chance to read Greek tragedies, a great number of works of Shakespeare, Ibsen and Strindberg, and many other famous plays; then he began to learn drama writing during the period of recuperation in the hospital. In 1914, he entered Harvard University to acquire further study. Under the guidance of teachers, his level of drama writing greatly improved. After that, he worked as a playwright for troupes, which marked the beginning of his career.

O'Neill produces a great number of works during his lifetime, including the *Emperor Jones*, the *Hairy Ape*, *Desire Under the Elms*, the *Iceman Cometh* and *Long Day's Journey into Night*. O'Neill's plays include speeches in American English vernacular and involve characters on the fringes of society. They struggle to maintain their hopes and aspirations, but ultimately slide into disillusionment and despair. of his few comedies, only *Ah, Wilderness!* is well-known. Nearly all of his other plays involve some degree of tragedy and personal pessimism.

Long Day's Journey into Night is a tragedy play in four acts and is first published in 1956. the play is widely considered to be his masterpiece and one of the finest American plays of the 20th century. O'Neill posthumously receives the 1957 Pulitzer Prize for Drama for *Long Day's Journey into Night*. the work concerns the Tyrone family, consisting of parents James and Mary and their sons Jamie and Edmund. the "Long Day" refers to the setting of the play, which takes place during one day. the play is semi-autobiographical.

The parents and two sons express their blame, resentment, bitterness and jealousy. They attempt to show love, encouragement, tenderness, and compassion in spite of disillusionment with their lives. the family is cloaked by oppressive and stressful atmosphere on account of lack of honesty and mutual comprehension. the story deals with the mother's psychosis due to her addiction to morphine, the father's miserliness and sense of deep regret, the elder brother's dissolute lifestyle, and younger brother's bleak optimism through illness. Through this work, O'Neill shows his obsessive pursuit of the meaning of life and his understanding and compassion for the common human frailties.

2. THE INTRODUCTION OF SIGMUND FREUD AND HIS PSYCHOANALYTIC THEORIES

Sigmund Freud was an Austrian neurologist and the founder of psychoanalysis which is a clinical method for treating psychopathology through dialogue between a patient and a psychoanalyst. Freud was born to Galician Jewish parents in the Moravian town of Freiberg in the Austrian Empire. He qualified as a doctor of medicine in 1881 at the University of Vienna. In 1885, he worked as a physician at Vienna General Hospital, conducting research on brain anatomy and pathology. Freud lived and worked in Vienna; then set up his clinical practice there in 1886. the concept of psychoanalysis was formally put forward in 1895. the *Interpretation of Dreams*, published in 1899, is considered to be the official formation of psychoanalytic psychology. the founding of the International Psychoanalytic Society in 1919 marked the final formation of the Psychoanalytic School. In 1938, Freud left Austria to escape Nazi persecution. He died in exile in the United Kingdom in 1939.

The id is the selfish part of a person, which is merely concerned with satisfying one's own desires. the id is completely hidden in the unconscious. It consists of innate instinct and primitive desire. Instinct is divided into two

sorts: life instinct and death instinct. the activities of the id follow the principle of pleasure. the sole goal of the id is the pursuit of happiness. What the id only interested in is its own needs without the guidance of reality or reason. the main task of the ego is to satisfy the impulses of the id based on consideration about reality of the situation. It follows the principle of reality. the ego can move freely between the conscious, preconscious and unconscious. the ego acts as a mediator and integrator between the id and the superego. the ego always fulfills the desires of the id based on reality. When practical conditions permit, the requirements of the id can be met immediately. Instead, when the realistic conditions do not permit, the satisfaction of the id will be temporarily delayed or even denied so as to obtain the coordination with the reality and avoid the painful consequences caused by the conflict with the reality. the superego represents the values and standards of society, especially parents'. It consists of two parts: the ego ideal and the conscience. the parents' standards of what behavior is "good" are internalized into the child's superego, while the parent's rules of punishment for what behavior is "bad" are converted into the child's conscience and thus the superego is formed. Dominated by moral principle, the superego is always in opposition to the hedonism, seeking to limit the desires of the id so that it cannot be satisfied.

According to Freud the Oedipus complex is the motive power for literary and artistic creation. the Oedipus Complex refers to feelings of sexual desire that a boy has for his mother and the jealous feelings towards his father that this causes. the positive Oedipus complex refers to a child's unconscious sexual desire for the opposite-sex parent and hatred for the same-sex parent. the negative Oedipus complex refers to a child's unconscious sexual desire for the same-sex parent and hatred for the opposite-sex parent. (Lü, 2014:180)

Freud draws an analogy between the artist's creation and dream or fantasy. He assumes that a piece of creative writing, like a daydream, is a continuation and a substitute for what is once the play of childhood. An adult's wishes are expressed in various fantasies, such as castles in the air and daydreams. Freud analyzes the relation between fantasy among the three periods of previous, recent and future time, and the wish which runs through them. Mental work is linked to some current impression and some provoking occasion in the present, which has been able to arouse one of the subject's major wishes. From there it harks back to a memory of an earlier experience in which this wish has fulfilled. It now creates a situation related to the future, which represents a fulfillment of the wish. However, happy people will not fantasize and only people with unfulfilled wishes tend to fantasize. People who run into snags and be foiled everywhere in the real world seek fulfillment in false fantasies. (Cheng, 2017:46-48)

3. THE REASONS OF JAMIE'S TRAGEDY AND FREUD'S PSYCHOANALYTIC THEORIES

3.1 THE CONTRADICTION AMONG THE ID, EGO AND SUPEREGO

This kind of contradiction is mainly reflected in Jamie's relationship with his family. It can be roughly divided into three aspects: the hatred and sympathy for his father, the envy and care for his younger brother, and the disappointment and understanding for his mother.

James Tyrone is 65 years old. He is about five feet eight inches tall but appears taller due to his military-like posture and bearing. As a classical actor with a studied technique, he is unpretentious and not temperamental because of his humble beginnings and Irish farmer forebears. In his view, it is a kind of wasting if he spends too much money on their home. All his life he has lived in hotels. However, they are not best hotels but shabby and dirty ones. James complains that Jamie has never known the difficulty of making money since he is a child, even when he grows up. Jamie never saves any money in his life. His overall salary will be spent on drinking and whoring. Jamie is unwilling to be an actor and Tyrone forces him to be on the stage. the birth of Edmund causes his mother to suffer a serious illness, but even at that time, his father still refuses to pay for a better doctor so that she is addicted to drugs. Therefore, the ego has always had a grudge against his father. Instead, the superego requires Jamie to understand and respect his father. It can be manifested through conversation between Jamie and his father: "It's been heaven to me. This home has been a home again. But I needn't tell you, Jamie. His son looks at him, for the first time with an understanding sympathy. It is as if suddenly a deep bond of common feeling existed between them in which their antagonisms could be forgotten. " (O'Neill, 2014:32) When his father returns home after work, only his drug-taking wife and his decadent sons are waiting for him, so he has to drink in the pub to numb himself. His father's stinginess is related to various hardships he has experienced in his childhood. It is the suffering of life that teaches him to be thrifty. (Wu, 2013(06):87-88) Jamie's ego is bound by the hatred of the id and the restraint of the superego, and he represses his dissatisfaction with his father. When Jamie goes to see the doctor with his little brother Edmund, he learns that his brother may contract consumption. Jamie's ego began to tilt toward the desires of the id, so he blames his father and has a terrible quarrel with him. If his father takes him to a reliable and trustworthy doctor in the very beginning when Edmund becomes ill, things will be much better. the doctor Hardy his father sends for is a cheap old quack. Even in this poor country, he is a third-rate doctor. the id thinks it is his father's miserliness for calling in a poor doctor that delays his brother's treatment. In addition, he is furious that his father plans to send Edmund to a cheap nursing home.

His younger brother Edmund is more intellectually and poetically inclined man who is thin and wiry. He travels the world by working in the merchant navy and catches tuberculosis while he is abroad. the partiality of his father and mother for Edmund makes the ego of Jamie be jealous of his younger brother. His father accuses him that his brother's illness is all his fault. According to Tyrone's statement, Jamie has always been a model for Edmund. His younger brother grows up idolizing him like a handsome hero. He never performs his duty as a brother, such as setting a good example and giving him a helpful

lecture, which leads him astray. He cannot conceal his envy of Edmund when his father praises his younger brother for his good work: "Sneering jealously again. A hick town rag! Whatever bull they hand you, they tell me he's a pretty bum reporter. If he weren't your son-"(O'Neill, 2014:31) Therefore, Jamie's ego turns to envy of the id. the more important reason for his hatred of Edmund is that he thinks their mother is addicted to morphine because of the difficult birth of Edmund. Jamie's ego is contradictory and is fettered by the superego. the superego demands Jamie's love and compassion for Edmund. Jamie usually calls Edmund kid to show his affection for his younger brother. Besides, he expresses concern about his brother's illness and complains about his father's lack of care. the money his father gives him will be shared with his younger brother. Being worried about his health, he admonishes his younger brother to drink less.

His mother Mary Tyrone is medium height with a young graceful figure. She has been once extremely pretty and is still striking with large, dark and almost black eyes. She has a soft and attractive voice with a touch of Irish lilt when she is merry. One of her greatest wishes is to become a nun and then to be a pianist to perform on stage, while she becomes a dependent user of drugs. Mary has been addicted to morphine since the difficult birth of her youngest son Edmund. the doctor who treats her simply gives her painkillers, which leads to a longtime morphine addiction that continues to plague her. the id hates his mother for taking morphine, so he speaks ill of her for it. He calls his mother hophead when talking with Edmund. When everyone in the family thinks that his mother has succeeded in recovering from drugs, Jamie finds out that his mother is taking drugs again. He is in complete despair of reality, so his ego is completely tilted towards the id. He even compare his drug-taking mother to a prostitute: "I've known about Mama so much longer than you. Never forget the first time I got wise. Caught her in the act with a hypo. Christ, I'd never dreamed before that any women but whores took dope!" (O'Neill, 2014:178) the superego of Jamie, by contrast, is full of understanding and compassion for his mother. It is his father's stinginess that directly leads to Mary's drug addiction. Therefore, Jamie shows his concern for his mother and tries to conceal Edmund's illness so that Mary can recuperate at ease.

3.2 THE INDUCEMENT OF THE OEDIPUS COMPLEX

Oedipus complex refers to children's attachment and closeness to their parents of the opposite sex and their jealousy and hatred towards their parents of the same sex. Jamie Tyrone is a product of the Oedipus complex. Along with childhood love for his mother, his father has been regarded as a rival to his mother's love. This confrontation causes the son to feel aggressive and hostile towards the father. (Liang, 2018(14):98) He hates his father, so he speaks evil things of him. It is commonly seen that he often laughs, teases and ridicules his father. Beyond that he tries to corrupt his younger brother by trying to lead him in his immoral ways, because he senses that his mother's affection for Edmund is intolerable to him. Jamie

loves his mother deeply, but at the same time he resents her intensely because of her drug addiction and lack of her care and understanding. (Cao, 2016(03):6) Avoiding reality all the time, Jamie is dependent on alcohol to numb myself hangs around with women in dark rooms. He has a penchant for plump women. He has never truly loved any woman in his life, and even though he is very good at getting along with people, he still hides himself in his room and lies to himself, thinking that ordinary people cannot possibly understand his happiness. He loves his mother, but he cannot marry her. Therefore, his acute oedipal repression searches leeway in the form of incestuous relations, with mistress's of his mother's age. (Fathima, 2016:350) His mixed feelings about his mother can be embodied by the conversation with Edmund: "He stops, his head nodding drunkenly, his eyes closing-then suddenly he looks up, his face hard, and quotes jeeringly. 'If I were hanged on the highest hill, Mother o' mine, O mother o' mine! I know whose love would follow me still…' "(O'Neill, 2014:177) When he knows that his mother is addicted to morphine, he is disappointed, but he still loves his mother very much. He is worried about his mother's health and shows his concern for her moods. For instance, he conceals his brother's illness and is friendly to his father to appease his mother.

3.3 THE THE YOKE OF FANTASY AND DAYDREAM

A happy person never fantasizes and only the discontented person fantasizes. the driving force of a daydreamer's fantasy is the unfulfilled desire, and every fantasy is the fulfillment of a wish which is the correction of a reality that is unsatisfactory. These desires that provoke fantasies are diverse according to the fantasist's gender, personality, and situation. Jamie is a man who indulges himself in fantasies. Self-deception, regression, denial, dream and the other kinds of defenses can be seen among the other characters as well. Jamie, cynical but honest, deludes himself in his search for personal redemption through alcoholism and whoring. (BABAEE, 2011:9) He cannot tell the truth himself when he utters some words. Conducting some absurd measures is to excuse what he has done wrong, show how romantic drinking is and display the whore he is playing with is not a fool and a shameless woman with a venereal disease, but a beautiful beauty in a novel. He looks down on a decent job, thinking that only a fool will do that. Jamie eventually is rapt in fantasies, filling his inner void with abstract poetry, gambling and alcohol in order to find outlets.

4. CONCLUSION

The deeper understanding of Jamie is given through Freudian psychoanalysis of his inner world. Jamie's id and superego are always in an unstable state of conflict, while the ego is difficult to coordinate between the superego and the id, so that Jamie can achieve a temporary balance in his mind, which results in his tragedy. As a kind of emotional dilemma, Oedipus complex is the pain and depression of human mind, which leads to Jamie's self-degeneration and self-destruction. Jamie tries to find a way out in fantasy all the time, but has never been able to put it into action, so he loses himself gradually. Jamie's

excessive attachment to maternal love directly leads to jealousy and pity for his younger brother and resentment towards his father. When he seeks for his own value, he loses his spiritual autonomy, which aggravates his own destruction.

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Research on Physical Literacy and Personalized Course Construction of Public Sports

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Abstract: Since 2010, the country has raised the problem of improving students' physical quality as a strategic problem at the national level. However, the existing data show that the physical quality level of college students still shows an overall downward trend. This study through the influencing factors of physical literacy, mainly for the students' physical health, sports motivation, sports confidence analysis, study the relationship between the influencing factors, at the same time for physical education analysis, combined with the data and the research results, put forward the public physical education class "multi-angle, all-round" teaching platform construction.
Keywords: Physical Literacy; Physical Health; Exercise Motivation; Exercise Confidence

1. PREFACE
1.1 SIGNIFICANCE OF TOPIC SELECTION
In the process of building China's sports power, the development of youth sports is the foundation of national sports development, and school sports is the strategic focus of development. As early as 2002, the Ministry of Education clearly defined "enhancing physical fitness, improving health and improving physical literacy" as one of the main teaching objectives of college students' physical education courses. In 2010, the national medium- and long-term education reform and development plan (2010-2020) and 2012 on further strengthening school sports in 2012(53, 2012) two documents, both further emphasized the goal to improve students 'physical quality as an important goal of physical education, and will improve students' physical quality at the national level. Since the report of the 19th National Congress of 2017, it once again pointed out that the construction of a strong sports power ". After this goal and task, the research of students' physical health in physical education teaching in colleges and universities has paid great attention.

1.2 STUDY SIGNIFICANCE
In order to fully implement the concept of physical education, promote the improvement and development of college physical education system, and effectively enhance the physical quality of college students. the Basic Standards for Physical Education Work in Institutions of Colleges and Higher Learning puts forward the overall goal of comprehensively improving the comprehensive physical health level of college students and promoting the comprehensive development of college students. However, the existing data show that the physical quality level of college students still shows an overall downward trend. This study aims to explore how public physical education in colleges and universities to follow the characteristics of "student subject", meet students 'learning needs, improve students' physical awareness, and then improve college students' physical literacy comprehensively and effectively.

2. CORE CONCEPT DEFINITION
2.1 PUBLIC PE CLASS
Public PE education is a specific purpose activity composed of teachers 'teaching and students' learning. Public physical education course teaching is the design and implementation of the teaching process of teachers according to the teaching purpose, so that students can obtain physical, psychological, sports skills, social adaptability and other aspects through physical education course teaching.

2.2 PHYSICAL LITERACY
Some scholars in China have analyzed physical quality, they believe that physical quality is the basis or essence, through the influence of family education, school education and environment, the comprehensive shaping of the body and spirit in the process of continuous development. Foreign scholars mainly agree with: " Physical literacy refers to the motivation, confidence, physical ability, knowledge and understanding required by an individual to participate in physical activities throughout his or life. "To sum up, physical literacy is based on the innate basis, through the acquired influence, composed of sports knowledge, sports skills, physical health level and other factors.

3. RESEARCH ON THE STATUS OF PHYSICAL LITERACY OF COLLEGE STUDENTS
With the long-term development of "Sunshine Sports" and the continuous promotion of "national fitness", school sports construction has become the focus of socialist modernization construction. Henan Province has been actively implementing quality education reform, and keeping up with the characteristics of the Times and students' needs to explore, optimize and promote. At present, Chinese scholars mainly study the following two perspectives of the current situation of youth physical literacy cultivation. On the whole, Qiu Jianguo made the following view of youth sports literacy in China: first, lack of youth sports knowledge; second, low youth sports ability; third, weak youth sports consciousness; fourth, vague youth sports character; fifth, lack of youth sports personality; sixth, blind youth sports behavior. Locally, Xu Xiuzhen described that the overall level of physical literacy in Fuzhou University City was moderate, but the performance level of various factors was not balanced, and the score from low to high was: physical consciousness, physical knowledge, physical level and sports skills. Combined with the actual reality of sports literacy cultivation in China, the current situation of sports literacy cultivation in China is not optimistic.

4. STUDY RESULTS AND ANALYSIS

4.1 STUDY ON INFLUENCING FACTORS OF PHYSICAL LITERACY OF HUANGHE JIAOTONG UNIVERSITY

Combined with the Huanghe Jiaotong University public physical education in recent years and the survey results, the overall influence of students 'physical quality mainly includes the public physical education program, the knowledge of sports theory, students' sports motivation, students 'sports confidence and students' physical health level.

4.1.1 Current status of public sports curriculum project

According to the development and implementation of physical education class of Huanghe Jiaotong University in the past five years, the opening of campus physical education courses is analyzed. In terms of the opening of physical education courses, in recent years, the school offers physical education courses in basketball, football, volleyball, badminton, aerobics, yoga, martial arts, track and field and other projects, which are mainly carried out based on the school's venue, equipment and teachers' major projects. At first, the most courses were basketball courses. With the increase of teacher resources, the projects that can be offered were gradually enriched. However, due to the restriction of field equipment, the development of some projects was limited, and there was a phenomenon that students could not choose their favorite courses.

4.1.2 Analysis of students' physical health level

Physical fitness monitoring data is a clear external manifestation of students 'physical health level. Through the sorting and analysis of students' physical health test data of the Huanghe Jiaotong University in the past five years, some problems faced by students' physical health status are found.

In recent years, the overall physical health level of students has been improved, but there are still great deficiencies. the unqualified rate of students 'physical health test has gradually decreased from 16.0% to about 10.7%, and the excellent rate has also been slightly improved, and the students' physical health standard has been improved to a certain extent. However, the excellent rate of students is far lower than the probability of unqualified. In 2017, the excellent rate of students 'physical health test was only about 0.2%. Until 2021, the excellent rate of students' physical health test was only less than 0.3%. In several years, 2019, when the highest excellent rate, only reached the probability of 0.5%. From the perspective of each project, there are three main problems. Obesity, strength and the impact of the current epidemic are also the reasons for the current low physical health level of students. the physical health level of students is gradually improving, but the overall physical health situation is still at a poor level, and the uneven performance of each project is also an urgent problem to be solved at present.

4.1.3 Investigation and analysis of sports motivation and sports confidence of college students

In the process of the development and implementation of physical education courses, students 'sports motivation and sports confidence are important factors affecting students' sports participation and enthusiasm, so it has a certain impact on the called teaching effect. Through the questionnaire survey, the results of the current year's physical health test, the ratio of men and women, and the proportion of age and the total number of special people were randomly sampled.

What the sports motivation shows is the purpose of the students to participate in sports, which has an important impact on the students 'initial learning attitude. Zhang Liwei divides the students' sports motivation into 6 factors, namely pleasant, challenging, learning, healthy, social and bodybuilding. According to the survey results of the students, the biggest proportion of sports motivation is learning, and most students take physical education in order to learn skills and get grades. the second influencing factor is pleasure, and there are also many students for sports to relax, relax and entertain, but the pleasure factor are mostly sophomore and junior students, boys 'basketball and badminton classes, and girls' badminton, yoga and aerobics classes. Students who have relatively few influence factors on the other four factors, and have an impact on challenging, social, fitness and healthy factors are also relatively clear groups.

Exercise confidence is also an important factor affecting the students' learning effect, and exercise confidence will constantly change in the process of exercise. Based on the results of the Physical Self-esteem Scale, the overall results show that the majority of the boys have higher exercise confidence levels than that of the girls, especially in some projects where the boys have obvious advantages. In badminton, volleyball, martial arts and many other events, boys 'level of sports confidence is higher than that of girls, but in aerobics events, some girls' level of sports confidence is higher than that of boys. According to the comprehensive analysis of the sports performance and physical health test results of the survey subjects, it is found that the students with better sports performance were higher than those with poor sports performance, and most of the students with better physical health test results had relatively good sports performance. Thus, gender, project and physical health level will have a certain impact on students' exercise confidence.

4.2 EXPLORATION INTO THE "PERSONALIZED" CONSTRUCTION OF COLLEGE SPORTS

Improving students' physical quality has a vital role in college physical education teaching, and it is also the only way in the continuous development of education and teaching. From the current situation, in order to improve students' physical literacy, for students, physical health status, sports motivation, sports confidence and other factors have a positive role in the improvement of physical literacy. the "personalized construction" of physical education in colleges and universities needs to increase students 'subject consciousness according to students' needs, build a scientific teaching platform, and realize the network platform of theory and practice of physical education courses, teaching and feedback, and between class and under class.

4.2.1 Scientific selection of sports projects to try to meet

the needs of students

At present, due to the lack of investment in school teachers and site equipment, although students choose independently during the course selection process, there are few optional projects, and the number of people in each project is stipulated. Many students cannot choose their favorite courses, resulting in their lack of sports motivation. Therefore, the course selection method can make full use of the teachers and site equipment in the school to improve the proportion of students' needs, and clarify the needs of students before the course selection. For the promotion of teachers is not necessarily reflected in the number, at present, many teachers in the process of teaching, can only teach students one to two projects, can be based on the annual students' selection intention to professional training for teachers, improve the type of teachers teaching project, so as to achieve the effect of improving teachers, meet the needs of students

4.2.2 Enrich the depth and way of knowledge acquisition, and continue to improve students' physical literacy

According to the current prescribed teaching content and the actual implementation of the teaching process, the vast majority of the physical education knowledge that the students learn is the knowledge and understanding of the sports skills taught by the teachers in the class, but the students lack the understanding of the physical education knowledge other than the sports skills. Sports knowledge includes sports skills, sports injury, sports recovery and a variety of physiological and psychological knowledge, which can also be divided into pre-, during and after exercise knowledge. Therefore, in the process of teaching physical education courses, physical education teachers should constantly popularize physical education related knowledge for students in combination with the reality, and let students understand the importance of physical education knowledge in physical education learning.

From the overall point of view, in addition to the classroom, the school extracurricular physical activities are also an important way to improve students' physical quality. At present, extracurricular sports activities are basically some types of sports activities, but the study of sports theoretical knowledge should also be strengthened with attention. Schools can improve students' interest and enthusiasm in learning sports knowledge by conducting questions and answers related to sports knowledge, class meetings, or lectures on inviting role model students to share sports knowledge. At the same time, the school can also organize the students to watch the videos of large-scale sports events, through the events, fully stimulate the students' motivation for learning, so that the students can actively learn the sports knowledge.

4.2.3 Research on the "multi-angle, all-round" teaching platform of public physical education class

Want to improve students 'physical quality, it is essential to sports learning, sports learning mainly includes sports theory knowledge, sports skills learning and physical quality in three aspects, at the same time improve the theory and skills level, so as to achieve the purpose of improving students' physical quality, can be by building "multi-angle, all-round" sports teaching platform. the

teaching platform of "multi-angle, all-round" can be understood as a real-time updated network platform for the multi-angle analysis of sports skills and the all-round collation of sports knowledge.

The main problems faced by students in learning theoretical knowledge are that they lack theoretical knowledge courses and theoretical knowledge sources. They can summarize, classify and upload the sports-related knowledge and information to the network platform, so as to facilitate students to search. At the same time, we can build a bridge of interaction between teachers and students through the platform. Students and teachers can share some sports-related knowledge or problems on the platform, or put forward their own opinions on some problems, which cannot only help students to obtain sports knowledge, but also strengthen the interaction between teachers and students through the network platform. Videos of some large-scale sports events can also be uploaded through the platform. on the one hand, they can increase students 'cognition of sports knowledge, and on the other hand, they can also improve students' interest in sports activities according to the appreciation of sports competitions to strengthen the sports motivation. For the learning of motor skills, the most important thing is the observation and imitation of the movement route and details of motor skills and the feedback of their own motor skills. Through the sports teaching platform, the required sports skills told in the class can be uploaded in advance, and the action skills taught can be analyzed in detail. For students when learning skills, the feedback function is very important. the teacher's language feedback cannot make students clearly understand some problems. Therefore, while students practice, students' practice from multiple angles through multi-angle shooting, to help students understand the shortcomings of their skills practice at a glance. the construction of a "multi-angle, all-round" teaching platform also plays a positive role in the improvement of students' physical quality. It is difficult to achieve the improvement of physical quality only by the classroom, so it is necessary to conduct reasonable exercises after class. Initial can take the national physical health standard test project as an example, the response of physical ability analysis and input system, and foundation each project put forward targeted training method upload, students in physical health test and data input, teaching platform can according to the student input data, and feedback out the practice of specific training method of physical quality. Build sports teaching platform is not directly built, but in the process of building, improve sports content and knowledge, students participate in, through sports knowledge learning and thinking, not only can improve their level of sports knowledge, also for students' physical literacy improvement has a positive effect.

5. CONCLUSION

5.1 PHYSICAL LITERACY IS INFLUENCED BY MANY FACTORS, AND VARIOUS FACTORS ALSO INFLUENCE EACH OTHER

There are many factors affecting students 'physical literacy, mainly including students' own factors, teacher

factors, school factors, social factors, family factors, etc. This paper mainly analyzes the students 'themselves and the school, and finds that students' physical health status, sports motivation, sports confidence and other factors influence each other.

5.2 IMPROVE THE WAY OF COURSE SELECTION AND IMPROVE THEIR PHYSICAL QUALITY

To improve students 'physical quality, in the process of physical education class, course selection is the most possible to reflect students' sports motivation and sports interest process, to meet students 'course selection can increase students' sports participation, improve sports enthusiasm, so as to improve students 'physical health and sports skills level, can further improve students' sports confidence.

5.3 SCIENTIFIC CONSTRUCTION OF A TEACHING PLATFORM TO PROMOTE THE ABSORPTION OF STUDENTS' SPORTS THEORETICAL KNOWLEDGE

The scientific construction of physical education teaching platform can meet students 'curiosity about sports, broaden the access channels for students' sports theoretical knowledge, so as to improve students 'interest in learning and clarify students' sports motivation.

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Innovative Research on the Training Mode of Composite Statistical Professionals Under the Background of Big Data

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Abstract: In the context of big data, as a university cultivating statistical professionals, it must face challenges. Colleges and universities should innovate the talent training model and cultivate compound talents with a solid professional foundation and at the same time can adapt to the development needs of the big data era. This paper combines the new requirements for compound statistical talents in the era of big data, and the problems in the training of statistical professionals under the background of big data. This paper starts from the aspects of improving the curriculum system, reforming the teaching model, strengthening the cultivation of software skills, building a teaching team, and optimizing the assessment system. An innovative path for the training model of composite statistical professionals is proposed.
Keywords: Big Data; Statistics Major; Talent Training

1. INTRODUCTION

With the rapid development of computer technology and its Internet application services, people can access the data and services of the Internet through computers and mobile terminals at any time. the era of big data has arrived. As the number of users of typical Internet applications such as cloud computing, location services and social networking explodes, the resulting data will increase at an unprecedented rate. Big data presents new challenges with the ability to analyze data at scale, at high speed, and at a new level. Large and complex data collection structures enable traditional data processing and the unity and diversity of massive data collections. Its analysis tools for human processing meters can no longer meet the needs of the era of big data.

The value of big data is not limited to the collection of data, but more importantly, the analysis and reuse of data collection to further tap the intrinsic value potential of big data. Data analysts can extract important knowledge and analysis from the ocean of information for customers through professional skills and the characteristics of various industries. They speculate on future industry trends for their clients and provide risk assessments when they make business decisions to maximize their clients' benefits. Compared with traditional data analysts, data analysts in the era of Internet big data must learn to use computer and network technology to carry out efficient data processing and analysis, and require innovation and breakthroughs in the methodology of data research. At present, data analysis professionals with strong statistical skills and skilled computer software application

capabilities are in short supply. Therefore, in order to cope with the requirements of the era of big data, colleges and universities should focus on improving students' data analysis capabilities in the process of cultivating statistical professionals.

2. THE NEW REQUIREMENTS FOR COMPOSITE STATISTICAL PROFESSIONALS IN THE ERA OF BIG DATA

2.1 TIMELY UPDATE AND MASTER STATISTICAL EXPERTISE

The advent of the era of big data has brought a huge impact on the concepts of traditional statistics, data collection, processing and analysis methods. (1) Traditional statistical data types are numeric data and quality data, which can be represented by conventional statistical indicators or statistical charts. However, data in the era of big data includes not only structured data, but also unstructured data, semi-structured data and so on. It is every signal that can be recorded or stored. These data are diverse. Traditional statistical charts and statistical indicators do not necessarily show them in their entirety. (2) the traditional data source is known, the first-hand data is usually easy to identify the identity of the data provider, and the second-hand data is usually also the data released by the authoritative department. However, the source of data in the era of big data is generally an information network system, and it is difficult to identify the identity of the provider. (3) Samples play an important role in traditional statistics, and the overall situation that statisticians pay attention to is generally reflected through samples. But in the era of big data, the status of samples is no longer particularly important. Because the era of big data is mostly network data. For data that has been generated and has not interacted with the server database, a sample is equivalent to a population. There is no need to take a sample to reflect the population quantitative characteristics. the changes in statistical knowledge brought about by the era of big data require continuous learning by economic statistics talents. Changes in statistical knowledge should be kept up to date.

2.2 HAVE A BROADER AND DEEPER KNOWLEDGE STRUCTURE

The massive data in the era of big data has left a huge space for statistical majors to do data analysis. However, due to the large number of industries in modern society, there are constantly new industries and the emergence of new technologies and analytical methods. This requires statistical talents to be compound talents with theoretical,

applied and practical qualities. To cultivate compound talents, the first is to master solid professional theoretical knowledge and statistical analysis methods. They can analyze the data and build models to interpret and evaluate the results. the second is to be able to skillfully use computers and statistical software, such as SAS, R, SPSS, MATLAB, Python and other software. the third is to have a solid mathematical foundation. Statistics take the quantitative characteristics of socio-economic phenomena as the object of study. and with the deepening of research, the statistical problems encountered must ultimately be attributed to mathematical problems, so a solid mathematical foundation is needed.

2.3 ESTABLISH A MODERN ANALYTICAL MINDSET

The traditional statistical description analysis process is divided into three steps: the first step is qualitative. Firstly, through empirical judgment to find the direction of analysis; the second step is quantification, analysis and processing of data to summarize statistical characteristics, which is an important part of statistical analysis; the third step is qualitative and draw conclusions based on the results of the analysis. the statistical analysis process in the era of big data is simplified into two steps: the first step is quantitative, directly from the data to find out the needed valuable data, the characteristics and quantitative relationship of the found data to analyze; the second step is qualitative, making judgments and decisions based on the results of the analysis.

The traditional statistical inference analysis process is to infer the population based on the characteristics of the sample under the premise of probability assurance. the accuracy of the inference depends on the sampling method and the representativeness of the sample. In the era of big data, this process has become based on the actual distribution, and the probability judgment is based on the characteristics of massive data. At a certain point in the analysis, Big data needs to process aggregate data, not sample data. There is no need to infer population characteristics from sample features.

2.4 STRONGER ABILITY TO PRACTICE AND COLLABORATE

The era of big data puts forward more comprehensive requirements for the core capabilities of statistical talents. on the one hand, we should have stronger practical ability in order to grasp the key points, hot spots and difficult points in complex economic affairs. Make full use of the statistical information and professional statistical analysis methods to analyze a variety of economic phenomena, so as to find problems and put forward rational suggestions or measures to solve problems. on the other hand, statistical talents should have stronger communication and coordination skills. Statistical talents have to deal with all aspects of the unit and people when completing a work task, so they need stronger collaboration skills. In this way, they can handle well the various relationships between various departments, between superiors and subordinates, and between inside and outside the unit. Finally, the statistical task is completed with high quality.

3. PROBLEMS IN THE TRAINING OF STATISTICAL PROFESSIONALS

3.1 THE COURSES OFFERED DO NOT MEET THE NEEDS OF THE BIG DATA ERA

The current teaching process of statistics majors has not changed due to the advent of the era of big data, and most statistics colleges and universities still use relatively old teaching content to teach. the teaching content used cannot meet the requirements of the era of big data, and the problem of separation of theory and practice has emerged. This is not conducive to the employment of statistical professionals in the future, and it is not conducive to the development of various industries and fields in the era of big data.

3.1.1 Most of the statistical courses take theoretical analysis and research as the key research objects, while ignoring the practical exercise process. At the same time, the study of theory is also limited to the primary stage, and the learning research is relatively shallow, which reduces the practicality of the curriculum.

3.1.2 The scope of the curriculum is not broad enough. Most schools still limit their teaching to statistical knowledge. There is a lack of comprehensive training of interdisciplinary and interdisciplinary courses such as data analysis and modeling technology, database language and statistical analysis.

3.1.3 Course content updates are slow. Teachers teach in a step-by-step manner, lacking training and discussion on the latest scientific and technological knowledge and hot issues. To a certain extent, it limits the development of students' thoughts and behaviors.

3.2 INSUFFICIENT ATTENTION IS PAID TO PRACTICAL TEACHING

At present, most colleges and universities mainly train statistics students to teach theoretical courses, and due to insufficient awareness of the importance of practical teaching. As a result, the graduates produced have the problem of insufficient practical ability.

3.2.1 Practice teaching takes the form. Although many schools have set up practical courses, most of the courses are carried out in the form of computer demonstrations and student viewing, and students lack the opportunity to innovate and exercise in the practical courses.

3.2.2 The school did not pay enough attention to the practical curriculum and did not provide sufficient human, material and financial support. As a result, the internal practice environment on campus cannot meet the training requirements of society and enterprises for students.

3.3 THE FACULTY IS WEAK AND THE STUDENT ASSESSMENT SYSTEM IS NOT PERFECT

As the enrollment scale of major colleges and universities continues to expand, new young teachers will continue to pour in. Most of these teachers have just graduated, and they not only lack teaching experience and social practice, but are also deeply influenced by traditional teaching methods. Therefore, compared with the old teachers, the effect of students' professional skills training is insufficient.

At present, there are problems in the evaluation method of statistics students, and the course assessment is mainly

closed-book examination, and there is a lack of real practical examination. Many students can meet the assessment standards by relying on hard memory alone. But in the face of large-scale data in the context of the era of big data, students are not able to solve practical economic problems.

4. ANALYSIS OF INNOVATIVE MEASURES FOR THE TRAINING MODE OF COMPOSITE STATISTICAL PROFESSIONALS UNDER THE BACKGROUND OF BIG DATA

4.1 COMPLETE CURRICULUM SYSTEMS

Improving the curriculum system is a key measure for the cultivation of composite statistical professionals in colleges and universities. In the process of actual training, relevant colleges and universities take seeking truth from facts as the principle and implement the work concept of advancing with the times. Set up a scientific and reasonable statistical professional curriculum system, highlighting the professionalism and innovation of the curriculum system. the goal is to enhance students' practical operation ability and data analysis ability, and further improve their overall comprehensive quality. For example, there are selective basic courses such as time series, applied statistics, econometrics, probability theory and mathematical statistics. In addition, it helps students to build a solid theoretical foundation, and then add practical application courses such as practical research, data analysis tools and data mining on this basis. In this way, computer experiments can be used to cultivate students' ability to use, analyze, organize and collect data.

4.2 INNOVATE TEACHING MODELS

There is a general lack of innovative awareness, such as the conventional teaching model with teachers as the main body. Since entering the era of big data, data has shown the characteristics of complexity, high speed and hugeness, and simple Excel tables have long been unable to meet the requirements of data analysis. Therefore, relevant universities should introduce powerful and mainstream statistical teaching software. For example, SQL, MATLAB, Python, etc., cannot only greatly improve the efficiency of classroom teaching, but also meet the requirements of close integration of software operation and theoretical knowledge.

4.3 BUILD A TEACHING TEAM

In the process of actual training, the relevant universities uphold the principle of people-oriented work. and always focus on the reform direction of the statistics profession, the construction of the teaching staff and discipline construction combined, but also can flexibly use a number of talent introduction measures. For example, appointment, introduction and training, etc. Continuously optimize the age structure and educational structure of the talent team. Further improve the comprehensive quality level of the team. At the same time, the actual teaching progress and teaching situation are taken as the reference basis. the teaching staff is divided into three gradients: comprehensive, leading applied technology research and theoretical research. For example, taking the theoretical research type as an example, emphasis is placed on proficiency in data analysis and statistical theory. It involves computer science, mathematics, statistics and economics, etc., in order to achieve the goal of cultivating comprehensive talents in the transition from theory to practice.

4.4 OPTIMIZE ASSESSMENT MECHANISMS

In order to fully and truly reflect the mastery of students' theoretical knowledge and software skills, colleges and universities try to replace the original single assessment method driven by multiple assessment mechanisms. At the same time, since the nature of the statistics major is an applied discipline, the relevant universities are objectively required to improve the relevant assessment as much as possible. It should be based on multi-dimensional and multi-form considerations such as examinations, social practice participation performance, practical operation of software tools, periodic data analysis reports of research topics and daily operations. Considering the importance and proportion of the items, the weighted scoring method is used to obtain the final assessment score. and pay attention to academic normativity, clearly require students to write papers in the format. Once academic misconduct is discovered, it is severely punished and directly linked to the final assessment score. In order to achieve the goal of cultivating compound talents.

5. CONCLUSION

In the era of big data, human work and life are closely related to big data. All walks of life will need compound statistical professionals with big data analysis capabilities. As an important carrier of talent training, colleges and universities carry the important mission of data analysis talents who adapt to the big data environment. Starting from the improvement of talent training goals, this paper summarizes and analyzes the problems existing in the big data environment of traditional statistics and data analysis talent training. Based on the characteristics of big data, the reform of curriculum system and content is proposed. on this basis, a course teaching method oriented to big data analysis is proposed. Explore how to improve the comprehensive ability of undergraduate students to combine theory and practice, and provide new ideas and references for the reform of composite statistical professional talent training in the era of big data.

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An Empirical Study on Blended Teaching Mode and Traditional Teaching Mode

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Abstract: Blended teaching mode is a combination of online courses and traditional teaching. However, whether blended education really works needs to be tested experimentally. This study compares the two English majors' knowledge mastery and application in different teaching methods through practical research. Explore which teaching method is more beneficial to English major teaching and which method is more conducive to improve students' learning satisfaction.

Keywords: Blended Teaching Mode; Traditional Teaching Mode; Learning Satisfaction.

1. OVERVIEW AND RESEARCH STATUS

With the advent of the information age, the way of obtaining information has also changed. In recent years, as a new teaching mode, online and offline mixed teaching mode is gradually promoted in college classrooms.

This study compares the two English majors' knowledge mastery and application in different teaching methods through practical research to analyze the effectiveness and students' learning satisfaction.

The blended teaching comes from the blended learning which appeared abroad at the end of last century. It was originally used for internal staff training of large companies such as Intel and Microsoft to improve the technical level and overall quality of employees, so that enterprises can obtain greater benefits. This paper uses CNKI database as research tool. when Chinese keywords "Comparative study of traditional teaching mode and blended teaching mode" are entered, the search result is 5 articles, and only one article is related to English: Feng Lina (2019). "Blended teaching and traditional teaching" are entered, 11 articles mainly including journal articles and international conference proceedings are found. Reset the time span from January 2000 to June 2020, search keywords of blended teaching, we find 5406 full-text search results; Using the keyword "search of blended teaching empirical research", 164 relevant academic papers are found. A total of 64 papers on "English" were included in the empirical research of blended teaching with keywords. Through investigation and research, it is found that: 1. Foreign scholars' studies, including Steven Stack Dr. (2015) and Yen, Shu-Chen; 2. Lo, Yafen; Lee, Angela; Enriquez and JudelMay (2018), show that traditional teaching methods and blended teaching methods have little impact on students' academic performance. 2. Based on the number of literature articles, title and publication time, it can be found that the research on blended teaching is gradually rising in China, but most of the research remains at the theoretical level. A few relevant empirical studies, including the experimental results of Wu Qiong (2019) and Yang Yang (2019), show that blended teaching can have a positive impact on students' performance. the comparative study of Feng Lina (2019) focuses on the classroom design of blended teaching, and the results also show that the teaching effect of blended teaching mode is superior to the traditional teaching mode in all aspects, especially in the aspects of text understanding and rhetoric acquisition. 3. At present, there are few comparative studies on the practice of traditional teaching mode and blended teaching mode in China. There are many researches on the blended teaching mode and the research content mainly focuses on college English writing, college English listening and blended teaching class design, while there are few researches on the practice for English major class. 4. Due to the differences in subjects and experiment duration, the research results made by domestic and foreign scholars are quite different. Although the results are different, they all provide valuable experience for subsequent practice.

2. THEORETICAL CONCEPTS

2.1 BLENDED TEACHING

There are many definitions of blended teaching at home and abroad. Volpentesta, a foreign scholar, believes that blended teaching is a paradigm that has changed from the traditional classroom to a variety of flexible teaching methods and can be widely promoted. Learners can freely share knowledge and practical experience. Blended learning is for students and blended teaching is for teachers.

2.2 CONSTRUCTIVISM THEORY

Constructivism, also known as structural constructivism, was first proposed by Swiss psychologist J. Piaget. Constructivism believes that students should be the center, and learning is a process in which teachers help students establish and accumulate their own knowledge. In constructivism learning environment, it is believed that the construction of learning environment in the process of learning activities is conducive to the learning content of students. Under the guidance of constructivism of blended teaching mode, the composition of the teacher in the whole course, the construction of the learning environment, the classroom form of organisation for the design of targeted, personalized and maximize students' learning enthusiasm and initiative, help students to maximize learning content of build and accumulate knowledge.

3. EXPERIMENTAL CASE OF BLENDED TEACHING MODE

This case is a study on the applicability of the blended teaching model based on online courses for English majors. the selected textbook is a comprehensive course of English for Science and Technology published by Renmin University of China Press and edited by Zhang

Yingli. Chapter 10 is about the writing of English for Science and Technology Paper. the experimental objects are: English major students from grade 2018 and 2019. Students(2018) adopt blended teaching mode, while students(2019) adopt traditional teaching mode.

3.1 EXPERIMENTAL STEPS:

3.1.1. Pre-class phase. the task of teachers is to complete the construction of background knowledge: teachers publish background information and preview tasks on Tronclass platform before class. According to the unit theme, the teacher released an online discussion topic related to the unit theme to the students before class: "How to write an EST essay? " and scientific English paper writing video. Students work in groups to complete the discussion and submit it according to the timeline.

3.1.2. Middle period. Activities include group discussion and demonstration in class, teachers' comments and guidance. Each group will clarify the viewpoints on the scheduled topic content, and the group leader will organize the demonstration and prepare to involve PPT of the argument. In the face-to-face teaching stage, the teacher first raises questions about the students' discussion before class.

Question 1: the basic structure of an EST eaasy?

Question 2: How to write abstract?

Question 3: What difficulties will you meet in EST essay?

3.1.3 After-school Phase. In the review section, students' learning needs to be tested online, students complete online attendance, assignments, and after-class discussions: "How to write an EST essay scientifically? "

3.2 CASE EVALUATION AND RESULTS DISCUSSION

The effectiveness and students' satisfaction of blended teaching based on online courses are analyzed by comparing the results of blended teaching mode on English major (2018) and traditional teaching mode on English major (2019) as examples.

Scores of Mixed Teaching Test (English Major 2018)		
90-100	12	21.82%
80-89	32	58.18%
70-79	9	16.36%
60-69	2	3.64%
fail	0	0.00%
total	55	
average	84.1	
pass rate	100%	
the highest	94	
the lowest	68	
standard deviation	13.32	

	90-100	89-80	79-70	69-60	0-60
Number	12	32	9	2	0
Proportion	21.82	58.18	16.36	3.64	0.00
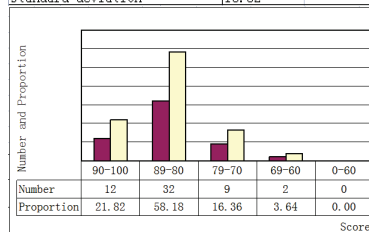
Table 1: Scores of Experimental Group

Comparing the assessment results of the two classes, the average score of English major (2018) was 84.1, among which 12 students scored more than 90, accounting for 21.82%. 32 students with 80-89 points, accounting for 58.18%; 9 students with 70-79 points, accounting for

16.36%; 2 students with 60-69 points, accounting for 3.64%, and 0 students with less than 60 points, accounting for 0%. the average score of English major (2019) was 77.1, among which 3 students scored more than 90, accounting for 7.32%. 17 students with 80-89 points, accounting for 41.46%; 10 students with 70-79 points, accounting for 24.39%; 11 students scored 60-69, accounting for 26.83%, and 0 students scored below 60, accounting for 0%. It can be seen from the results that the blended English teaching mode greatly improves students' scores and English language practice ability.

Scores of Traditional Teaching Test (English Major 2019)		
90-100	3	7.32%
80-89	17	41.46%
70-79	10	24.39%
60-69	11	26.83%
fail	0	0.00%
total	41	
average	77.1	
pass rate	100%	
the highest	93	
the lowest	62	
standard deviation	16.02	

	90-100	89-80	79-70	69-60	0-60
Number	3	17	10	11	0
Proportion	7.32	41.46	24.39	26.83	0.00
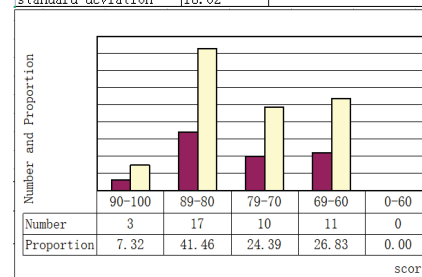
Table 2: Scores of Control Group

According to the questionnaire, the satisfaction rates of English major students (2019) under the traditional teaching mode are as follows: 56.10% very satisfied, 29.27% satisfied, 7.76% general, 4.88% dissatisfied. the results of the survey on the satisfaction rate English major students (2018) under blended teaching mode are as follows: 72.73% very satisfied, 16.36% satisfied, 7.27% general, and 3.64% dissatisfied. It can be seen that blended teaching is more conducive to improving students' satisfaction.

4. CONCLUSION

By summarizing the changes in teaching effects brought by the blended teaching mode for college English teaching, it is not difficult to see that the new teaching methods based on the MOOC platform advocate the adoption of diversified evaluation mechanisms to complete the evaluation of teaching effects, and realize the process evaluation based on the course characteristics.

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Reflections on the Natural Law: An Analysis of Spitz in the Call of the Wild

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Abstract: In this essay, the author discusses the cruelty of the natural law by analyzing the dog, Spitz, in t*he Call of the Wild*. Detailed information is divided into three chapters. Firstly, the author analyzes the evil of Spitz to figure out the exact cause of his death. Secondly, the author verifies that Spitz is a victim of the natural law. Finally, the author reflects on the natural law about how to fight against the natural law in human's society. and the answer is love and compassion are the weapon of human beings. This essay can help readers have a deeper understanding both of the natural law and of *the Call of the Wild*.
Keywords: Spitz; Love; the Natural Law; the *Call of the Wild*

INTRODUCTION

The Call of the Wild is a masterpiece of Jack London. It was first published in 1903 when Naturalism, Social Darwinism and Superman Philosophy all had a profound impact on the society. Under this condition, Jack London finished writing this novel. the protagonist of this story is a dog called Buck. At the very beginning, Buck is a pet dog of Judge Miller who is very rich, and he does not need to be worried about anything. Then he is sold to the Wild as a sled dog. After the beating of clubs and the learning of how to be a good sled dog, he successfully kills the leader of his team, Spitz, and becomes a new leader. At last, following the call that is innate in his body, he goes back to the Wild and becomes a wolf king.

This novel combines many elements, so readers can find many themes from it. But in this passage, the author does not discuss the Superman Philosophy. Though Buck is a "super-dog", it is hard to persuade someone into becoming a superman because so far there has not been such a person who can be called as a superman, not even Nietzsche himself. Therefore, the author pays more attention on the natural law and love. As for the subtitle, why the author chooses to analyze Spitz, not Buck? the reason is easy to understand. As a super-dog, Buck finally escapes from the natural law, at least in the novel he does not meet an enemy stronger than him. on the contrary, the story of Spitz is very complete. Spitz is a skillful sled dog. He learns from the nature and dies because of the nature. So the author chooses Spitz to analyze the natural law.

Some reader may have different opinions. They may think his death is because he is too aggressive and he does so many evil things. There is no doubt that Spitz is not a model of morality. But does he deserve such a tragic ending just because of his evil behaviors? This passage answers this question through a thoroughly analysis and then draws a reasonable conclusion. In the end, the author writes down some reflections on the natural laws, hoping that human can learn some lessons from this story.

1. THE EVIL OF SPITZ

To understand whether the death of Spitz is because of the evil of him or not, the evil of Spitz must be analyzed. In this part, the author gives three defects of Spitz which causes him do many evil things and then analyzes whether they are fatal or not.

First, Spitz likes bullying the weak. For example, "Dave ignored them, while Spitz proceeded to thrash first one and then the other. Billee wagged his tail appeasingly, turned to run when he saw that appeasement was of no avail, and cried (still appeasingly) when Spitz's sharp teeth scored his flank. " (London, 14) This is the description when Billee first appears in this novel. There is no grudges between Billee and Spitz because it is their first meeting. So why Spitz attacks Billee? the only reason is that Spitz likes bullying the weak. As London describes, Billee is a gentle dog and never fights back. This kind of action makes readers angry at Spitz. But here is another description: "When he saw Pike, one of the new dogs, a clever malingerer and thief, slyly steal a slice of bacon when Perrault's back was turned, he duplicated the performance the following day, getting away with the whole chunk. "(London, 19) in this several lines, readers can know that Buck steals Pike's food, so Buck also bullies others. But Buck does not get any punishment for this, so the death of Spitz is also not because of this.

Second, Spitz is treacherous. In this novel, London says, "He flung himself upon another, and at the same time felt teeth sink into his own throat. It was Spitz, treacherously attacking from the side. "(London, 23) From this, readers can see that Spitz attacks Buck when their team was under attack. on the one hand, it is unwise to do this when they need to fight together. on the other hand, it is undeniable that it is a precious opportunity to kill Buck. If Spitz successes this time, he would not be killed by Buck at last. Besides, there is also an example of Buck's treacherousness. "Buck still continued to interfere between Spitz and the culprits; but he did it craftily, when François was not around. With the covert mutiny of Buck, a general insubordination sprang up and increased. " (London, 28) At that time, Buck decides to fight with Spitz, so when Spitz punishes other dogs, Buck supports them to fight with Spitz. By this, Buck can make Spitz more difficult to lead this team and make other dogs more hate Spitz. So Buck is also very treacherous.

Thirdly, Spitz is not tolerant enough. He does not allow Buck to be stronger to him. Therefore, as Buck becomes stronger and stronger, their conflict becomes sharper and sharper. "From then on it was war between them. Spitz, as lead-dog and acknowledged master of the team, felt his supremacy threatened by this strange Southland dog.

"(London, 26) Spitz feels that his position is being threatened, so he keeps attacking Buck. As an old saying goes, one nation cannot have two queens. So Spitz is not wrong this time. To some extent, his decision is quite right. Because the earlier he decides to kill Buck, the easier he kills Buck. Besides, if Spitz wins at their duel, his action can even be called as a wise behavior.

After the analysis above, readers can realize that the evil of Spitz does not result in his death. Buck is also not a moral dogs, and he does not get the equal punishment. In the nature, morality does not matter at all.

2. A VICTIM OF THE NATURAL LAW

So what results in the death of Spitz? in this part, the author gives the right answer. Spitz is a victim of the natural law. His tragedy is inevitable.

Spitz is a sled dog from Spitzbergen. He born in the Arctic Circle, so he is very good at living there. When readers see him for the first time, he has already very strong. Perrault chooses him to be the leader, which is also an affirmation of his ability. London does not write down how he becomes so strong, but readers know what Buck suffers to be strong. the world does not have two different ways to grow up. It is the natural law that teaches him how to survive in a harsh environment. However, it is also the natural law that kills Spitz.

The natural law means survival of the fittest. At first, Buck is not very strong, and Spitz is the strongest dog in their team. But Buck is becoming stronger and stronger. When their duel happens, readers still cannot be sure who would win. Finally, Spitz dies at the duel, and Buck wins. Now readers know that the meaning of Spitz's life is to help Buck become a real leader. Survival of the fittest, this natural law exists to make the whole species stronger. As for the individual, when he is not strong and someone stronger than him appears, he would be abandoned mercilessly by the nature no matter what he has done to this world.

The natural law is merciless. So how to fight against the natural law? in this novel, Buck, as a superdog, successes in escaping the natural law, at least London does not say that Buck is killed by others. Regardless of human's intervention, the only way to escape the natural law is to become a "superdog". However, in the real world, who can be a superdog?

3. LOVE AND COMPASSION

In the world of human society, the natural law still works. Human being is a special kind of animals, but Human being is also very different with animals. Unlike Buck, people cannot become supermen. So do people still have other methods to fight against the natural law? the answer is "yes". Love and compassion are our powerful weapons. Love and compassion are important themes of *the Call of the Wild*. Here is an example. "Thornton stood between him and Buck, and evinced no intention of getting out of the way. Hal drew his long hunting-knife…He rapped his knuckles again as he tried to pick it up. Then he stooped, picked it up himself, and with two strokes cut Buck's traces. "(London, 55) When Buck is about to die, Thornton saves him from the control of Hal. Then come the rare blissful moments. Thornton and Buck, they help,

love and take care of each other. While reading, readers feel the warmth and preciousness of life and forget the cruelty of the natural law. It's the power of love.

Human's world is a world full of competition. If someone is young and full of energy, he would be very popular and can earn much money. But when he becomes old and is no longer strong and smart, there is no job for him in the society. Elder people and children are a kind of burden to working adults, especially in ancient times and poor areas. Fortunately, elder people can still live a colorful life in modern society. That is because people give the weak much love and compassion and the society has sufficient material resources to care for them. By solving the pension problem, people can work more efficiently and happily because they need not to worry about future. So it is a win-win strategy.

Social security system is a way for people to help the weak, which is also a manifestation of social progress. There are many ways to show love and compassion to other people, and each of them can definitely make the world better. People cannot change the way of social progress, but people can make this process less cruel.

CONCLUSION

On the basis of the above discussion, now reader understand that the death of Spitz is not caused by his evil, but determined by the natural law. and the only thing that human beings can do to fight against the natural law is to give others love and compassion. It seems a little impractical, but it is very crucial.

The completion of this novel is closely related to London's experience. London was born in the late 19th century and lived a poor early life. So he knew how people struggled to live. It made him feel the natural law more deeply. With his talent of story-telling, he successfully wrote his feeling into the novel. the nature does not have any feeling, nor sympathy for everything. the natural law is the way of the nature to make species evolve. Morality does not work, and the world is in the hands of the power. However, while reading, readers could feel that London was not totally disappointed at the world. He knew love can change the world and he called for love. the theme of this novel is so rich that readers may forget to grasp the theme of love. This passage analyzes the cause of Spitz's death from two different perspectives, which makes this theme clearer to understand. To be strong and to be kind are what everyone should always keep in mind.

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A Study on the Contemporary Value of the Manchu Shaman Plastic Art

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Abstract: Under the background of the sweeping wave of global integration, culture, as a symbol of a country, plays a vital role in maintaining historical inheritance, strengthening identity and establishing national confidence. As a traditional folk belief of Manchu, shaman is an important regional culture in China, which is of great significance to inheriting historical and culture and protecting intangible cultural heritage. the plastic art handed down can help us to deeply study ethnic and religious beliefs and ensure the integrity of China's historical and cultural system. Therefore, it is very urgent and necessary to study the contemporary value of the Manchu shaman plastic art. From the origin of shaman culture, this paper analyzes the characteristics of shaman plastic art, and then deeply discusses its contemporary value, hoping to provide help to inherit the Manchu culture and protect the traditional cultural heritage.
Keywords: Manchu Shamans; Artistic Modeling; Religious Belief

INTRODUCTION

To mention the "shamans", people can most easily associate with the folk and feudal superstition activities, or the elements in the online games, Or the current popular online games. However, with the continuous academic study of history and folk culture, people began to realize the cultural significance and artistic value of shamans. According to the study, the shaman culture originated from the ancient shaman religious activities more than 14, 000 years ago. It can be said to be the origin of many cultures in the world, and is of great significance to the development of traditional national culture, country and world culture. With a history of more than 14, 000 years, it is the source of many cultures in the world. Shamanan culture has had a wide and far-reaching influence on the culture of northeast China, and the Manchu people, as one of the main ethnic minorities in China, thus reflects the strong shaman cultural characteristics. It can be said that the modeling characteristics and aesthetic characteristics of shaman plastic art are deeply imprinted in the process of artistic creation and cultural inheritance of the Chinese nation.

1. MANCHU SHAMAN PLASTIC ART

1.1 THE ORIGIN OF THE SHAMAN CULTURE.

In religion, "shaman" often refers to the person who hosts the shaman religious activities. He is regarded as an intermediary connecting the gods and human beings, communicating with the gods through a series of rituals such as dance, witch music, and animal sacrifice, hoping for good weather, no disease and no disaster. In fact, the word "shaman" first appeared in the Compilation of the Northern League written by Xu Mengxin, a scholar in the Song Dynasty, saying: " Wu is crafty and talented. …. the Chinese name is Shan Man. "And the Shan Man, that is, the Jurwitch woman, with its change like god, the following cannot reach. Shan Man is the Jurchen clan, namely the Manchu shaman. According to relevant historical materials, shamanism was born more than 14, 000 years ago, and has evolved continuously with the development of human civilization. In the matriarchal society, shamanism has grown, playing a role of communicating heaven, ghosts and gods, flashing the brilliance of civilization and wisdom, and then developing in the patriarchal society and civilized society. Shamanism has a long history, wide distribution area and strong faith penetration, which has had an important impact on the development of civilization in the northern hemisphere regions such as Northeast Asia and Northern Europe [1].

1.2 MANCHU SHAMAN PLASTIC ARTS

As a traditional religious belief of Manchu, Shaman's plastic art is full of primitive and mystery, reflecting the Manchu understanding and thinking about nature, gods and life. Manchu shamans have a variety of plastic art forms, mainly including carving, painting, weaving and other forms of expression, and the content is everything, covering nature, society, life and other aspects. Although the Manchu people played a pivotal influence on the development of shamanism, the historical and cultural development of other peoples also had a profound influence on the evolution of shamanism. Different social and historical development paths are different, and the living state and life style are different, leading to the shaman plastic art, which also presents the characteristics of change. Therefore, shaman plastic art is not invariable, but has vitality. With the evolution of its belief nation, it presents different forms and contents, and presents differentiation in the same line [2].

2. CHARACTERISTICS OF THE MANCHU SHAMAN PLASTIC ARTS

2.1 STRONG WORSHIP OF NATURE

Nature has always been the most important element in religious belief, and the worship and depiction of nature is filled with every aspect of religion, and shaman culture is no exception. In shaman culture, the worship of natural landscapes, including heaven, earth, sun, moon and stars, is particularly obvious. It is full of awe for the natural phenomena of wind, rain and lightning, and treats many things in nature as a god, hoping to pray for religious rituals, good weather and rain, no disease and no disaster. "All ism" is the most initial and fundamental belief concept of shaman. Therefore, shaman plastic art is full of strong nature worship, mostly taking nature as the theme

of expression [3].

2.2 VARIOUS FORMS OF ART

The Manchu shaman plastic art has various forms, mainly including louders, holding tools, clothing and accessories, masks, gods and so on. In the shaman sacrifice, voice always occupies an important position, shamans express emotions with sound, rites and music and prayer words throughout. Manchu shaman rings include shaman god drum, shaman god bell, shaman god board, shaman god knife, shaman pole bell, etc. the weapon is the weapon held by shaman during the sacrifice, which mostly represents the weapons that shamans fight with ghosts and gods. the main weapons are divine staff, tick gun, divine whip, excalibur and so on. Shaman god costume, shaman shawl, shaman god hat, bronze mirror and so on are the performance of shaman plastic art in clothing and accessories. Plastic art is undoubtedly the most intuitively reflects the human art form of god cognition. They image and humanize the religious belief, and it is the concrete image of the arrival of the gods.

3. CONTEMPORARY VALUE OF MANCHU SHAMAN PLASTIC ART

3.1 INHERITING HISTORY

Many historical materials and historical sites show that many mythological stories and religious legends reflect the development of history and the changes of the Times, and reveal major historical events and figures. For example, the Manchu worship of crows originated from the ancestors of the Jurchens, and the custom of the divine pole also originated from this. Although shaman plastic art is currently transforming to popular and entertainment, the historical connotation is still passed down to this day.

3.2 TO PROTECT AND INHERIT THE TRADITIONAL NATIONAL CULTURE

Throughout the development process of human society, it is undoubtedly the history of cultural development. Both natural and cultural heritage are the crystallization of human wisdom. As a part of the Chinese culture, the Manchu shaman plastic art not only reflects the Manchu culture, but also reflects the culture of the Chinese nation, is the source of our cultural confidence, is the source of vitality for the vigorous development of the Chinese nation. the rings, implements, costumes, altar and other physical symbols presented by the shaman plastic art are the heritage of the Manchu shaman culture, which convey the national atmosphere and vitality, and contain a strong national cultural connotation. Only by protecting and inheriting these ethnic cultures can we ensure that the Chinese nation is always alive and stands on the forest of nations in the world.

3.3 DEVELOP AND DEVELOP CULTURAL AND TOURISM INDUSTRY

For the traditional national cultural symbols handed down from the Manchu shaman plastic art, in addition to the protection and inheritance, we should also constantly explore and develop, combine the traditional cultural elements with the modern cultural and tourism industry, and innovate the cultural and tourism industry. For example, the shaman dance can be inherited and developed, taken as a characteristic, and the teaching and performance are conducted. the dancers in Ning'an City, Heilongjiang Province, fully rehearsed the Manchu shift dance in the tourist scenic spot of Baishan Ancient Village, which is the embodiment of the innovative inheritance and development of traditional culture.

4. CONCLUSION

To study the contemporary value of the Manchu shaman plastic art is of great significance for protecting the intangible cultural heritage and carrying forward the traditional national culture. Only by fully recognizing the origin of Manchu shaman culture and deeply analyzing the characteristics of its plastic art, can we understand the contemporary value of Manchu shaman plastic art, have the purpose of inheriting history, protecting and inheriting the traditional national culture, and can develop the cultural and tourism industry innovatively.

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Research on Enterprise Incentive Mechanism Under Shared Employee Mode in Post-Epidemic Era

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Abstract: Sharing of employees is a new employment mode, that is, in the case of full respect for the personal will of employees, the labor shortage enterprises and surplus enterprises are transferred and shared. Sharing employee mode is a new employment mode that makes labor resources flexible and shared. It is also a combination and innovation of sharing economy and gig economy in the field of human resources, and a new idea of flexible employment. Compared with the traditional labor mode, the differences in culture and structure among enterprises weaken the sense of identity and satisfaction of shared employees, and increase the mobility of employees. Based on the current situation of Chinese enterprises encouraging and sharing employees, this paper puts forward the innovation problem of enterprise incentive mechanism under the mode of sharing employees, and on this basis puts forward the countermeasures of formulating scientific human resource management, formulating the innovation of employee incentive mechanism, and making sharing employees become the leader of work. Therefore, Chinese enterprises should carry out labor contract management of shared employees according to their own conditions, do a good job in employee motivation, and let employees become the leader of work, so as to reduce staff turnover rate of Chinese enterprises and improve corporate performance.

Keywords: Post-epidemic era; Shared Employee; Incentive Mechanism

1. INTRODUCTION

After the outbreak of the COVID-19, companies shut down their operations and quarantined the entire population at home, causing many companies to be plagued by "labor shortages", and Chinese companies' shared employee model of "secondment" and "cross-border employment" has become a new driving force for companies to resume work and production. Shared employees is a new mode of employment, i. e. the transfer and sharing of surplus and shortage of employees between enterprises with a shortage of workers and enterprises with a surplus, with full respect for the individual wishes of employees. Sharing employee mode is a new employment mode that makes labor resources flexible and shared. It is also a combination and innovation of sharing economy and gig economy in the field of human resources, and a new idea of flexible employment. C Compared to the traditional employment model, shared employees have a significantly weaker sense of identification and satisfaction with the company. Therefore, exploring the innovation of shared employee incentive mechanism in Chinese enterprises under the new employment model, i. e. to increase employee satisfaction while reducing corporate expenses and increasing performance, is the current issue facing Chinese enterprises on shared employee incentive research.

1.1 THE CURRENT STATE OF SHARED EMPLOYEE MOTIVATION IN CHINA

The unscientific nature of Chinese companies' pay systems is mainly reflected in the immature implementation of the "work-based" performance evaluation system. Many companies do not have a well-developed performance appraisal system and a specific employee appraisal system, or there are reasons why the employee appraisal system is not properly implemented. the reform of enterprise compensation system is likely to lead to the change of enterprise human resource cost, so many senior managers of Chinese enterprises do not take the initiative to improve the compensation system. Most Chinese companies operate a salary system based on "grade salary+benefit salary", but for employees, in addition to a fixed salary, companies also need to pay benefit salaries (e. g. bonuses and other forms of material incentives) to motivate their employees. At present, in many Chinese companies, the salary level is mostly fixed and will not be adjusted in the short term, thus leading to the loss of the original value of the salary incentive mechanism, and the salary has been put under a cap that cannot be removed - "big pot rice".

In general, one of the important components of corporate human resource management is salary management. Under the shared employee model, Chinese companies should develop a reasonable salary system to attract shared employees to put in their efforts for the company and to increase the enthusiasm and satisfaction of shared employees. In particular, the employees at the bottom of the enterprise have the working state of serving multiple enterprises, assuming that other aspects are the same as other enterprises, then the incentive of a good remuneration system will be more able to drive the shared employees to give more energy and time for this enterprise. For shared employees, compensation is the biggest motivation to promote work enthusiasm, and also one of the effective ways to improve the performance of enterprises.

1.2 CHINESE CORPORATE CULTURE INCENTIVES

Many companies in China have a mission, vision and

values, it is just that they do not put a true corporate culture into practice, resulting in the motivation that drives shared employee motivation not being put to good use. At the same time, a company's values cannot be changed once they have been established. Setting up correct values will make companies have the power of continuous progress, the necessary conditions for sustainable development. So the culture of the company will inspire shared employees to believe that anything is possible if they put in the effort. At the same time, sorting out the correct corporate culture is also the motivation that Chinese companies give themselves, reminding companies to stay true to their original aspiration. Chinese enterprises with a clear mission to achieve certain things, not only to share the motivation of employees, but also the ability to focus on something specific and reflect on the company.

2. EMPLOYEE MOTIVATION ISSUES IN CHINA'S SHARED EMPLOYEE MODEL

2.1 PROBLEMS WITH FIXED-TERM EMPLOYMENT

The open-ended labor contract is regarded as the norm in many countries in the world, while the fixed-term labor contract is regarded as an exception. However, in order to prevent a rigid relationship between employers and workers and to balance the interests of both parties, many countries give employers and employees the right to terminate an open-ended employment contract unilaterally.

Japan adopts the lifetime employment model. In Japanese regulations, there is basically no restriction on the fixed term labor contract of flexible employment, except the legal limit that the contract term does not exceed one year. In 1998, the legal limit was changed to three years, but in 2003, the legal limit was changed to three years in principle and five years in special cases. There is no restriction on the number of fixed-term employment contracts that can be renewed by Japanese companies when employing workers, and fixed-term employment contracts will be refused by Japanese companies when there is a surplus of workers. In the Toshiba Yanagimachi Factory case in 1974 and the Hitachi Physicians case in 1986, the Supreme Court of Japan ruled that if a worker wishes to continue to be employed by a company after five fixed-term employment contracts have been renewed, the company must have a valid reason for refusing to renew the contract.

China's system of fixed employment provides workers with job stability and basic livelihood security. However, there are some problems with this system:Binding the relationship between enterprises and laborers makes It impossible for Chinese enterprises to plan their business strategies, improve their economic benefits, rationally select laborers and flexibly change the number of laborers in accordance with the actual production needs of enterprises. the fixed work system of Chinese enterprises enables workers to get the "iron rice bowl" on the job when they enter the companies. Except in special cases, enterprises generally cannot dismiss workers. Even if a Chinese company changes its production schedule and does not need many workers, or if some workers are not suitable for their current positions, the company is not allowed to dismiss these workers. As a result, many Chinese companies have low performance and loose internal discipline. This system is not the same as the requirement that Chinese companies are relatively independent economic entities that are subject to the economic responsibilities of the state.

A fixed workforce limits reasonable staff mobility in Chinese companies, which can have many negative consequences for Chinese companies. Large-scale planned production requires both a planned and rational mobilization of the workforce to provide a certain degree of stability for the company's employees and a reasonable degree of mobility for the workforce. Production in Chinese companies is subject to constant change according to national production plans, technological developments and the supply of raw materials and demand for products in the market. This requires Chinese companies to constantly change the demand for the number of workers and individual capabilities, and to change the distribution and redistribution of social labor. the fixed-labor system is not well suited to large industries that require a certain degree of mobility for their workers. Cultural differences in Chinese companies, the management of employees in labor relations in labor contracts is the main basis of human resource management in traditional Chinese companies, but with the growing popularity of the new form of shared employment, the management of human resources in companies will also face more complex and diverse challenges, Such as the height of the Shared labor flexibility and the stability of the Chinese companies' traditional management idea pursues conflicts, across the organization staff management system (such as selection of talent, performance evaluation and rewards and punishments) challenges and the Shared staff of the company management division and resetting of the weight of management system, competition and selection of high-end talent, sharing the strangeness and staff to the new company culture the inadaptability leads to the brain drain of Chinese companies, the complicated employment relationship leads to the unclear definition of rights and responsibilities of shared employees.

The sense of belonging of shared employees may be reduced because the corporate culture and corporate environment, etc., will inevitably be different from the original company after the employee has changed jobs. Culture is the lifeblood of a company. It guides and regulates the company, make the company get immediate strengthen cohesion, not only clarifies the company's objectives, but also helps employees to be more active in their work, create more value, release their talents and potential, and puts Chinese companies in the best position to accept the challenges of the market. of course, the value of culture does not only help with internal management, but also presents a good image of the company and increases the recognition of corporate values by shared employees.

In Chinese institutional culture, the management system of state-owned enterprise culture is quite different from that of private companies, and the institutional culture is

the biggest difference between state-owned enterprises and private enterprises, i. e. the main corporate culture is different. After decades of development, China's state-owned enterprise leadership system has undergone many changes, with state-owned companies mainly following the basic structure of the 'government administrative leadership system', which will change with the transformation of the social and economic system to a market economy. State-owned companies have a complete organizational structure, with strict work processes and organizational departments that are dovetailed at the top and bottom. With the change of leadership system the organizational structure is adjusted accordingly, this adjustment is usually a change in form, name or number of organizational departments, but the organizational functions, organizational objectives and related substantive relationships do not change, the extension of the administrative organizational structure is the organizational structure of the enterprise, it reflects a It reflects an administrative relationship between superiors and subordinates and the institutional culture of the company.

Private companies in China are autonomous and flexible in their decision-making and organizational change is rapid, but there are problems of family management, family ties and blood ties are more prevalent in Chinese companies, it is difficult to retain professional managers who are not family members in top management decisions, there is a large problem of arbitrary decision-making, lack of scientific decision-making procedures, and no standardized management. In the process of company development, family members of Chinese private enterprises may have different opinions and ideas on the division of power and interests, and on the development of the company, which may lead to a decline in corporate cohesion. Close relationships become the threat of a "sword" enterprise development, manifests the eldership in the family of the authoritarian management.

In terms of communication, the cultural disparity causes huge problems for management, employees are unable to find a direction to strive for, they are uncomfortable with the company, they are reluctant to take risks or to move freely, absenteeism increases, key employees seek to leave, job mobility is frequent, performance standards are greatly reduced and it is impossible to maintain a high level of motivation, to devote oneself to work and to take up one's mission properly. This leads to a decline in productivity. Therefore, once a corporate culture clash is difficult to be dealt with properly, it can be a major impediment to the development of both companies.

Different organizational structures, shared employees have a high level of familiarity with the former corporate working environment and their working partners are all colleagues with a tacit understanding, which has a high degree of trust. When a shared employee enters a new business, it takes some time to become familiar with the working environment and its contents. In addition, after employees have experienced other positions, they will consciously or unconsciously compare themselves with the positions they worked in before. If the work content,

work environment and other aspects are better than the previous positions, and the work pressure is not as great as the original, the career choice of most employees may change at this time, and they will continue to stay in the new enterprise to work, which will cause a high departure rate of shared employees to the borrower companies. the shared employee model has led to a significant change in the structure of the companies in which employees work. Employees do not have a clear position of authority over their job responsibilities, resulting in an imbalance in the distribution of work and the corresponding pressure. In addition, the employees have not been able to develop a proper attitude towards their work and are still very unfamiliar with the management atmosphere of the new company and have no initiative. Moreover, in the early days of sharing employees in Chinese companies, employees would wait for instructions from leader management when they encountered problems, often only providing solutions to superficial problems but not solving substantive ones. Without an in-depth and systematic solution, it is impossible to address the differences between enterprise architectures.

2.2 CHINESE SHARED EMPLOYEE SATISFACTION WITH THE COMPANY IS SIGNIFICANTLY WEAKER

For Chinese companies and shared employees, increasing satisfaction and loyalty can often be a win-win situation for all. on the one hand, shared employees increase their satisfaction and loyalty to the company. Shared employees have a higher sense of belonging, responsibility and motivation to work, which can generate higher work performance, which in turn gives Chinese companies a more desirable competitiveness and a growing market share. on the other hand, the expanding market share of Chinese companies provides ample room for shared employees to grow rapidly within the company, which further contributes to the stability of the workforce and solves the problem of frequent turnover of shared employees leading to increasing costs invested by the company. Managers can spend more time and energy on career planning for shared employees, ensuring that their value is realized in their positions. It is therefore a mutual win-win for Chinese companies and shared employees as well as an effort to create a good internal ecology and promote a virtuous internal cycle.

In the day-to-day management of companies, Chinese companies use a mix of traditional employment and shared employees. This model allows for long-term stability of the company's core human capital, while allowing Chinese companies to flexibly adjust the number of employees in response to changes in the market environment and other factors, increasing the efficiency and flexibility of the company. Compared to traditional employment, the shared employee model has led to a decrease in shared employee identification and satisfaction with the organization. For example, ideal working conditions are not arranged, the management model is very rigid and inflexible, and the remuneration is unsatisfactory, making it difficult to win the favor and recognition of shared employees. Therefore, it is one of

the key issues of employee motivation research to explore the innovation of employee motivation mechanism of shared employee model in Chinese companies, which can maintain the flexibility of Chinese labor market and protect the personal rights and interests of shared employees.

2.3 CHINESE SHARED EMPLOYEES LACK FOCUS AND FREEDOM

Shared employees have the flexibility to work, but Chinese companies want to ensure the day-to-day management and operation of their business by controlling the hours and methods of work of shared employees. But in the shared employee model, traditional management methods have long been unsuitable for shared employees. Chinese companies must allow shared employees to make their own decisions about working hours, working methods, working teams, etc. In order to make them more responsible in their work, a shift that Chinese companies must make to employ shared employees. By sharing with other companies, the employees themselves cannot be fixed and it is counterproductive to force shared employees to be "tied" to the company. As a result of this change in the working environment, the importance of proactive employee behavior comes to the fore. Positive behavior and high business performance are often closely linked, especially in this uncertain and interdependent environment, where being proactive helps to generate creative ideas that can help to cope with changing circumstances. This is why it is so important for Chinese companies to create a relaxed, comfortable and uninhibited working environment for their shared employees. the human mind is only focused on one thing and faces problems such as reduced accuracy if a person has to deal with multiple tasks at the same time. on the other hand, individual resources are limited and shared employees under time pressure may need to devote more time and effort to meet specific deadlines and bear the worry of not completing tasks on time, which may also increase fatigue and psychological stress and prevent them from achieving their workday targets. It may also be perceived as a hindrance to a shared employee's job growth when they are busy with some urgent but unimportant task. As the work behavior of shared employees is significant for improving organizational performance and core competitiveness, it is important for organizations to correctly handle the relationship between time pressure and the proactive work behavior of shared employees, so that the positive effects of time pressure can be fully utilized, the negative effects can be reduced and the motivation of shared employees can be better ensured as well as improving the work performance of shared employees. For shared employees, it is important to identify individual capabilities, make appropriate cognitive assessments and mobilize as many coping resources as possible in order to cope effectively with time pressures rather than passively avoiding them or causing a depletion of physical and mental resources.

3. COUNTERMEASURES FOR EMPLOYEE INCENTIVES UNDER THE SHARED EMPLOYEE MODEL IN CHINA

3.1 CHANGING EMPLOYMENT STRATEGIES

The majority of employment relationships in the traditional economy are fixed employment models, where employees are paid a fixed salary for the relationship they have with the company, and they work and perform services for only one company. In traditional Chinese companies, the strategy of "control" is the main method of employment. In the daily management of the company, the management style is highly personalized, with the aim of pragmatism and the implementation of compulsory rules and regulations to supervise the daily work of employees, not allowing them to resist, slacken or be absent from work; the rules and regulations are seen as a formality by the managers, who are distrustful of their subordinates and impose strict supervision during the production of the products. This kind of management system is too traditional, rigid and impersonal, which leads to employees feeling that they are not respected and have a low sense of existence in the company, and they work mechanically. With the development of the economy, the concept of managers is gradually changing, the "control" management style is gradually being eliminated, the new management style of Chinese companies pay more attention to the professionalism of the management process, the personnel responsible for the full-time management have good professional knowledge and professionalism, and companies set up a job ladder, providing shared staff with sufficient and clear promotion space. the new management style in Chinese companies focuses more on professionalism in the management process, with professional knowledge and expertise of those in charge of the full-time management, and the establishment of a job ladder, which provides sufficient and clear promotion space for the shared employees, thus stimulating the enthusiasm of the shared employees and improving the productivity of the company; compared to the "loose" management strategy, the "cooperative" strategy focuses more on people-oriented, giving the shared employees more autonomy in making decisions, so that the internal cohesion of the company is improved. the "cooperative" strategy is more people-oriented than the "relaxed" management strategy, giving more autonomy to the shared employees to make decisions and improve internal cohesion. the continuous change of the form of economic development, the continuous popularization of the Internet and the rapid development of the Internet economy have changed the original employment mode and the internal organizational form of companies, and the flattening and flexibility of organizational structure has gradually strengthened.

As a result, the current economic situation is not suitable for the original "control" management strategy, and shared employees hope to achieve self-value in the enterprise, and get more promotion space and development opportunities. Therefore, the new employment strategy of companies is gradually moving away from the adoption of tolerant, self-employed and co-operative strategies, and the establishment and coordination of harmonious labor relations is becoming more and more important, and it is fully realized that one of the reasons for improving the

productivity of enterprises is harmonious labor relations, so it is of great importance to build a harmonious corporate environment. Under the cooperative employment strategy, the enterprise advocates sharing the independent decision-making right of the employees more, and pays more attention to sharing the extensive skills of the employees rather than excessively emphasizing the professionalism. By expanding the work content, establishing the work team independently, and rotating posts, the potential of the employees is fully explored and shared. To provide more perfect employment security for shared employees, take shared employees as an important part of the company, try to meet the needs of shared employees in life and work, improve the satisfaction of shared employees to the company, improve their engagement.

3.2 CHANGING TRAINING AND SUPERVISION STRATEGIES

Chinese companies should follow the Group's strategic guidelines, conceive a systematic and thorough training plan, prepare in advance the content and mode of conducting the relevant training work, establish a training file for each shared employee and plan the training route. the sharing of employees between companies should avoid homogeneity, which leads to both sides facing the off-season or peak season, in order to achieve the sharing of talents between companies in different off-season, but also for similar companies to share the staff of the post, so as to reduce the cost of training across companies and can ensure the quality of employment.

To share in the working process of the borrowing company employees, out of employees of the enterprise can send professional management to share in the supervision, management and employee because borrowing companies are not familiar with the characteristics of the employees, so is not convenient to manage directly, and stationed of managers in the new environment can be pay close attention to the status of employees, problems arise at the right moment to appease. In addition, the loaning company can offer appropriate material rewards to employees who perform well in the borrowing company, and improve their rank or treatment level upon their return to the company. This can make employees feel valued and reduce mobility. At the same time, the human resources department should make reasonable plans to anticipate the possible impact of sharing employees between companies and prepare accordingly in advance.

The corporate job classification system currently in common use is the form used in the past under a single typical employment mechanism, classifying Chinese corporate jobs according to their nature, responsibilities, complexity and terms of employment, as a reference for sharing a series of human resource management conditions such as employee selection, training, promotion and remuneration. However, this format has now long outgrown the mixed employment model and the job classification system must be innovated. For example, a distinction is made between core and support positions, taking into account the replaceability and continuity of the

position, the cost-benefit ratio between traditional and non-traditional employment, and the degree of impact on the core of the Chinese company. on the other hand, the core jobs that have a greater impact on Chinese companies and are more sustainable should be employed in a traditional way; on the other hand, support jobs that have less impact on Chinese companies, are less sustainable and can be easily replaced should be employed in a non-traditional way.

Innovation in compensation and benefits systems dependent to the typical employment model. At present, the phenomenon of "different pay for the same job" under different employment models prevails, resulting in shared employees' reduced satisfaction and loyalty to the organization. the establishment of an internal incentive mechanism under the mixed employment model should focus on the innovation of the remuneration and benefit system for employees. the basic principle of "balancing efficiency and fairness" is used to determine the remuneration strategy for a mixed employment model. First of all, in order to reflect high efficiency in the remuneration system, enterprises should conduct strict job evaluation, determine the relative value between the positions of companies, and appropriately open the pay gap between the positions; secondly, the pay gap of the same position is not very big, and will not be different because of the different modes of employment, resulting in different pay between employees, reflecting the equality of positions. the salaries of employees in Chinese companies have to be within the group's budget and approved by the board of directors to avoid financial problems that could lead to chaos in the day-to-day management of the company. and the company's monthly employee payroll should also be organized in a data file so that the relevant departments of the company can account for it later and pay social insurance to the employees. Shared employees hired by the borrower company shall deliver this business of handling social insurance to the human resources department of the company, and the social insurance costs shall be borne by the borrower company in accordance with the regulations of the lending employee company. At the same time, the borrower company shall establish a corresponding leave system in accordance with Chinese laws and regulations.

3.3 DEVELOPING EMPLOYEE CONFIDENCE TO DRIVE EMPLOYEE INTEGRATION

In the course of shared work, shared staff may become uneasy with the new company, worried about the future because of uncertainty, and the transition from this state to a sense of belonging and trust in the new company takes time, and this transition requires constant adaptation. Because of the differences in employees' personalities and their educational backgrounds, the feedback they give in the face of pressure also varies. Some employees can meet the change with a positive attitude, quickly eliminating their own anxiety and allowing themselves to adapt to the new working conditions; however, there are also some employees who are anxious and worried that they will find it difficult to face the new environment and become very negative. If there is a big emotional swing among

employees, Chinese companies will need to carry out some payroll to help them out. Chinese companies need to comprehensively and objectively analyze the influence of this mechanism on employees, so as to help them eliminate their doubts and adapt to the new environment. For shared employees, Chinese companies need to build a unified and fair benefits system and develop team activities to help employees deepen their relationships, improve internal cohesion and increase shared employees' sense of belonging to the new company.

Differences in employee satisfaction are often related to fairness, and if there are unfair results, procedures, etc., this can reduce the satisfaction of shared employees. It is the basic policy of Chinese companies to try to reduce costs in all their operations, so Chinese companies will optimize their human resource structure, restructure their personnel, cut some redundant positions and implement a leaner workforce. However, when it comes to adjusting human resources, the strongest shared employees in the company will be more advantageous, so they will often get special care when adjusting their positions.

Therefore, Chinese companies should not rely on a simple agreement or decision by the decision maker to appoint and place shared employees. Instead, they should treat all shared employees equally and use clear and fair criteria, and consult management and shared employees in advance when setting the criteria, so as to avoid panic among shared employees and rumors that may affect the motivation of shared employees. Similarly, the principle of fairness should be taken into account in terms of training, remuneration and benefits, etc., so as to avoid dissatisfaction among shared employees due to unfairness and other factors, which ultimately makes it difficult for shared employees to put all their energy into their work as they lose trust in the company. In Chinese companies, there is a tendency to emphasize education over ability and qualifications over skill, and promotions are based more on the academic qualifications of shared employees, which buries many capable shared employees and leads to losses for the company. Therefore, for Chinese companies, fairness in management requires consistency in treatment, fairness in selection and equality in participation.

3.4 VALUING AND UNDERSTANDING THE PROACTIVE BEHAVIOR OF SHARED EMPLOYEES

Chinese companies should adopt the concept of recognizing shared employees' initiative and freedom to work, which will help to increase the organization's focus on proactive behaviors and promote a more effective incentive for shared employees to engage in proactive behaviors. Fierce market competition requires organizations to adjust and adapt quickly to a dynamically changing environment, and the continued development of organizations is closely linked to the efforts of shared employees. Shared employee initiatives to adopt work behaviors such as improving themselves, improving team work processes and adapting to organizational changes can make a significant contribution to the organization's lasting competitiveness. Sharing employees' voluntary changes and future work behaviors cannot only improve their own work skills, improve the team's work efficiency,

but also improve the performance of the organization. It is therefore important for organizations to focus on the proactive behavior of their employees. Furthermore, it has to be acknowledged that shared employees who take the initiative also take unpredictable risks and incalculable losses, and that organizations have to accept the potential benefits of the initiative and recognize the potential risks of the initiative, thus creating an open and inclusive environment and providing solid safeguards for shared employees who take the initiative.

The extent to which Chinese business leaders recognize proactive behavior plays an important role in bridging the gap in the performance evaluation process. In an organizational setting, supervisors' information processing differs in the face of shared employee initiatives, and consequently the resulting attitudes and behaviors can vary considerably. Therefore, when organizations encourage shared employees to engage in proactive behaviors and when focusing on the performance of shared employees, they cannot ignore the psychological mechanisms of leaders in the performance evaluation process, and accept their leaders' evaluations judiciously to avoid frustrating shared employees' motivation.

In addition, when Chinese business leaders have a high facilitation focus and are confronted with the proactive behavior of shared employees, leaders will look at the potential benefits of the proactive behavior and will in turn recognize and accept the proactive behavior of shared employees. In order to strengthen and encourage shared employee behaviors, leaders will give positive performance feedback; When the defense focus of the leader is low, the leader pays little attention to the potential risks and losses that may be brought by the proactive behavior, and has low recognition of sharing the proactive behavior of the employee, but will give corresponding work performance. In an organization, the performance evaluation of leaders has certain norms and value orientation for the behaviors of shared employees, and is an important source of information for shared employees to correct or strengthen their own behaviors. It plays an indispensable role in promotion, reward and punishment and other organizational management practices. Over time, as shared employees who perform proactive behaviors may take unknown risks and face potential loss of benefits, if negative feedback is given by the leader, shared employee motivation will be greatly dampened and shared employees will reduce or cease to perform proactive behaviors, thereby failing to achieve personal, team and organizational development goals. Therefore, in the process of evaluating the performance of shared employees, the organization should evaluate as many aspects as possible to ensure that the performance results are fair and just.

When encouraging shared employees to perform proactive behaviors, Chinese companies should create an inclusive atmosphere from the top down to reduce the anxiety and risk burden of loss of benefits for shared employees who adopt proactive behaviors and achieve mutual benefits for both shared employees and the

company. on the one hand, in the selection of managers, Chinese companies should combine the actual situation, find individuals that match with their own corporate culture and development, strengthen the investigation of managers' regulatory focus, in order to unite the managers and companies, so as to create an atmosphere in line with the development goals of companies; on the other hand, Chinese enterprises can adopt some training to adjust the focus of supervisors, reduce obstacles for the implementation of shared employees' active behaviors, and promote the implementation of shared employees' active behaviors. on the other hand, the performance of shared employees is indirectly influenced by their managers, so shared employees can combine their own behavioral characteristics and styles to seek out companies and managers who encourage proactive behavior and achieve the best possible match. This is how both individual performance and organizational performance can be achieved.

4. CONCLUSION

Shared employees are a new exploration of the employment model in the new situation, fully demonstrating the flexibility and resilience of China's economic development. All parties need to participate and work together to allow this new enterprise employment model to continue to develop. Under the shared staff model, it is the focus of every enterprise's human resources management department to maintain a balance between supply and demand of human resources. In the early stages of the development of shared employees, there are a number of shared employee management and motivation problems. Chinese companies should go about managing the labor contracts of shared employees according to their own circumstances, and do a good job of motivating employees so that they can become the dominant players in their work, thereby reducing the turnover rate of Chinese companies and improving their performance. We hope to continue to improve the relevant research in future management practice, and to lay a good foundation for this new employment model of shared employees.

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The Application of Innovative Game Teaching Method in Table Tennis Teaching in Ordinary Universities

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Abstract: In today's society, in the face of huge life pressure, people rush to work and life, and put more hopes on children, so they pay great attention to children's education. the learning pressure of contemporary high school students is great, the daily schoolwork is also heavy, coupled with a variety of extracurricular remedial classes and interest classes, these make students lack of leisure time, deprived children of the right to be happy, in the children's education will often play a opposite effect. Compared with students' academic performance, students' own quality education is equally important, and we should pay attention to the all-round development of children, including physical education and health education is also the main part of college education. So, the development of table tennis in colleges and universities is very well in line with this point. the integration of game teaching method into table tennis teaching will make sports full of fun and challenging, can fully mobilize the enthusiasm of students, can let students play in sports at the same time. This paper analyzes the teaching situation of table tennis in ordinary universities, studies the application of innovative game method in college table tennis teaching, points out the importance of game teaching method for table tennis teaching, and provides reference for the reform and innovation of ordinary college table tennis teaching in the future.

Keywords: Game teaching method; Ordinary universities; Table tennis teaching

INTRODUCTION

At present, China's high school education has always advocated quality education, paying attention to the improvement of students' comprehensive quality. Therefore, the teaching mode of colleges and universities is also carrying out some reforms, among which the reform of physical education curriculum is particularly prominent. Schools also pay more and more attention to the teaching performance of physical education and to students' health education. Table tennis is famous for its "national ball", and table tennis also has more outstanding results, favored by people. Therefore, we gradually put table tennis into the high school sports class, combining the actual teaching situation, actively carry out table tennis teaching, make table tennis become an important part of physical education in ordinary universities, better response to the call to advocate quality education, is conducive to the all-round development of students' physical and mental health. and game method teaching is one of the most common teaching methods in physical education teaching, which can well conform to the learning characteristics of students, plays an important role in table tennis teaching, can promote the development of table tennis in ordinary colleges and universities, and plays a positive role in promoting the reform of physical education in China.

1. THE IMPORTANT ROLE OF GAME METHOD TEACHING IN TABLE TENNIS TEACHING

As the name suggests, the game method teaching is to use the method of the game in the teaching, and to integrate the teaching content into the process of the game, which is also the most widely used innovative teaching method in the teaching. In this process, students learn the course content by participating in the game. Compared with the ordinary teaching methods, the students in the game teaching method are more participatory and have more abundant application value in the table tennis teaching.

1.1 THE USE OF GAME METHOD CAN STIMULATE STUDENTS' LEARNING ENTHUSIASM.

Interest is the best assistant to learning, with a strong interest, the learning process will be a relatively relaxed thing, can get twice the result with half the effort. the same is true in the study of table tennis. Students should first be interested in table tennis to be willing to learn, which is the most basic motivation, but also an important guarantee for students to insist on table tennis training [1]. Game teaching method with the game that students like to carry out table tennis teaching content, in line with the psychological characteristics and needs of students, is conducive to improving students' interest in table tennis and can keep it for a long time.

1.2 HELP STUDENTS TO DEVELOP GOOD EXERCISE HABITS

"Dripping of water can wear away a stone", maintain an unremitting learning attitude and develop good sports habits are a very important prerequisite for table tennis training. For students, most of the sports is boring, monotonous sports training is easy to cause students' boredom. and the integration of game teaching method, can greatly improve this disadvantage, can increase the fun of sports, let students experience the fun of sports in the game, really do teaching and fun, to achieve a good sports effect, can help students in table tennis training can persist for a long time.

1.3 GAME TEACHING METHOD CAN PROMOTE STUDENTS' COMPREHENSIVE DEVELOPMENT

In today's family, most of the students are the only children in the family, living in a comfortable environment since childhood, lack of social communication ability,

poor adaptability. the game teaching method makes students' participation higher, pays more attention to the cooperation between students, which is conducive to improving students' communication ability, and plays an important role in promoting students' all-round development.

2. APPLICATION OF GAME TEACHING METHOD IN COLLEGE TABLE TENNIS TEACHING

2.1 MAKE CLEAR THE GAME GOALS

Game teaching method is to combine teaching content with game activities, taking game as the teaching method, and taking teaching as the purpose of game. In other words, the game should be based on the actual needs of the teaching activities, and the game content should conform to the teaching content, so that the role of the game teaching method can really play out [2]. So, when the teacher in table tennis teaching game, to establish clear game goal, to put the table tennis training in the first place, cannot put the cart before the horse, according to the training content set appropriate game activities, make the students' table tennis training content is consistent with the game content, promote students to complete table tennis training goals. To determine the game goal is to understand the basic essentials of table tennis. In table tennis, the arm swing action, the racket grasp, the speed and direction of hitting the ball are some basic skills of table tennis. To understand the essentials of action, teachers should combine the important skills of table tennis to set the game activities, focusing on the students' stable arm swing movement, accurate hitting Angle and other aspects of the training, this game as the carrier, targeted training to improve the performance of college table tennis teaching has a great help. Therefore, teachers should take this as the starting point in teaching, and set the shot Angle and arm swing training into the game content. Students are divided into two groups, one student serving the other, the other should serve in a flexible swing posture, and the receiver should pay attention to the Angle of the ball. In this form of a game training students to master the basic essentials of table tennis.

2.2 HIGHLIGHT THE MAIN POSITION OF STUDENTS IN TABLE TENNIS TEACHING

In the physical education teaching in colleges and universities, table tennis is an important part of the physical education teaching content. Although table tennis is relatively popular, the teaching results of college table tennis are not ideal due to the lack of new ideas in teaching methods. the application of game teaching method has greatly improved the difficult situation of table tennis teaching in colleges and universities, and improved the effect of table tennis teaching.

Although the game teaching method has brought great help to table tennis teaching, there are still some problems in its application. In the application process, teachers made efforts to strengthen the effect of table tennis through game teaching, which also made efforts, but ignored the subject status of students, making the application effect of game method in table tennis teaching is not good. Therefore, in order to make the game method play a role in table tennis teaching, teachers should first pay attention to the main body position of students in the game method [3]. In the design of the game content, the students should be centered, combined with the students' psychological needs and learning characteristics. To understand the cognition of different grades of students to table tennis and the ability to bear sports, there are differences between different grades. the lower grade students sports foundation is insufficient, the game content should take the basic skills of table tennis as the main training goal, focus on cultivating students 'interest in table tennis; and the senior students have a certain sports foundation, in the game should set on sports competition, focus on training students' competitive ability in table tennis. This find the targeted game teaching method, really conforms to the actual needs of the students, reasonable game activities to students in the study of table tennis, in the process, students can better into the game, so as to realize the fun of table tennis, make the students in the game give full play to the teaching.

2.3 INNOVATIVE GAME FORMS

The content and forms of game teaching method are various, and what kind of game form to choose has a direct impact on the effect of table tennis teaching. Today's high school students will be addicted to the electronic world, at home is also a "privileged" state, serious lack of physical exercise, in all aspects of the sports indicators are not qualified. In addition, college students are in a critical stage of growth and development, and they are easy to feel tired in the process of receiving table tennis training [4]. In view of this situation, teachers try not to choose the same game in the long period of game training in the selection of game content, to avoid students' bored and reduce students' interest in table tennis. Teachers should combine the teaching content and constantly innovate the game mode.

On the whole, table tennis games include holding games, seeking games, etc., and the application value of different games in table tennis teaching is also different. For example, ball bouncing games include single player, double player or multiplayer games, and different game modes have different training goals. Single ball bouncing is mainly for the training of students' continuous hitting ability to promote the improvement of hitting accuracy; double games mainly train students' cooperation consciousness and enhance their competitive spirit. Each game mode is very targeted, which requires teachers to choose the actual teaching needs, so as to play the effectiveness of game teaching method in table tennis teaching. Continuous innovation of game mode, to meet the needs of students at different stages in table tennis learning, increase the fun of table tennis, let students more actively conduct table tennis training, promote the improvement of table tennis teaching effect in colleges and universities, highlighting the significance of innovative game teaching.

CONCLUSION

To sum up, carrying out table tennis in colleges and universities can promote students' physical and mental health development, drive students' all-round development, and improve their interest in learning.

Interest is the best teacher, only the students like it will experience the fun in learning, better reflect the edutainment. Table tennis can stimulate the reaction speed of students' body and brain, better help students to adapt to the learning atmosphere, improve the comprehensive quality of students, a strong youth makes a strong country. Therefore, we should pay attention to the healthy growth of students, but also to lay a strong foundation for the future prosperity of our country. Therefore, colleges and universities should pay attention to the teaching results of table tennis, have a deeper understanding of the game teaching method, actively promote the better application of innovative game teaching method in the table tennis teaching in colleges and universities, and improve the teaching effect of table tennis. the significance of table tennis will be shown to the greatest extent, to bring different fun to students' campus life.

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An Analysis of the Monster's Identity Construction in Frankenstein

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Abstract: *Frankenstein* is universally acknowledged as the first science fiction by the famous British writer Mary Shelley. In the novel, a scientist named Victor Frankenstein creates a giant monster who experiences a long and arduous process to construct his identity by overcoming numerous difficulties. However, the monster cannot seek recognition successfully despite his constant efforts and chooses to disappear in the world at last, which means that his struggle for identity construction ends in failure. In the meanwhile, the monster's story serves as a practical warning for the development of modern technology.
Keywords: Mary Shelley; *Frankenstein*; Identity; Identity construction

INTRODUCTION

Mary Shelley(1797-1851) is a famous British writer. Born in 1797, Mary is the child of William Godwin and Mary Wollstonecraft. Both her parents are radical intellectual figures, and her mother's book, *A Vindication of the Rights of Women*, is a key feminist text, which offers her a promising family background. She is the second wife of Percy Bysshe Shelley(1792-1822), the great romantic poet. During one particularly eventful summer in 1816, a proposal by Byron to write the most chilling ghost story sparks an idea in 18-year-old Mary and she crafts her first and the most important novel, *Frankenstein*, or, the *Modern Prometheus* by which She is hailed as mother of science fiction.

Frankenstein, or, the *Modern Prometheus* is generally admitted as the first science fiction in the world. In this novel, the author imagines a bold idea: a scientist called Victor Frankenstein makes a creature from pieces of dead bodies and brings it to life. Upon completing the experiment, however, he is horrified at the result and flees. the monster initially seeks affection from his creator and others but is met with repulsion. Alone and miserable, the monster turns his wrath upon his creator. At the end of the story, Frankenstein cannot bear the torture and dies and the monster also chooses to disappear in the world. In the whole story, the monster has been trying to construct his own identity and expect to be accepted by others, but his constant struggle ends in failure under the influence of various factors.

As a key word in the cultural study, identity occupies a vital important position. It refers to the individual characteristics by which a thing or a person is known or recognized. In a cultural context, it serves as an explanation of personal experience and social status. Social identity symbolizes the membership of a specific social group that a person belongs to. This kind of identity has a profound meaning in the development of one's emotions and values. Identity construction is a dynamic process which guides a person's actions. In general, an individual who is accepted by a group feels a significantly great sense of belonging. This sense comes from the recognition from others. Identity construction is a common theme in literature.

Since *Frankenstein* was published, it has gained much popularity. It has been translated into numerous languages and been adapted into movies. Some oversea researches on *Frankenstein* mainly aim at analyzing Mary Shelley's romantic concerns and Gothic elements embodied in *Frankenstein*. Some researchers analyze it from the perspective of narratology and ethics. In recent years, many scholars combine their researches with the development of modern technology and are intended to seek revelation for modern society. Domestic researches on *Frankenstein* are enduring. It was introduced in the 1980s and has been widely read and profusely studied over the last four decades. Researches on it mainly center on the following aspects: first, analysis on text from its art features, including its theme, structure and language; second, studies on text based on its narrative techniques; third, analyzing it by applying literary theories, such as feminist criticism and ecological criticism; fourth, exploring it from the perspective of cultural study, including its creation background and the author's identity. At present, researches on the identity of the monster in *Frankenstein* in China is relatively few. There are no more than 5 essays studying the novel from this perspective. the monster is dropped into identity confusion the first day he is created because of his unnatural way of birth and different appearance, thus leading to a distressing situation that is full of difficulties and hardships. Then, the monster begins to construct his identity by overcoming difficulties and setbacks. However, the monster fails to build its identity because of a series of factors and he chooses to disappear in the darkness at the end of the story. Therefore, referring to the identity construction and combining with text analysis, the paper attempts to analyze the process of the monster's identity construction, serving as an addition to the research. Besides, this can offer a referential significance for the development of modern technology.

1. THE ABSENCE OF THE MONSTER'S IDENTITY

In the first stage of his life, the monster's identity is absent. One important clue to prove that the monster's identity is of absence is that in the whole story, the monster has no name. Name is a significant symbol of one's identity. the monster's creator, Frankenstein, driven by an insatiable desire for glory, discovers the secret of animating lifeless matter and successfully realizes his dream of creating life. However, the creature's weird appearance scares him and his first instinct is to run away. Before the birth, the

creature is called "the being"; while after he acquires the life, he is called "the monster". He has no name and he cannot be classified into a specific group to obtain his identity. His existence cannot be seen just like his name, which is also the hint that he is unlikely to be accepted by human society.

At the beginning of his life, the most important thing for him is to survive and the issue about identity has not come to his mind. After he is abandoned by his creator, he escapes from the laboratory. Everything seems strange and he has to learn to survive step by step. First of all, the monster works hard to learn about all kinds of things in nature. Owing to his strong learning ability, he adapts to life very quickly. In this period, the monster just makes contact with nature. He has no consciousness about treating himself as an individual that is different from the things in nature and he has not thought of the question about identity. In other words, the creature is still in a state of absence of identity at this stage.

2. THE CONSTRUCTION OF THE MONSTER'S IDENTITY

The monster's first time to make contact with people is when he drifts to a little village. His appearance shocks the villagers and people attack him. This hostility and cruel treatment make him begin to think who he is and then he starts stepping into the course of integrating himself into society gradually. In the novel, the monster constructs his identity in three ways: learning the language, understanding human emotions and utilizing his extreme power.

One way to construct the identity for the monster is to master the language. "Kramsch expresses his opinion in *Language and culture* that the language spoken by members of a social group has a natural connection to the cultural identity of that group. (Xu, Fang)" the language has been a major concern in identity construction. Language serves as an indispensable instrument to familiarize the world and is an organic component of society. It is a dynamic form of social practice, which exerts a great influence on the construction of the social identity and social relations. on a societal level, one could even imagine that a lack of conversational flow may hamper the integration of him who has not completely mastered the language. Language is one of the most important skills that the monster should master to understand the world. After he escapes from the attacks of the villagers, he finds a shelter where he comes across the De Lacey Family, but he has no idea of the family roles and the contents of their conversation. the language and knowledge he has learned from the family members broaden his horizon and make him think deeply about the human society and himself. He learns from humans and his opinions are deeply affected by what he learned. He is disturbed by his ugliness. He is puzzled about his creation and his creator. He is seized with sadness and misery when he thinks of his weird existence. He believes that he is too odd to be accepted by others. All these reflections are formed by his mastery of language, which also means that he is going through the awakening of consciousness.

Another approach to construct the identity for the monster is to understand human emotions and build social connections. Social contact is an indispensable part in constructing one's identity. the social identity consciousness is a kind of consciousness accepted or agreed with by social public. It is the self-description derived from the comparison within social groups. One's personal experience and the imagination of future help shape the process of identity construction through social memory. Only by realizing one's goal of obtaining an identity, can he develop a sense of belonging and fulfillment. the monster's experience states that the identity is formed through the groups that he belongs to. the most important period of the monster's life is when he observes the life of De Lacey family. It is the family who exposes the monster to as much precious emotions as possible. He strongly identifies with the mode of De Lacey family's life. He decides not to steal their food and tries to help them do the housework secretly. When the family members learn the language, the monster also studies hard. During this course, the monster begins to understand the emotions that the family members possess. He is touched by the kindness and love of the family and he struggles to be integrated into the family without being ostracized. In this sense, the constitution of identity with the underpinning of social contact is inevitable for the monster to live on.

Thirdly, the monster constructs his own identity by utilizing his great power: to kill other people, which is an extreme method. "From the relationship between power and identity, social identity exists in power relations and is obtained by power relations. (Xiang)" the relations between the two are inextricably interwoven. the social identity can by constructed by building power relation networks and power relations can reflect the specific social identity. In the novel, the monster constructs his identity by using his strength to take control of other people's lives, which is a great power. This is an extreme approach for the monster to seek identification. the monster's narration elaborates the monster's great change to construct his identity. Stigma and misery that he has experienced allow him to reflect his identity in the world. Out of disappointment and desperation, the monster perishes the thought of being accepted by human society. In the meantime, the stage of resistance and subversion is also his construction of a new self identity as a subject. the body structure enables the creature to possess the overwhelming strength. He plays a role of destroyer for the people that he has murdered.

3. THE FAILURE OF THE MONSTER'S IDENTITY CONSTRUCTION

At the end of the story, the monster disappears in the darkness. the final ending is the destiny chosen consciously by the monster himself. Given this result, the monster's identity construction can be viewed as a failure. In the novel, the monster has been struggling to construct his identity. He desires to be accepted by human society and he works hard to show kindness to people. However, what the monster receives is not gratitude but malicious injury, which takes a toll on him both physically and emotionally, destroying his hope to blend in with society.

His fight for gaining recognition fails. He comes to realize that the gulf separating him from the human society is unbridgeable. As a consequence, he chooses an extreme way to avenge himself on his creator, Frankenstein.

The monster's revenge is consistent with his cognition about identity. He struggles hard for warmth and love and spends almost all his efforts in his lifetime to attain these precious emotions. But his creator is reluctant to share his affection and love with him. Therefore, he chooses the same method to take revenge. He deprives his creator of family warmth, friendship and love by killing those closest to him. Frankenstein is miserable to lose his families, his friends and his beloved. At the end of the story, Frankenstein cannot bear the torture of the monster's revenge and dies and the monster also chooses to disappear in the world.

In the novel, the monster fails to construct his identity. There are several factors that lead to his failure. First of all, his origin is unacceptable. His birth violates the laws of nature because he embodies Frankenstein's corruption of nature in the quest for glory. He is an artificial man from the parts of dead bodies created by the scientist. When the creature first appears in the story, he symbolizes the creation of life from scratch, which is contrary to the law of nature. Therefore, his existence is unlikely to be accepted by human society. Secondly, he cannot build a bond with others. Frankenstein is a man who creates him, but after the monster is brought to life, Frankenstein condemns him to loneliness. the monster is isolated from the human beings and nature is the only thing that accepts him. However, he has developed the human emotions. After experiencing the endless loneliness and being disappointed with human society, he makes the compromise: he asks for a female companion to live together and promises to keep far away from the crowd. However, his creator refuses him so that he cannot have a partner to keep him company. Thirdly, he is alienated by the prejudice of human beings. His ugliness is the reason why his creator abandons him and people never give him an opportunity to know his kind qualities. Appearance acts as a symbol of identity, playing a significant role in the monster's life at all times. the ugliness hinders him to integrate into the crowd and he is excluded from the participation of society. In the narration of the monster, He is afraid of being driven away by the De Lacey family. To eliminate such anxiety, he cautiously talks with Mr. De Lacey who is blind and cannot see his ugly appearance. But he can't change the prejudice of people, even the De Lacey Family who has shown so many precious emotions is no exception.

CONCLUSION

The monster has always been struggling to construct his own identity. Since he is created, he has been abandoned without being given an identity. After his identity consciousness is awakened, the monster begins to construct his own identity by learning language skills, understanding human emotions and building social connections. But he finally fails to seek recognition from others, which means he has not succeeded in constructing his identity. As an artificially-created life, his failure of identity construction is doomed. Besides, the creation that is contrary to the law of nature provides a practical warning for the development of modern technology.

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Blended Teaching Mode of University Physics due to the Epidemic

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Abstract: Students in local colleges and universities generally have poor performance in middle school physics and fear of difficulties in university physics. the traditional physics teaching mode of university seriously restricts the teaching results. In order to improve the examination rate, teachers can only greatly reduce the difficulty of the examination, which is not conducive to talent cultivation and students' good learning attitude. Our teaching team has made the following course innovations: 1. Online and offline mixed teaching. 2. Interactive teaching based on student-oriented flipped classroom mode. 3. After two years of efforts and exploration, initial results have been achieved.
Keywords: Blended Teaching Mode; University Physics; Epidemic

INTRODUCTION

Physics is the basic subject of natural science, and students' mastery of physical knowledge has an important influence on the learning of professional knowledge and the improvement of their ability. Through the study of physical concepts and physical thinking methods, students can cultivate their ability to ask, analyze and solve problems. At present, the lack of innovation in the teaching methods, teaching means and teaching evaluation of university physics teaching seriously restricts the teaching results. Our team has made the following innovations and explorations in the university physics teaching practice:

1. MIXED ONLINE AND OFFLINE TEACHING

University physics is a compulsory general basic course for science and engineering students in universities, which is an important content of cultivating engineering applied talents. the following pain points appear in the practice of university physics teaching: First, students in double non-local universities generally have poor physics foundation in middle school. It is generally believed that the content and knowledge of university physics courses are more abstract, and there is a fear of difficulties. Second, the teacher issued the final paper in order to ensure the pass rate, the topic is too simple. the proportion of students with the score of 90 and the score of 60 is too high, not consistent with the normal distribution, is not conducive to encourage excellent students, also is not conducive to stimulate the learning motivation of backward students.

We hope that through the study of this course, cultivate students' scientific thinking ability, so that they can master certain scientific methods, so that students cannot only learn knowledge, but more importantly, learn to learn, learn to study, and further cultivate their lifelong learning ability. For the construction of the motherland

requirements of innovative, compound talents to lay the foundation. Due to the epidemic and other reasons, online teaching has become common. We want to try to achieve online teaching equally or even better than offline teaching, mainly using Superstar Learning Pass and QQ group as an online teaching platform for online teaching.

1.1 SIGN IN 10 MINUTES BEFORE CLASS.

1.2 ADOPT VARIOUS TEACHING METHODS TO PRESENT THE LIVE BROADCAST TEACHING ACCORDING TO THE TEACHING SCHEDULE ARRANGED IN THE TEACHING CALENDAR.

1.2.1 Example heuristics: theory with practice and problem inquiry teaching methods combined with teaching, through the reasonable setting of problems, strengthen the introduction of problems, guide students to independently explore knowledge and master knowledge in solving problems.

1.2.2 Analogy: through the similarity of the knowledge system, integrated through the familiar content analogy to understand the new content.

1.2.3 Introduction of physics history materials: it can vividly show the process of physics exploration and stimulate students' interest.

1.2.4 Board writing deduction: For theoretical derivation, blackboard writing deduction can slow down the pace of derivation. the process of writing books on the board is the process of creation and thinking.

1.2.5 Introduction of animation and interactive technology: Through the Internet+technology, the classroom is vivid and interesting.

2. INTERACTIVE TEACHING BASED ON THE STUDENT-ORIENTED FLIPPED CLASSROOM MODE

Classroom teaching is student-led. We answer questions and guide students according to students' learning situation, so that students can take the initiative to acquire knowledge and explore knowledge. Teachers only play the role of instructors in the process of students exploring knowledge and acquiring knowledge and internalized knowledge.

In actual teaching, students have learned the basic knowledge by watching teaching videos and consulting materials before class, and through group discussion and online interaction with teachers, they can basically understand the knowledge points they do not understand. At the same time, they should complete the pre-class test online, so that teachers can master students' pre-class learning status. According to the students' online questions and test results, the teacher solves the existing common problems in the classroom. Students' personality problems are solved in the form of one-to-one in class.

Before class, some thinking and design questions will be reserved for students to solve, discuss and display in class. Simple summary is: learning tasks before class online test class before class knowledge points summary (solve common problems) in class problem discussion practical application discussion before class layout topic display discussion [1–5].

We found that the flipped classroom teaching method has the following teaching effects: First, activate the classroom atmosphere and improve the students' classroom participation rate. the traditional teaching classroom atmosphere is relatively dull, the phenomenon of students doze off occurs from time to time, the teaching interaction between teachers and students is less, and the flipped classroom teaching rules activate the classroom atmosphere, stimulate students' interest in learning, improve students' enthusiasm for participation in class, especially in the problem discussion opportunity no students doze off phenomenon. Through question discussion, students are no longer passive receivers in class, but active thinkers. Most importantly, students love learning physics, changing from passive learning to actively exploring job hunting. Second, the flipped classroom teaching method fully arouses the enthusiasm of students for active learning. Through feedback, most students give full affirmation to the flipped classroom teaching method. Students themselves reflect that: flipped classroom is to change "I want me to learn" into "I want to learn", so that students really get into the textbook and understand the knowledge. At the same time, this teaching mode gives students the opportunity to freely discuss and communicate. After heated discussion, students often leave a deep impression on such a problem.

3. FOCUS ON CORE LITERACY, AND INTEGRATE IDEOLOGICAL AND POLITICAL COURSES INTO UNIVERSITY PHYSICS CLASSROOM TEACHING

At the National Conference on Ideological and Political Work in Colleges and Universities, Chinese President (X_JP) stressed that we should make good use of classroom teaching as the main channel, and all kinds of courses should be aligned with ideological and political theory courses to form a synergistic effect. "Core literacy" is the necessary character and key ability that students gradually form to meet the needs of personal lifelong development and social development in the process of receiving the corresponding learning section. It is a combination of students' knowledge, skills, emotion, attitude and values; From the value orientation, it "reflects the necessary quality and national and social recognized values". From the perspective of index selection, it pays attention to both the subject basis and the necessary qualities to adapt to the future social life and individual lifelong development; it not only reflects the latest trends of social development, but also pays attention to the national historical and cultural characteristics and educational status.

In the face of the university physics course teaching content of strong theory, students feel difficult and low fun, we introduce the ideological and political case teaching method. the case teaching method of improving students' learning enthusiasm and promoting the transformation of theoretical knowledge into practice has been adopted and promoted in many countries around the world. After combining the ideological and political elements, the case teaching method is more dynamic. For example, in the teaching of relativity part, Galileo transformation, Newton's absolute view of space and time is introduced, and the ancient text "hug wood, born at the end" is quoted to describe the importance of accumulation in scientific research. Set up the correct learning attitude and scientific research spirit for the students. Then we lead to the Michael Sun -- Moray experiment to explore the shortcomings of the old theory. Combined with classroom ideological and political education, the scientific achievements of ancient China (supernova outbreak observation records) reflect that objects do not follow Galileo transformation in rapid motion. Enhance students' national cohesion in class and establish cultural confidence. This paper explains the basic principle of special relativity, Lorentz transformation and length contraction effect, through the example of Shenzhou spacecraft, reflecting the rapid development of science and technology and technological progress in contemporary China. At the same time, it introduces the interesting connection between ancient Chinese myth and relativity effect, stimulating students' thirst for knowledge and national pride. Finally, through the analogy of scientific revolution and artistic revolution, students' curiosity and desire to explore the unknown fields are stimulated.

In the specific classroom implementation, first of all according to the teaching purpose selected cases is closely related to the knowledge, give some questions to think, and through various ways to consult literature, summarize the content to learning, in the teaching process using appropriate teaching methods and teaching mode, let students write learning content summary and experience after class. the following is the classroom ideological and political design of the university physical electromagnetic induction part:

order number	teaching task	Course content and teaching requirements		Ideological and political design of the course	instructional design	Reference class hours
1	Electromagnetic induction and its application	law of electromagnetic induction	Master Faraday's law of electromagnetic induction and Lenz's law, and can use electricity The magnetic induction law solves the induced electromotive force.	Through theoretical study and cultivating students' dialectical materialist world outlook and scientific thinking methods, interspersed with cases to promote the craftsman spirit and socialist core values	① teachers teach relevant knowledge; ② teacher animation, case demonstration; ③ Under the guidance of teachers, students' independent analysis; ④ teachers judge the correctness and	1
		Dynamic and inductive electromotive force	Understand the cause of the kinetic momentum and calculate it.			1
			Understand the two basic			1

			assumptions of Maxwell electromagnetic field theory, understand the relationship between induced electric field and changing magnetic field, and understand the displacement currents		degree of students' knowledge; Test demonstration: Magnetically Levitated Train Magnetic suspension flying saucer Electromagnetic jump ring damped pendulum Small vortex current demonstration, electromagnetic wave propagation demonstration	
		Self-feeling and mutual feeling	The relation between the changing electric field and the generated vortex magnetic field			

4. NEW EXPLORATION OF INTERNET+UNIVERSITY PHYSICS TEACHING

In recent years, with the rapid development of network technology, computer technology and handheld mobile devices, smart phones have been widely popularized. QQ is a mobile phone chat software independently developed by Tencent in China. It was rapidly popularized in China due to its convenient use and powerful features. How to organically integrate QQ platform with university physics classroom is a problem that we need to consider.

The following are some summary of the application of QQ platform: before class, teachers push messages through the group sending function, students get the knowledge of flipped classroom and complete self-study, and feedback the unsolved questions to the teacher; teachers answer them one to one by inquiring students' messages. At the same time, the teaching content; teachers use the keyword automatic reply function to bind the learning materials to stimulate students' learning interest. the "flipped classroom" of university physics based on QQ platform can realize different teaching for different students. For example, the user management function and material management function of QQ platform are used to group the data according to the learning situation of students of different majors and different learning basis.

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Research on Integrating Excellent Traditional Chinese Culture into Higher Vocational English Teaching in Ethnic Areas

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Abstract: Under the background of the global integration of economic culture, culture is no longer a single mode, but gradually develops to the direction of diversification. In the situation of international development, English exists as an international common language. Therefore, the momentum of learning English is growing day by day. in such circumstances, people gradually ignore the learning of mother tongue, and the importance of English curriculum is gradually weakening our mother tongue culture. Under the tide of the development of the Times, some traditional cultures in Chinese ethnic areas are also facing great challenges. In the cultural collision, the traditional national culture has been greatly impacted. As a talent training base, higher vocational colleges not only undertake the heavy responsibility of cultivating talents for the society, but also should do a good job in inheriting and carrying forward the national culture. In Inner Mongolia region, for example, the analysis of Inner Mongolia in higher vocational English teaching into national excellent traditional culture, and the problems in the process of national culture into is discussed, puts forward some corresponding countermeasures, for higher vocational colleges in English teaching and the promotion of national culture to establish a balanced development relationship, build up the national characteristics of English teaching mode, while promoting the cultural diversity development, also should do a good job of local culture education.

Keywords: Traditional culture; Higher vocational school; English teaching

INTRODUCTION

It is a world background of global integration, and the cultural exchanges among countries are getting closer and closer, and people are also eager to move to a bigger world stage. In this context, English is increasingly valued as the most widely used language in the world. English is a world language, which covers all aspects of our life. Learning English well is like opening a door to the world. Under the background of China's growing strong economy and higher social status, learning English is in line with the needs of national conditions. the importance of English, as an international language, is beyond doubt in the current society where the internationalization process is constantly advancing. This paper through the analysis of English teaching in Inner Mongolia, through the comparison found that some problems of high school students in English learning methods and difficulties in the learning process, the minority areas in vocational English teaching into traditional culture is very important, we should be in line with the international standards, carry forward the traditional culture of the nation.

1. THE BACKGROUND OF INTEGRATING HIGHER VOCATIONAL ENGLISH COURSES IN ETHNIC AREAS INTO TRADITIONAL CULTURE

Inner Mongolia region is located in the northern border area of China, where the terrain is high altitude, showing the characteristics of the plateau. There are many ethnic minorities here, including Mongolian, Hui, Korean, Manchu and so on, among which are mainly Mongolian. With its unique terrain characteristics and climatic conditions, Inner Mongolia region has formed a unique grassland culture. People here live on the grassland and live an unfettered nomadic life. the ethnic minorities here have their own characteristics, famous for being bold and unrestrained. the people of Inner Mongolia are hospitable, and it has a long cultural history. Inner Mongolia is rich in grassland resources, like the familiar Hulunbuir grassland is a famous tourist resort, the endless grassland scenery is fascinating. the colorful ethnic customs here attract many tourists, which make the development momentum of tourism in Inner Mongolia advance by leaps and bounds, and greatly promote the economic development of Inner Mongolia. So, for the students of Inner Mongolia, in a strong national cultural atmosphere, to the national characteristics, national culture should have a full understanding, and can use fluent English to tourists from all over the world, to the development of national tourism and regional development contribute their own strength [1] the combination of pure English expression and national culture cannot only adapt to the international situation of diversified cultural development, make oneself have the initiative of discourse, but also build up national confidence. With its unique ethnic conditions, Inner Mongolia has more advantages in integrating the excellent traditional ethnic culture in higher vocational English courses. We will strengthen the construction of ethnic minority English courses, so that students can be more familiar with their own traditional national culture while learning English. Under the impact of international culture, students can stay true to their original aspiration, carry forward the traditional Chinese culture, treat other national cultures with a tolerant and inclusive attitude, and cultivate patriotic talents who are adapted to the international development situation.

2. CONNOTATION OF NATIONAL TRADITIONAL CULTURE AND ITS EDUCATION

China is a country with many ethnic minorities, forming a

colorful cultural history of China. the harmonious coexistence and common development among all ethnic groups enrich China's cultural deposits with their unique national characteristics. National culture is the excellent quality and connotation accumulated by each nation in the continuous development and progress. Each nation has its own unique national characteristics, including behavior culture, language culture and so on [2]. National culture is an influential cultural accumulation, which is recognized by its own nation, and it has the same values in religious belief, customs, etiquette and so on. National culture is not only a embodiment of collective culture, but also an integral part of the construction of human spiritual civilization. the excellent traditional culture of the Chinese nation has experienced the precipitation of the long history, reflecting the great wisdom of the ancestors, has rich historical deposits, has important inheritance significance, and is an important foundation for the nation to always maintain its vitality. the grassland culture in Inner Mongolia is an indispensable part of the traditional culture of the Chinese nation, which plays an important role in the development of China's nation and plays an important role in the prosperity of the Chinese nation. So, to carry forward the Inner Mongolia national culture, for the construction of higher vocational English courses, into the national characteristics, help students set up strong national confidence, under the background of international integration, keep the right direction, on the road of cultural diversification does not lose the spirit of local culture, it has important educational significance for students in higher vocational schools.

3. STRATEGIES OF INTEGRATING NATIONAL CULTURE IN HIGHER VOCATIONAL ENGLISH TEACHING

3.1 CREATE AN ENGLISH TEACHING MODE WITH NATIONAL CHARACTERISTICS

In order to inherit and carry forward the traditional culture of ethnic minorities, we should first let the majority of people identify with and accept the culture and customs of ethnic minorities. It is necessary to change some people's traditional cognition of ethnic minorities, and let them more fully understand the traditional culture of ethnic minorities, and have an active understanding consciousness in mind, so as to become the inheritors of national culture. As a minority area, Inner Mongolia has a unique traditional culture. Since ancient times, Mongolia has been known for its unremitting self-improvement. Now its unique grassland charm has become a unique resource of Inner Mongolia, which is being continuously developed, driving the economic development of Inner Mongolia. However, at the same time, under the condition of economic development and the vigorous development of tourism resources, although the economic development of the region is promoted, some valuable traditions of the real national culture have not been well inherited and are gradually disappearing under the impact of the world culture. Local cultural awareness is gradually weakening. In this case, the education in higher vocational colleges will be very important. It is necessary to integrate the local national characteristics into the construction of English

curriculum, create a new English teaching mode, combine English teaching with education together, and do a good job in the inheritance of national culture. First of all, the school starts with the characteristics of Inner Mongolia region, combines with the local economic and cultural development status, and conducts a reasonable training plan in line with the needs of social talents. From the perspective of the development of Inner Mongolia, the development momentum of tourism is strong. Therefore, the English teaching of higher vocational schools should highlight the tourism culture content of Inner Mongolia, so that students can carry forward the national culture of Inner Mongolia in the construction of local tourism. Secondly, school-enterprise cooperation can be carried out to design relevant English courses according to the employment needs of enterprises, integrate the national culture content, and combine English learning with practice. Finally, the school should bring Inner Mongolia ethnic culture into the compulsory scope of English class, and form a systematic education mode, so that students can learn different ethnic cultural contents at different stages, and strengthen their English learning ability. At the same time, teachers should also self-improve, and constantly explore the English courses of national culture.

3.2 CREATE A NATIONAL CULTURE CLASSROOM WITH STUDENTS AS THE LEAD

In the classroom, students as the leading, teachers should let students participate more in the classroom teaching, more English practice, help students strengthen English practice, lay a good foundation, so that they can learn English knowledge in the future learning and life [3]. For example, teachers can compare Chinese and Western cultures in teaching, so as to stimulate students' interest in ethnic minority culture in Inner Mongolia. During festivals, teachers can introduce the festival culture of Inner Mongolia to students through the western festival culture. Through the explanation of ethnic minority festival culture, they can focus on bringing out special nouns to deepen students' understanding of relevant English knowledge, and encourage students to retell in English to consolidate the knowledge learned. Under the leadership of teachers, students will be more and more interested in the minority culture in Inner Mongolia. on this basis, teachers should strike while the iron is hot, encourage students to learn extracurricular knowledge, understand more about the traditional culture of Inner Mongolia, and conduct corresponding English writing to improve their English expression ability.

3.3 ENGLISH TEACHING MATERIALS FOR ETHNIC CULTURE CAN BE COMPILED

English learning is a gradual process, which cannot be rushed for. In the English education in Inner Mongolia, although English education resources have been keeping up with the development of the Times, and we have achieved good results in English teaching. However, because Inner Mongolia is located in the border area, the overall English level of students still needs to be improved. the main reasons for the uneven English level of students are the special geographical location and the serious invasion of foreign cultures, which leads to the lack of

good integration into the national culture in English teaching. Under the trend of cultural diversification, the traditional culture of ethnic minorities is more and more ignored. Based on this, in the teaching of higher vocational English, we should pay attention to cultivating students' national cultural consciousness, help students with correct values, establish a strong sense of national pride and a sense of cultural inheritance, promote students' profound understanding of national culture, and carry forward the national culture well. In higher vocational English course to set up some can help students improve interest in national culture, for example, can the national story, national characteristics, folk etiquette into the English course and teaching, make the students in the process of learning English also recognize the national culture, combining English teaching and national traditional culture, realize the multicultural inheritance of the national traditional culture, to a certain extent, improve the students' national pride, set up the national confidence [4]. In the compilation of English textbooks, we can start from two aspects. First, the school should actively communicate with the superior education departments, organize English education experts and ethnology experts to jointly compile English textbooks, so as to compile English textbooks suitable for social development requirements and can meet the communication of Inner Mongolia ethnic culture. Second, the school starts with itself, organizes teachers to conduct independent research, designs English curriculum content in combination with the cultural characteristics of ethnic minorities in Inner Mongolia, actively encourages teachers to constantly adjust the teaching content according to teaching practice, and seek an English teaching mode suitable for the school.

CONCLUSION

In a word, for English teaching in ethnic minority areas, attention should also be paid to the inheritance of local culture in cross-cultural learning, especially to balance the relationship between them in English courses in higher vocational colleges. In terms of the English teaching content, the national culture should be permeated to the students with the rich content, which can also stimulate the students' strong interest in the traditional culture of the ethnic minorities. However, different students' family environments have different acceptance degrees of English. In teaching, the teaching content should be adjusted in combination with the actual situation of students. As English teachers in ethnic minority areas, their own English level is as important as the connotation of national culture. Teachers should constantly improve their own ability in teaching, express the traditional national culture in rich forms, and carry forward the national culture in English teaching. Based on the development trend of cultural diversification, higher vocational colleges in ethnic minority areas actively integrate the education of ethnic culture in English teaching, so as to make students have a deeper understanding of the traditional culture of the nation while learning foreign culture. of course, at present, this new concept is still lacking in practice, and it needs further exploration in English teaching in ethnic minority areas.

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An Analysis of Nathaniel Hawthorne's the Scarlet Letter from Zero-Focus Narration

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Abstract: the Scarlet Letter is a novel published in 1850 by Hawthorne, an American romantic writer. It tells the tragedy of love in the colonial period of North America. Hawthorne uses a variety of narrative methods in the *Scarlet Letter*, which involves unprecedented innovation in narrative style and narrative skills. In this novel, Hawthorne can reveal darkness, satirize evil, calmly and sharply reveal truth, and give readers hope, beauty and enlightenment. While Hawthorne narrates the darkness, he will also give us a beam of light. In the novel, although Hester went through hardships, she finally won the respect of community and Pearl also lived a happy life. No matter how the story ends, Hawthorne always gives us hope in a romantic way.
Keywords: Narrative Discourse; Zero-Focus Narration; Hawthorne; the Scarlet Letter

INTRODUCTION
This paper analyzes the ingenious narrative strategy of Nathaniel Hawthorne's the *Scarlet Letter* from the perspective of zero-focus narration, so as to lead readers to appreciate different reading experiences and further understand the literary charm of the novel. This paper is divided into four chapters to analyze what is zero-focus narration; zero-focus narration of psychological description; zero-focus narration of scene; zero-focus narration of characters. This paper will analyze Hawthorne's superb narrative skills, so that readers can feel the beauty of literature with the author.

1. HAWTHORNE AND THE SCARLET LETTER
Nathaniel Hawthorne, an American novelist and short-story writer who is a master of the allegorical and symbolic tale. One of the greatest fiction writers in American literature, he is best known for the *Scarlet Letter* (1850) and the *House of the Seven Gables* (1851). He is the founder of American psychoanalytic novels and the first short story writer in the history of American literature. He is famous as the greatest Romantic novelist in the 19th century and plays a great important role in the history of American Literature.
The Scarlet Letter is one of the most influential and authoritative works in the history of American romantic novels. In the work, the heroine Hester is a beautiful and kind-hearted English girl. Due to various misfortunes, she married an old and disabled doctor Roger Chillingworth. Roger is a truly hypocritical scholar. Such an unreasonable and abnormal marriage life without any emotional foundation has seriously suppressed Hester's innocent youth and vitality. on the way to Boston after marriage, Roger was captured and disappeared. While living alone in Boston, Hester met and knew Arthur Dimmesdale, a local priest. They have a common hobby,

have a good feeling for each other, and fall in love quickly. They soon had a beautiful daughter pearl. This behavior was contrary to the Puritan doctrine respected at that time and was not tolerated by the church laws. Therefore, Hester was pushed to the public on the charge of "adultery".
At present, the research on the *Scarlet Letter* at home and abroad mostly focuses on the theme. Therefore, this paper intends to analyze the narrative method of this novel from the perspective of narratology. In terms of narrative focus, Hawthorne's works focus on a variety of modes, such as zero-focus narration, internal focus narration, the combination of the two focus modes and so on. However, in Hawthorne' works, zero-focus narration is dominant. This paper is based on the narrative theory, mainly from the angle of zero-focus narration, to analyze the *Scarlet Letter* and explore the ideas that the author wants to express behind the text.

2. ZERO-FOCUS NARRATION
The concept of "focalization" was put forward by Gerard Genette, a famous French critic and representative of structuralist narratology. on the basis of predecessors, Genette put forward his own focus classification, one of which is "zero focus" or "nonfocalized" narration, that is, omniscient narration.
Zero-focus narration is characterized by the absence of a fixed position of observation. the omniscient narrator can tell the story from any angle, any time and any space. the narrator cannot only look down at the whole picture, but also see what is happening in other places at the same time. He knows the past, present and future of the characters, and can see into the hearts of the characters at will. In theory, zero focaliztaion is omnipotent. Jonathan Reban believes that it is absurd that narrators of zero focaliztaion novel should be endowed with superpowers. He argues that narrators must be like ordinary people, and their ability to understand and observe things will be limited by various factors. This point is recognized by modern novelists, even in zero focaliztaion works. the narrator no longer arbitrarily uses the privilege of omniscience, making the intervention of the zero-focus narrator still under the control of the writer, which is the so-called "limited knowledge" in zero-focus works.
The focus type adopted in the *Scarlet Letter* is mainly zero-focus narration. In the novel, the author uses a lot of zero-focus narration to explain the story background, depict important scenes, lead to the appearance of the main characters, depict the characters' psychology and so on. Zero-focus narrative not only comprehensively, objectively and accurately outlines a panoramic picture for readers, but also deeply and carefully depicts the rich and vivid psychological activities of the three main

characters: Hester, Dimmesdale and Chillingworth.

2.1 ZERO-FOCUS NARRATION OF PSYCHOLOGICAL DESCRIPTION

Psychological description is a common narrative technique in the novel. the narrator is not controlled by the characters in the novel, and can completely show his psychological activities and ideological changes to the readers.

In Chapter five, Hester does needlework, and the narrator directly describes Hester's psychological activities. For example, "Her imagination was somewhat affected, and, had she been of a softer moral and intellectual fibre, would have been still more so, by the strange and solitary anguish of her life. Walking to and fro, with those lonely footsteps, in the little world with which she was outwardly connected, it now and then appeared to Hester-if altogether fancy, it was nevertheless too potent to be resisted, -she felt or fancied, then, that the scarlet letter had endowed her with a new sense. She shuddered to believe, yet could not help believing, that it gave her a sympathetic knowledge of the hidden sin in other hearts. "(Hawthorne, 79)

Through psychological description, readers can better grasp Hester's psychological changes after she wearing the scarlet letter. Zero-focus narration that narrator is greater than character can directly interfere with readers' thinking and make readers better capture the image of the character. Virtually, it makes readers go deep into the core of the work and close to the heart of characters, and fully shortens the distance between readers and authors

2.2 ZERO-FOCUS NARRATION OF SCENE

At the beginning of the novel, the narrator tells from the perspective of zero-focus. "A throng of bearded men, in sad-colored garments and gray steeple-crowned hats, intermixed with women, some wearing hoods, and others bareheaded, was assembled in front of a wooden edifice, the door of which was heavily timbered with oak, and studded with iron spikes. "(Hawthorne, 45)

The omniscient narration gives readers a vivid panoramic picture. Men, women, the old and young in the small town gather outside the prison door, as if waiting for something big to happen. Different from the previous narrative perspective of the first person "I", the unknown narrator knows everything about the town. In the first chapter, the narrator describes the local conditions and customs of the small town, from the ferocious and heavy prison gate to the colorful wild rose tree, from the harsh and severe ruling background of the Puritans to the solemn trial in front of us, from all kinds of residents to the protagonists. the clear construction of the background, time, place and characters in the story shortens the distance between the narrator and the reader, and increases the authenticity and readability of the story.

2.3 ZERO-FOCUS NARRATION OF CHARACTERS

Zero-focus narration is also used to depict characters. the second chapter describes that the prison door suddenly opens, and the crowd begins to boil, waiting for the heroine. Although this appearance has attracted a lot of attention, it is the beginning of Hester's humiliation. At this time, the narrator shifts his observation on different characters.

He first focuses on Hester, "The young woman was tall, with a figure of perfect elegance, on a large scale. She had dark and abundant hair, so glossy that it threw off the sunshine with a gleam, and a face which, besides being beautiful from regularity of feature and richness of complexion, had the impressiveness belonging to a marked brow and deep black eyes. She was lady-like, too, after the manner of the feminine gentility of those days; characterized by a certain state and dignity, rather than by the delicate, evanescent, and indescribable grace, which is now recognized as its indication. "(Hawthorne, 50)

This image may easily arouse readers' doubts. It is difficult to associate such a dignified and beautiful lady with what people call a slut, but Hester is clearly holding a baby girl who does not know her father. Through these narratives, the author hopes the readers to explore another side of Hester with him.

Of course, what impresses readers deeply is not only the beauty but also the extreme ugliness. In the third chapter, the narrator then finds another distinctive character in the crowd, "He was small in stature, with a furrowed visage, which as yet could hardly be termed aged. There was a remarkable intelligence in his features, as of a person who had so cultivated his mental part that it could not fail to mould the physical to itself and become manifest by unmistakable tokens. "(Hawthorne, 56)

This man is Hester's long lost husband, an old scholar with a deformed figure, who decided to abandon his surname and change his name to Roger Chillingworth. In order to find out Hester's lover, Roger devoted half of his life to the dark road of revenge.

Zero-focus narration is good at sketching a panoramic picture. It can predict or review the story, reveal the secrets that the characters themselves are not aware of, and freely change the observation points to enter the hearts of the characters.

CONCLUSION

The Scarlet Letter opens up a variety of narrative methods, which can be said to be an innovative work of narrative methods and techniques in American literature. Combined with the application of the above narrative techniques, we can see that Hawthorne's greatness lies in his ability to expose the darkness, satirize the evil and reveal the truth mildly and sharply. At the same time, he insists on bringing hope and beauty enlightenment to readers with a legendary narrative style. Even if he wants to expose the darkness of the night, he also shows us a ray of light. Hester won the respect of the society, and Pearl lived a happy life. No matter how the story ends, Hawthorne always gives us hope by means of romanticism.

In order to achieve the artistic effect that can stand the test of history, Hawthorne skillfully uses the zero-focus narration and combines narrative communication to create a lively panoramic scene, the mysterious dialogue, and complex inner activities. Sometimes he stops to communicate with readers and makes them resonate with him.

In a word, Hawthorne's superb narrative techniques and literary charm in the *Scarlet Letter* are worthy of our

continuous exploration, and the beauty it brings us is eternal and lasting.

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Research on the Problems and Countermeasures in the Development Process of Enterprise Management

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Abstract: Enterprises cannot be separated from the process of their development. At present, under the fierce socialist market competition, if enterprises want to improve their own market competitiveness, they must pay attention to their own enterprise management and improve their own enterprise management results. At present, China is in the socialist market economy, and enterprises are the main body of the market economy, and enterprise management plays a core role in the development process of enterprises. This paper mainly analyzes the current situation of enterprise management in China, discusses some main problems in the current enterprise management process, such as insufficient attention to enterprise management, the corresponding enterprise management mechanism is not perfect, lack of long-term development management strategy and so on. Considering these problems, this paper studies the relevant countermeasures.
Keywords: Enterprise management; Existing problems; Countermeasures

INTRODUCTION
Enterprise management involves a lot of content and aspects, the most important is the allocation and management of human resources. In addition, it also includes the arrangement and management of various affairs in the enterprise, the management and classification of the staff in the enterprise, the formulation of long-term development planning for the enterprise, the effective control of various affairs in the enterprise, and so on. With the continuous development of market economy, the number of market main body enterprise is in the process of growth, the rapid growth of enterprises, lead to enterprises in the process of development will inevitably appear some problems, how to better solve these problems, strengthen the management of the enterprise, is the focus of the current enterprise research.

1. ANALYSIS OF THE MAIN PROBLEMS EXISTING IN ENTERPRISE MANAGEMENT
1.1 INSUFFICIENT ATTENTION TO THE ENTERPRISE MANAGEMENT, THE INTERNAL MANAGEMENT MECHANISM OF THE ENTERPRISE IS NOT SOUND
Enterprise in the process of its development, will inevitably appear a variety of problems, especially the problem of enterprise management, enterprise management will appear a variety of problems, the fundamental reason is still that the management of the enterprise does not pay attention to the management of the enterprise, this will cause some obstacles in the

management work. [1] in addition, the internal management mechanism of the enterprise is not scientific, and its own management system is not perfect. When there are problems, effective measures and countermeasures cannot be given. the current enterprise management work cannot well meet the requirements of the continuous development of the current enterprises. If the management work of the enterprises is not in place, it will affect the stable development of the enterprise and the sustainable development of the enterprise. At present, the current situation of most enterprise management in China is that the enterprises themselves do not pay attention to the management work, do not establish a scientific consciousness, the understanding of the relevant theory and practical content of management is not deep enough, and the lack of the corresponding management mechanism and management system. In the development process, most enterprises attach too much importance to production and sales, but the management of enterprises is a mere formality, and they also relax the management of other work. In some more developed countries in the world, the more mature their economic development is, and they also pay more attention to the management of enterprises. Because they are deeply aware that only enterprises have an efficient management mechanism, can fundamentally promote the current enterprise development.

Enterprise management work is the soul of an enterprise content, at present, most of our enterprises in the actual management process, influenced by the traditional concept and the historical development factors, accumulated less experience in management, related experts and scholars for enterprise research is not in-depth enough, not a real way for enterprise development. the development process of domestic enterprises is also relatively short, and some famous entrepreneurs also lack a correct understanding of the management of enterprises. Some self-made entrepreneurs have not accept the formal enterprise management concept and related knowledge, so in the process of enterprise management, do not pay attention to the management of enterprises, just see the completion of the enterprise tasks. From other angles, in fact, the management effect of the enterprise is also closely related to the production and operation of the enterprise. There is a very obvious management between the two. the better the management effect, the more it can promote the production experience of the enterprise, but many enterprise management cannot see this. Many enterprise management, because they only pay attention to

production and management activities, and ignore the enterprise management activities, so it is caused that their production and operation process is difficult to continue to maintain, which will also affect the production and operation activities of enterprises. Based on this, the enterprise should fully realize the importance of management work, improve their own management mechanism, so as to promote its internal management work effectively, to effectively solve a series of problems in the process of development, reduce the management mistakes, bad impact on the development of the enterprise.

1.2 LACK OF A CLEAR LONG-TERM DEVELOPMENT STRATEGIC PLANNING

Enterprises should formulate long-term development strategic planning, and their long-term development strategic planning is the guiding direction in enterprise action. In the formulation of a clear development plan, in the height of thought, the enterprise can unify the internal employee thought of the enterprise, through the internal culture and the internal spirit of the enterprise, to form a strong combat effectiveness and cohesion within the enterprise. [2] At present, under the socialist market economy, the fierce market competition promotes the continuous development and progress of enterprises. If enterprises want to make their own vitality more tenacious, they need to improve their competitiveness. In this middle, the management of enterprises plays an important role. the development plan of an enterprise is formulated, implemented and implemented by the management department of the enterprise. Enterprise development planning and enterprise management are closely linked to the enterprise. the current enterprise management should better comply with the requirements of the current development of the Times, combined with the needs of the Times, the corresponding management system reform. According to the current practice investigation and research can be found that our enterprises in the process of its management, there are still many problems and deficiencies, especially in the management department of the enterprise long-term development strategy of the enterprise, and the connection between the enterprise departments is not close enough, the relevant measures have great loopholes. There are some enterprises in the future development plans formulated by the enterprises are unrealistic at all, the corresponding route planning is not clear, these enterprises are mainly some small and medium-sized enterprises in China. In the fierce market competition, it is difficult for these small and medium-sized enterprises to be immune. If they want to maintain a good position in the market, they must pay attention to the scientific management of enterprises, and they should make a clear long-term development plan according to the actual development situation of their own enterprises. This can help enterprise employees find the direction of their efforts, but also can make scientific enterprise development concept virtually into enterprise employees, employees have more enthusiasm and initiative, to work together, constantly enhance the internal competitiveness of the enterprise, for the daily work of the enterprise, and for the long-term development of the enterprise has very obvious significance.

1.3 LACK OF BUSINESS PHILOSOPHY AND CORPORATE CULTURE

The efficient management of enterprises cannot be separated from the cultural construction of enterprises. the culture of enterprise and enterprise management are inseparable management, and corporate culture should belong to an important part of enterprise management. Based on this, enterprises should pay attention to their own cultural construction, and cultivate the correct values of employees, which can effectively promote the current enterprise management. However, in the actual development process of Chinese enterprises, there are still great loopholes in the cultural construction of enterprises. Some large enterprises in China, their own management mechanism and cultural mechanism are relatively sound, the internal management of large enterprises also attaches great importance to the management of enterprises, there are also special management departments and cultural construction departments within the enterprise. However, some small and medium-sized enterprises in China have not carried out the relevant reform. These enterprises do not pay attention to the management of enterprises and cultural construction and promotion and publicity. In this regard, small and medium-sized enterprises should be aware of their own problems, and should timely form a scientific management concept and cultural atmosphere within the enterprise, and require all employees to learn the common corporate culture, so that employees can actively think from the perspective of the enterprise, which can promote the sustainable development of the enterprise. With the influence of the enterprise culture, can form unity culture and atmosphere within the enterprise, all employees can heart to want to, strength to make, for the enterprise, can speed up the core quality team, constantly improve enterprise cohesion and core combat effectiveness, the enterprise through its own cultural construction, also can enhance their spirit, using enterprise culture, can implement better enterprise management for the enterprise.

2. DISCUSSION ON THE SOLUTIONS TO ENTERPRISE MANAGEMENT PROBLEMS

2.1 FURTHER IMPROVE THE ENTERPRISE MANAGEMENT MECHANISM

Good enterprise management work, we should pay great attention to the establishment of the enterprise management system. Only by improving their own management system, can enterprises improve their own enterprise management level. In the process of establishing the management system, Chinese enterprises should base themselves on their own market reality and the enterprise development reality, and develop a scientific and reasonable management system, so as to more improve their own management work and promote the rapid development of enterprises. At present, the enterprise managers should pay attention to the establishment of the enterprise management system according to the market demand, and such an enterprise management system is more practical. For the management of the enterprise, should actively learn

advanced scientific management experience, can learn other excellent enterprise successful management experience and management essence, apply reasonable part to their own enterprise, combining their own actual situation to a certain degree of reform, such indirect learning and indirect transplantation is very effective, and very fast, help the enterprise to save a lot of time. But enterprises in the process of transplant successful experience of other enterprises, should pay attention from the actual, to the system thorough analysis of their management system, false, leave suitable for their beneficial part, remove not suitable for their own unrealistic part, combined with the management experience of other enterprises, form a new set of enterprise management system.

2.2 FORMULATE LONG-TERM DEVELOPMENT GOALS FOR ENTERPRISES

Every ship needs the guidance of a lighthouse, and enterprises setting practical long-term development goals can also point out the direction and path for the development of enterprises. In the management of enterprises, the management of enterprises should pay attention to the formulation of their development goals, which can make the development direction of the enterprise more clear, the development path of the enterprise can also be clearer, and the thoughts of employees can become more consistent, which can also promote the better development of the enterprise. When enterprises formulate long-term development goals, they should clean up their own inappropriate enterprise management concept, and constantly introduce a new enterprise management concept, so that the appearance of the enterprise becomes a new look, so that the mental state of the enterprise employees also take on a new look. the management personnel of enterprises should also timely update their own management ideas, and see the problems from the perspective of development, so as to formulate a long-term development strategy in line with the development and changes of the Times. the development strategic planning of the enterprise can determine the future development status of the enterprise to a certain extent. When the enterprise sets long-term development goals, it should combine its own strength and the actual situation of the company, and carry out comprehensive consideration, so as to fully tap the development potential of the enterprise. When enterprises formulate long-term development goals, they should also formulate short-term development goals and implement long-term development strategic planning in stages.

2.3 STRENGTHEN THE ESTABLISHMENT OF CORPORATE CULTURE

In today's economic society, especially the development of industry, more and more enterprises pay too much importance to their own economic benefits, and do not pay attention to the establishment of their own corporate culture. By establishing their own corporate culture, enterprises can virtually establish their values and mode of production. [5] Corporate culture will also have a certain impact on the employees' own work and behavior mode and their values within the enterprise, and enhance the core cohesion within the enterprise. In the current society, consumers also pay great attention to the social responsibility of enterprises, and the corporate culture should also pay attention to the highlight of the corporate social responsibility. Enterprises should be in accordance with the current social ethics and the code of conduct of strict requirements of their own behavior, enhance their own sense of social responsibility, to establish a positive image in front of the public of the society, which can attract a large number of consumers, improve their own economic benefits. Enterprises set up their own corporate culture as a part of their own brand building, so as they can obtain economic and social benefits. At the same time, with the help of corporate culture, the enterprise can also survive better under the current socialist market economy.

CONCLUSION

In a word, the rapid economic development is becoming more and more prominent in the important position of the main economic enterprises. Enterprise management has a very important significance for the enterprise, the enterprise management involves all aspects of the internal enterprise. In view of this, China's enterprise management personnel should combine their own enterprise management team, to update their own management ideas, to find various problems in the process of enterprise development, timely scientific and reasonable solution, so as to establish a scientific enterprise management system, to promote the stable development of China's enterprises.

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The Women's Views of Love in the Great Gatsby-Compared with Contemporary Chinese Women's

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Abstract: Classic works are always influential. With the changes of the times, the ideas contained in the works can still be used by people. the *Great Gatsby* is a classic. By analyzing the views of women's love, marriage and values in the *Great Gatsby*, and comparing them with contemporary Chinese women's. This paper finds similarities, thus excavating the reasons behind them, and the impact of contemporary Chinese women's attitudes towards love and marriage, which causes us to reflect on the role of women, and then better promoting the relationship between the sexes and the stable development of society.
Keywords: Love; Comparison; Reflection

INTRODUCTION

The Great Gatsby is the work of the American writer F. Scott Fitzgerald in the 1920s. Although he had made a name for himself before the work, the novel could be described as bleak. It was not until after Fitzgerald's death that readers and critics rediscovered its values and considered it his best novel. One of the most important reasons is that the portrayal of the love and marriage of the female characters of that era resonated with people -- the excessive pursuit of material causes the reversal of people's values. A century after this work came out, similar problems have arisen between contemporary Chinese women, which is worthy of our reflection. Through reading the original text, observation of contemporary Chinese women and comparative analysis of examples, this paper summarizes the causes, effects, and finally makes suggestions in the conclusion section.

1. THE VIEWS OF LOVE OF FEMALE CHARACTERS IN *THE GREAT GATSBY*

1.1 DAISY: REALITY, SECURITY AND A SENSE OF FAMILY

Daisy was born into a wealthy family, so she came into contact with the nobles, and her encounter with Gatsby was somewhat accidental. After a painful struggle, she married Tom Buchanan. Tom, on the other, cheated many times in their marriage. Daisy knew her husband was unfaithful, but she never wanted to give up her marriage, rather chose to make love with Gatsby. This is a question, why didn't Daisy marry Gatsby?

At first, she was pursuing a good life and a high status. Gatsby was very rich, but there was much gossip about his fortune, and Tom secretly investigated his details. While a few of them were driving to New York, Tom wanted to drive Gatsby's car, but Gatsby said there was no enough oil, "plenty of gas, said Tom. " "And if it runs out I can stop at a drug-store. You can buy anything at a drug-store nowadays. " (128) It suggested Gatsby's improper business. Because, at that time, drug-store were places of smuggling, and at one time, Americans thought they could buy anything there. As well as his family background, education, clothing and manners of talking were suspected by people. This did not make most people feel convinced. By contrast, Tom had money and a good reputation.

Second, the sense of security. Although Tom repeatedly cheated Daisy that made her feel insecure, but Daisy deeply loved Tom, otherwise, she would not care so much about all his performance. She could not admit that she did not love Tom. She preferred to do the same to alarm Tom, when Tom understood that she may leave her, and it turned out that her purpose had indeed been achieved. For example, when Daisy said Tom are causing a row, "please have a little self-control. " He (Tom) was very aggrieved, "self-control!" Repeated Tom incredulously. " "I suppose the latest thing is to sit back and let Mr. Nobody from Nowhere make love to your wife. " (138) Daisy didn't want to start over with Gatsby, because she didn't know if Gatsby would become like Tom after getting Daisy.

Third, her attachment to the family. When Daisy wanted to let her daughter say hello to Gatsby, the little girl just wanted to see her father, so Gatsby couldn't replace Tom. In order to give her daughter a complete home, she did not intend to divorce, and Tom, although outside, but did not snub Daisy. In his mind, Daisy and the family was still the most important. For example, when Tom's mistress-- Mrs. Wilson shouted "Daisy! Daisy! Daisy! Tom broke her nose with his open hand. " (39) because he thought Mrs. Wilson had no right to mention Daisy's name.

1.2 MRS. WILSON: ABANDON HER PRIDE, FANTASY HIGH STATES AND HATE THE FAMILY

Unlike Daisy, Mrs. Wilson was poor, so Tom despised her. Two descriptions can be seen in the text. the first time, when Mrs. Wilson, Tom and Nick Carraway went to New York, Mrs. Wilson wanted to buy a dog, and when she asked whether the dog is a boy or girl? "it is a bitch, said Tom decisively. " "Here your money. Go and buy ten more dogs with it. " (29) It seemed to be answering the question of Mrs. Wilson, but it was actually taunting Mrs. Wilson. the second time, when Mrs. Wilson called Daisy's name, Tom hit her strongly, "And the despairing figure on the couch, bleeding fluently, and trying to spread a copy of Town Tattle over the tapestry scenes of Versailles. " (40) From this we can see that she cherished the opportunity of becoming rich, so she had to cast away her pride. But Mrs. Wilson, as if she had no self-knowledge, had been living

in fantasy. Imagining that she could get rid of the garage, get rid of Mr. Wilson, and in her conversation with her sister, it can see that she regretted her marriage very much, and that she fancied that one day she could live a fair life with Tom. When she saw Tom took Jordan Baker to New York, she mistook her for Daisy, and it was only anger and jealousy that made her the ultimate tragedy. the last is Mrs. Wilson's indifference to the family. Eleven years into her marriage, she was tired of this poor life, of Mr. Wilson, until she met Tom, who, like a life-saving straw, tried to break free of the cage of marriage. From this we can see that there was a clear difference between Wilson and Daisy.

1.3 BAKER: INDEPENDENT NEW WOMAN, MASTERFUL LIES AND EMOTIONAL INDIFFERENCE

Unlike Daisy and Mrs. Wilson, Baker was an athlete who can feed herself entirely without relying on men. From Nick's first impression, "She was a slender, small-breasted girl, with an erect carriage, which she accentuated by throwing her body backward at the shoulders like a young cadet…" (12) Her name and appearance like a boy, which had changed the long-standing subjective impression of women. She represented new women. From her fraud case we can see her strength as a woman, shrewd and full of calculation. and her attitude towards love seemed very casual. When Nick was about to return home after Gatsby's death, he made an appointment with Baker for the last time. "When I had finished she told me without comment that she was engaged to another man. I(Nick) doubted that, though there were several she could have married at a nod of her head. " (189) From this, it can be seen that she treated love and marriage as a game. It also revealed that women in that era had more choices in love and marriage.

2. THE VIEWS OF CONTEMPORARY CHINESE WOMEN'S LOVE

China is now in the 2020s, in the era when the whole people pursue the "Chinese dream", so what will be the values of contemporary Chinese women's views of love? This is explained in three main ways.

2.1 THE IDEA OF MARRYING ON MERIT.

In this contemporary era, women are more demanding of their other half. From a female point of view, in order to maintain the enduring value of their own family resources, and even better enhance the social status of the original family, she will choose the social status in the marriage more advantages of men, or at least than women's own native family advantages of male marriage, which is a common rule.

2.2 THE CONCEPT OF FAMILY IS WEAK.

Ms. Xu, 26, broke up with her boyfriend, 11-year-old older than her, because the man wanted to get married. This case was taken to court, and the court ordered the girl to return 860, 000 yuan to her ex-boyfriend within a deadline. the girl refused to return it on the grounds of "gift", which was opposed by the court. So why does a girl only accept money and does not want to get married? the most important point is that she has no family concept. Marriage means family and responsibility, and from the

girl's actions can be seen that she is a greedy, selfish, so how can she agree to marry? of course, there are other cases, too. the Wall Street Journal reported, "the more successful a woman is, the less likely she is to marry. "

2.3 WOMEN HAVE A STRONG POSITION IN MARRIAGE.

The advancement of women today directly leads to their strong position in marriage. This is reflected in women's control of economic power, the right of husband and wife to jointly decide family affairs, the husband and wife sharing the burden of complicated household chores, and paying more and more attention to their children's growing environment, educational methods and concern for their children's all-round development.

3. THE REASONS WHY WOMEN FORM THESE VIEWS OF LOVE

Through the analysis of women's views of love, values and reasons of these two eras, we can find that there are many things in common, such as: excessive pursuit of money, the gradual indifference of family concepts, and the gradual indifference to love. So what exactly is causing these problems?

Firstly, the *Great Gatsby*, which took place in the 1920s, was defined in the United States as a "Jazz time", and an era of universal pursuit of the "American Dream", which warned that everyone could make a fortune if they worked hard. Politically, on August 18, 1920, the 19th Amendment to the U. S. Constitution approved women's right to vote. Women's voice in the political arena had been heard. It got rid of the male-dominated situation. Economically, after World War I, the United States made a fortune, became a creditor country, and at this time pursued "Liberal Economic Policies", so many women-friendly jobs emerged. Women began to go out of the house and become more and more independent. This made women were more free and self-will. Culturally, Puritan ideas fell apart. the idea of thrift had been replaced by consumerism, so people were indifferent to everything but money and pleasure, and women's attitudes toward love and marriage were also the concept of money first. But when you were really rich, there's a sense of loneliness, emptiness, and powerlessness. This is the case with Daisy--a crisis of faith, so this generation is also known as "the lost generation".

So what causes Chinese women's views of love now?

First, it is a legacy of history. In Chinese's traditional view, boys are better than girls, and by the impact of the Family Planning policy of the 1980s and 1990s, people cherished the opportunity to have children more. If the pregnancy test was a girl, they would choose abortion, which led to a serious imbalance in the ratio of men to women in this generation. Secondly, the rapid development of the economy provided more jobs for women. After the Reform and Opening up, the educational level of women is increasing, and the number of jobs also need women's participation. When women can realize their own value at work, many successful women choose to live a single life, otherwise choosing the man more capable than themselves to marry. Finally, women's political rights are increasing. With the improvement of women's law, women's voice

increased, so that the introduction of relevant laws and policies can hear the real voice of women. It changes the male-dominated position. This raises the status of women legally.

4. THE IMPACT ON WOMEN THEMSELVES, FAMILIES AND THE WHOLE SOCIETY

Contemporary Chinese women's views on love, marriage and values have gradually deviated, so what impact will this lead to?

4.1 IMPACT ON WOMEN THEMSELVES.

First of all, women's demands for money and a boyfriend or a husband have increased, which will lead to increasing pressure on men. on the one hand, it will encourage men to be more active and hard-working, but too much stress can cause psychological illness in men. For example, cases of candid photography, sexual harassment, rape and trafficking of women continue to occur. Secondly, the relative scarcity of women leads to some women to completely rely on boys to support their families, and even rely on boys' families. This is the excessive pursuit of equality performance. Women's lazy psychology will let women gradually lose themselves and the value of life. Finally, even if women are independent women in marriage, they also face the problem of gradually cooling feelings, which is very detrimental to the development of women's health.

4.2 IMPACT ON THE FAMILY.

  Women get rid of the traditional culture of the status of submissive, and gradually become strong, so this leads to women to choose not to tolerate in marriage. From recent years, statistics show that the divorce rate is increasing, and women initiate the majority of divorce cases. Increased divorce rates can destroy many families, which cannot only cause trauma to both parties, but also cause permanent trauma for some people who reorganize their families and even their children. Second, more people are afraid to get married, and do not want to start a family, so the marriage rate is also decreasing, even married, they also do not want to have children. For a long time, there will be a lot of problems.

4.3 IMPACT ON SOCIETY.

First of all, the improvement of women's status in marriage will change people's traditional concept-son-preference, so that it will gradually ease the imbalance between men and women, more conducive to the stable development of society. Secondly, women from the pursuit of equality to the excessive pursuit of equality, things must be reversed. With the development of the times, people's ideas updated and the birth rate of girls is increasing, which will gradually pull back to balance. the absolute advantage of women will be levelled again, and society will stabilize. Thirdly, the rise in male crime has led to greater governance difficulties in the country.

Divorce rates, marriage rates and falling fertility rates are non-compliance with national development plans and this can have a range of problems. the state is also working to defuse the situation. Relevant laws and regulations are expected to be more mature.

CONCLUSION

Through the above description, it can be seen that contemporary women's values of love and marriage deviate from social morality, which is worth reflecting on and thinking about countermeasures to prevent irreversible tragedy. There are a few suggestions for this.

First of all, don't be too egalitarian. There is nothing wrong with women pursuing equal status with men. But the pursuit of equality is not the pursuit of feminism, Chinese women's values have deviated. There is a concept in economics that is "a thing is priced if it is rare. " So the rarer the seller, the more likely they are to jack up prices. But in the final analysis, women are not things, and marriage is not a business, so the first thing women think about when they get married is not money, but love. Money is always just a plus, not a must.

Second, women don't lose themselves. Although women's social status has improved, but it is not a capital for women not to work hard. the goal of life is to achieve self-worth, not the pursuit of enjoyment. Therefore, women should achieve the independence of the personality supported by economic independence.

Finally, keep good traditions. For the concept of traditional culture, take its essence and discard its dross. Although there is discrimination against women in traditional concepts, we can't totally repudiate. For example, amiability begets riches, never abandon and respect each other. These traditional concepts worth learning. This is not only conducive to the long-term development of sexual relations, but also conducive to family harmony, happiness and social stability. Therefore, we should use the correct values to lead the social moral style.

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Exploration of the Modernization of Social Governance in Yibin, Sichuan Province

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Abstract: Yibin City, Sichuan Province, insists on party building to lead the city's grassroots governance, with the overall goal of building a "national city grassroots party building model city", with the main direction of building a city's grassroots "social governance community", focusing on restructuring the grassroots governance system and improving grassroots governance capabilities, To comprehensively deepen the "five governance integration" of politics, autonomy, rule of morality, rule of law, and wise governance, realize the benign interaction between government governance under the leadership of party building, resident autonomy, and social participation, and form a new "good governance and yibin" of co-construction, co-governance, and sharing pattern.
Keywords: Modernization of Social Governance; Yibin City

1. A CASE OVERVIEW

Yibin City, Sichuan Province, is located in the combination of Sichuan, Yunnan and Guizhou provinces, at the confluence of the Jinsha River, Minjiang River and Yangtze River. It administers three districts and seven counties, a total of 17 townships, 105 towns and 14 streets, with an area of 13, 300 square kilometers, and the permanent population of the city is 4588804 people. Yibin is striving to build itself into a sub-central city in the province. Its urban social governance work is remarkable, and in 2020, six governance work in Yibin City was selected as an excellent national case. Therefore, taking Yibin City as a case study of urban social governance has a very important reference value.

2. SPECIFIC PRACTICES AND EFFECTIVENESS

2.1 THE SPECIFIC PRACTICES OF YIBIN CITY IN CO-CONSTRUCTION, CO-GOVERNANCE AND SHARING

2.1.1 Highlight Party Building to Lead the Opening of a New Situation

In order to promote the modernization of urban social governance, Yibin City actively integrates party building into all aspects of community and social life; explores the red property model, courtyard and alley party building model, etc., and makes full use of party building to solve people's livelihood problems and promote social harmonious development.

The first is to create a red property model.

The Xuzhou District Government insists on leading property service management through party building, and is actively committed to shaping the property team into an important platform for grass-roots party organizations. Red Property adopts the method of one party member, two property company personnel, and N volunteers, and forms a party member volunteer service team or a vanguard team to carry out tripartite deliberations on problems in the community and solve problems in a centralized manner. Through the red property model, community party members can supervise the property company and volunteers can better participate in community services, improving the quality of community property services. Activities such as free haircuts, free car washing, free foot pads, and holiday blessings in the community make the community more accessible.

The second is to establish a council of people in the courtyard alleys

In order to solve the problem of governance in the old city, Nanxi District explored the party building model of courtyard lanes. Through the establishment of large party committees in the community, and the establishment of party branches and party groups in the courtyard alleys, the three-level organizational system of the community party committees, the courtyard party branches, and the building party groups is formed, and a deliberative group is set up in the courtyard alleys with party members as the representatives to collect and respond to the problems in the courtyards and alleys in a centralized manner. Then, the representatives of the deliberative group will reflect to the party committee of the community and jointly solve the problems of the community. Through the way of party building in courtyards and alleys, party organizations have been brought closer to the masses. Let the masses participate in community governance, improve the enthusiasm, through the courtyard and alley council, community leakage, littering and other phenomena are reduced, neighborhood conflicts have been effectively resolved, and the governance level of old communities has been improved.

2.1.2 "Three Societies Linked" to Promote Autonomy

The so-called "three-society linkage" means that the community, social organizations, and professional social workers are the carriers and multiple parties jointly participate in community governance. Through the establishment of a social organization cultivation center in the goldfish community, Xuzhou District has effectively integrated resources and gradually explored a "three-society linkage" working mechanism in which the community discovers the needs, the social organization undertakes the project, and the social worker talent provides the service.

First, the community understands the needs and opinions and suggestions of residents through the "knocking on the door to recognize relatives" and the WeChat public platform, and forms a list of service needs; the municipal and district levels integrate the social service projects of civil affairs, women's federations, youth league committees, judicial, disabled persons' federations and

other departments according to the list of service needs, and form a library of government procurement service projects; second, the service center organizes professional social workers to set up a project design team and adopts "professional design +. " Solicitation of Opinions" form, from the professional point of view and the perspective of residents' needs to concretize the government purchase service projects, to promote the project design is more professional and accurate; the center in the project release platform unified release of all designed and completed government purchase service projects; each social organization according to its own expertise, targeted application to undertake their own can and can do a good job of the project; third, social organizations according to the service content, the formation of a professional social work team to provide services; the community to adopt democratic appraisal methods, regular organization of assessment and evaluation, truly achieve " Whether the service is feasible or not, the residents have the final say", to ensure that the effectiveness of the service is fully recognized by the residents and the autonomy of the residents is fully reflected.

2.1.3 "Integral Incentives, Role Models and Synergies" to Help Moral Governance

The rule of virtue is the guarantee constraint of autonomy. A good scope of rule by virtue can promote the development and conduct of autonomy, and the districts of Yibin City have different practices in the rule of virtue. First of all, in Yibin City, we actively support the integration of the five rules of virtue and rule of law autonomy. In particular, the integration of the rule of law and the rule of virtue, the combination of the rule of virtue and the rule of law can make up for the shortcomings and promote the modernization of the city. Second, Xuzhou District has made people consciously and proactively manage the community by formulating community conventions. In the community, community celebrities, party members, outstanding cadres, etc. will be recommended as publicity officers to help the community work be carried out, and people's conscious initiative will be driven through the power of example; finally; finally; Nanxi District will establish a point mechanism by implementing the points management system for community owners, motivate everyone to earn points through points, and encourage good behavior with moral restraints, so as to build a civilized community.

2.1.4 "Internal and External Coordination to Improve" to Strengthen the Rule of Law

Governing the country according to law is the basic strategy for governing the country, and China is building a modern rule of law system. Yibin City has actively explored the rule of law and formed the following innovative measures.

As far as internally is concerned; first, actively build a learning platform to conduct ideological and political education for the rule of law team, carry out party history study activities, and improve the ability of cadres to enforce the law. the second is to actively innovate legal means, Cuiping District to carry out cloud courtrooms, online law enforcement, improve law enforcement efficiency. Cuiping District actively uses artificial intelligence big data technology to process and sort out data on the rule of law, quickly discover and deal with emergencies, and guard the safety of Cuiping.

For the outside world; the first is to strengthen community security prevention and control. An integrated operation mechanism for the police room of the community comprehensive management center has been established, an intelligent face recognition access control system has been installed in the community, and a high-definition digital surveillance camera has been added to the normal patrol of the party members and cadres of the police in areas with complex environments to strengthen public security prevention and control through high-tech and normalized patrol mechanisms; the second is to open a lecture hall on the rule of law. Set up a rule of law radio station in Zhude Statue Square, open a "micro rule of law" column on the WeChat public account, and carry out rule of law publicity online and offline, and have carried out nearly 20 online and offline propaganda to guide residents to study, know and use the law. the third is that legal advisers enter the community. Integrate the resources of courts, procuratorates, law firms, etc., realize "one community and one consultant", and resolve contradictions and disputes in a targeted manner, and 15 legal advisers have been allocated so far, so far, more than 20 have been fully covered in service communities and more than 20 contradictions and disputes have been resolved.

2.1.5 Intelligent Transformation of Community Governance and Strong Intellectual Governance

First, attach importance to platform construction; actively plan to establish a smart governance platform, and actively combine the technology of smart governance with grass-roots governance issues, Yibin Xuzhou District created a Xuzhou smart governance platform, and the community home problem only needs to be uploaded or left on the APP to get a reply within one day. It is fairer to record the whole process of handling things. the second is to focus on creating a smart community; through the method of online and offline, the terrain and building conditions of the community are modeled, the construction of 3D visualization is carried out, and the basic conditions of the community, population, environmental facilities, etc. are entered into the system to form a digital community, a smart community, and the cornerstone of intelligent governance. the third is to attach importance to the construction of the mechanism of intelligent governance; to plan, design and operate the information system and the integrated reform of grass-roots governance synchronously, so as to lead the construction of information systems with grass-roots governance needs and support grass-roots governance work with information system functions. the fourth is unified management in the cloud. High-standard construction of integrated intelligent urban grassroots governance center, through information cloud storage, command cloud scheduling, to achieve timely extraction of governance information, timely statistics of work data, work docking instantaneous completion, the construction

of the whole district social governance "city brain", the formation of horizontal system integration, vertical precision to the human social governance of the new pattern.

2.2 THE EFFECTIVENESS OF YIBIN CITY'S CO-CONSTRUCTION, CO-GOVERNANCE AND SHARING

2.2.1 Party Building Leads, Integrate Forces to Build a Community

Through the leadership of party building, Yibin City has created a red property model, a three-society linkage model, and a courtyard lane party building model on the basis of strengthening party building. Party building is integrated into the community in a variety of ways. Improve the level of service in the community. For example, as the first batch of pilot "red property" communities, in a relatively short period of time, environmental sanitation and vehicle parking have been greatly improved and standardized. In addition, under the management mode of "red property", the community also organizes party members to take the lead in carrying out activities such as centralized rectification of environmental sanitation through carriers such as theme party days and volunteer activities, so that residents can gradually feel the real changes brought about by community governance.

2.2.2 Diversified Participation to Improve the Level of Community Governance

The linkage of the three societies "to drive more residents to actively participate in residents' autonomy, to drive more social volunteers to participate in social services, to gradually build a social service system with social work professional services as the main body, volunteer services and residents' autonomy to participate together, to promote the gathering of various types of resources, services and forces at all levels to the community, forming a strong joint force of governance, opening up the "last hundred meters" of grass-roots governance, vividly interpreting the implementation of the "Fengqiao Experience" in the new era, and realizing the deep integration of autonomy, rule of law and rule by virtue. A new pattern of community governance of co-construction, co-governance and sharing has been built, and a new situation of beautiful life, good atmosphere and good governance has gradually emerged.

2.2.3 Integration of Five Governances and Sharing of Community Governance Results

Through the integration of the five governances, the people in the community who benefit the most are the people. the masses can use the small platform " to effectively solve various problems closely related to their own life and work through the "sharing" of resources from all sides, and they can also continuously improve their spiritual needs for culture and entertainment through these "sharing" platforms, and they can provide a more reliable guarantee for their property safety and life safety through "sharing". Therefore, through "sharing, we can effectively enhance the sense of gain, happiness and security of the masses. "

3. INNOVATION POINTS AND CHARACTERISTICS

3.1 STRENGTHEN PARTY BUILDING AND INTEGRATE PARTY BUILDING INTO ALL ASPECTS OF THE COMMUNITY

Party building leads the way of innovating community governance. the three districts and seven counties of Yibin City have implemented various models such as red property, courtyard alley party branch, and large party building model. It has improved the level of integration of party building, given full play to the leading role of party building, and better served the community masses. For example, the party group of the building is set up under the party branch of the courtyard lane, forming a three-level organizational system of the community party committee, the party branch of the courtyard lane, and the party group of the building to ensure that the community party committee fully leads the community governance work.

3.2 THE GOVERNANCE MODEL OF EACH DISTRICT COMBINES WITH REALITY TO PROMOTE URBAN SOCIAL GOVERNANCE

Each district of Yibin City gives full play to its own advantages and strengths, takes the problem awareness as the guide, and combines the regional conditions. Innovative solutions suitable for their jurisdictions have been proposed, forming a set of model mechanisms. For example, the South Bank Street of Xuzhou District took the lead in building the "Yibin Xuzhou Social Organization Cultivation Service Center" in the goldfish community of the South Bank Street, explored the "goldfish model" of grass-roots social governance, and accumulated new experience for urban community governance.

3.3 COMBINE HIGH-TECH TECHNOLOGY WITH GRASSROOTS SOCIAL GOVERNANCE TO PROVIDE ACCURATE SOCIAL SERVICES

All districts in Yibin City are exploring smart governance, applying the Internet, artificial intelligence, big data technology, etc. to grass-roots social governance, improving the accuracy of services, through intelligent governance, so that thousands of governance problems in the community have accurate governance plans; and through high-tech technology, it can deal with mass problems in a timely manner, the efficiency of community governance is greatly improved, and the service is more efficient;

4. DEFICIENCIES

4.1 THE CONSTRUCTION OF TALENT TEAM URGENTLY NEEDS TO BE IMPROVED

All districts of Yibin City have carried out various explorations of urban social governance under the leadership of the municipal government, and the problem of grass-roots talents also needs to be paid attention to but there are few practices in this regard; if the talent support is not in place, the results of the reform will be difficult to meet expectations.

4.2 THE PRACTICES OF EACH DISTRICT HAVE MORE PERSONALITIES AND FEWER COMMONALITIES

Taking each district as the unit of social governance in the city, the practices are very different, but they all form a

mechanism and system, but they are nothing more than five aspects: rule by virtue, autonomy, rule of law, party building, and rule by wisdom. Among them, the actual experience of each district should be exchanged more, and the common things should be summarized as much as possible on the basis of conforming to the regional conditions, so as to enhance the level of social governance modernization of the entire Yibin City.

4.3 SMART GOVERNANCE SHOULD ALSO PREVENT INFORMATION MISUSE AND LEAKAGE

At the same time as the intelligent transformation of community governance, it is not only necessary to build an intelligent community platform to create a smart community; but also to attach importance to the management and protection of the basic information and privacy of the community to prevent the abuse and leakage of the private information of the masses. However, in the relevant practices of community governance and intelligence, only the construction of digital platforms is attached, and the basic information and privacy protection of the masses need to be improved;

Yibin City has improved the vitality of the city by innovating the way of urban social governance, and effectively supported Yibin City in building the economic sub-center of Sichuan Province; through party building leadership, autonomy, rule of law, rule by virtue and wisdom governance, the Yibin city society in the new era

has burst out of new vitality and formed a new pattern of co-construction, co-governance and sharing.

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The Path of Exploring the Theme--An Analysis of the Theme in the Dead

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Abstract: *Dubliners* is one of Joyce's early representative works and a spiritual masterpiece written for his native Ireland. the *Dead* is the final work of *Dubliners*. It is set in the Irish capital and depicts the reality of Dubliners' life in the early 20th century. Through the description of life details to reveal the spiritual crux of Irish society and explore the spiritual dilemma of Dubliners' life. This paper mainly discusses the *Dead* from the main themes of paralysis, escape, epiphany, love and death, so as to have a deeper understanding of the spiritual core of *Dubliners*.
Keywords: *Dubliners*; the *Dead*; Theme

1. INTRODUCTION

The works are usually about the life of the writer's time. James Joyce's *Dubliners* truly depicts the Dublin he lives in - the paralyzed center of the world and the Irish he laments and resents - with lack of faith and conscience, emotional paralysis, mental numbness and self-loss. Joyce wrote this vitriolic spiritual history of the Irish nation. Rather than glorifying Irish history and culture, it is a masterpiece of ugliness. Because of its artistic, ideological, technical and pioneering, it has been widely praised by writers, historians, critics and readers, and it is worth reading carefully. James Joyce is an Irish writer and poet who is a milestone in the development of world modernist novels. He is also a master of modernism highly praised by the world literary circle. Joyce observed the society closely with the wide eyes, and went deep into the bottom of the people's suffering. In his life, he created a large number of handed down classics, and every piece is original. As one of the greatest writers in the 20th century and one of the founders of postmodern literature, Joyce brought a revolution to the world literature by virtue of his profound ideological content and unprecedented creative skills. His stream of consciousness novels reached the peak of the height, and his "stream of consciousness" thought has a profound and huge influence on the world literature.

Dubliners is a collection of 15 short stories by Joyce depicting the life of the Irish middle class living in and around Dublin city in the early 20th century. the *Dead* is the latest of Joyce's short story collection *Dubliners* and is regarded as one of the best stories in English literature of the 20th century. the *Dead* was written about Joyce's life in Rome from July 1906 to March 1907 and published in 1914. Like other short stories, he describes the numbness, malaise and paralysis of dubliners' spiritual life in a realistic way. Through the thirty years of Christmas parties, as well as the characters and details of the parities, it reveals the indifference, disappointment, confusion and numbness of Dublin towards the future, and also presents the themes of love, mental paralysis and death.

2. THE THEME OF *THE DEAD*

Theme is what the author of a work wants to express most, and everyone may have different feelings according to their own experience. As for the *Dead*, it seems that the title of the *Dead* has little to do with the novel, at least when we read the description of the happy party, but we can probably treat it as a suspense and then analyze it slowly.

2.1 DEAD

In fact, this article focuses on such a case. Gabriel was a tall, thin, middle-aged man of good breeding and considerable literary ability, who wrote for an English newspaper. When Miss Ivors pointed this out, he seemed rather embarrassed, because it was related to his heart knots. He was a very discreet gentleman. the fact that he had been embarrassed by Lily's retort, and that he had spent the first half of the evening worrying about the appropriateness of his speech, which showed how much he cared about what others thought of him. As for what Miss Ivors had said, though he knew in his heart that he was not in the wrong, he tried to conceal it so as not to have a bad influence. It can be said that Gabriel is not confident about himself. He cared about and thought about what role he played in the presence of others on various occasions. When his wife mentioned an old flame who seemed to be no match for him, he seemed to break down his inner defenses. He wondered if all he had worked for was worth it. Certainly, his heart was not indifferent, because when he understood the whole process, he thought it was a romantic and sad thing, empathizing with the feelings that his wife had been hiding in heart for years, and even caused him to think about death.

According to my point of view, the article topic for the *Dead*, which in fact, there are some meanings. the first one is the overall environment. From the beginning of the dinner party in this novel, all the guests were late due to the heavy snow until they leave in the snow at dawn at the end of the dinner party. Described at the beginning pf this article, "A light fringe of snow lay like a cape on the shoulders of his overcoat and like toecaps on the toes of his goloshes; and as the buttons of his overcoat slipped with a squeaking noise through the snow-stiffened frieze a cold, fragrant air from out-of-doors escaped from crevices and folds. "(Joyce, 226)And in the end, when everyone was ready to leave, the article described the environment at that time like this, "The morning was still dark. A dull, yellow light brooded over the houses and the river; and the sky seemed to be descending. It was slushy underfoot; and only streaks and patches of snow lay on the roofs, on the parapets of the quay and on the area railings. "(Joyce, 273)

Secondly, the middle part of the conversation talked about monks sleeping in coffins because they had already thought about what to do, which is in contrast to the general environment created by the weather, and the warm and cheerful atmosphere inside. Since then the tone of novel began to change to cold and serious.

Thirdly, both of Gabriel's aunts were dying, and even their beautiful voices could not conceal their weakness. Aunt Kate was obviously out of date. She knew nothing about "overshoes"; and aunt Julia still sings, but she was not the young woman she said she was dressed up and married. Theses two main characters are directly related to the subject of death, and are also the most inspiring. Gabriel, their nephew, recalled this at the end of the article with a vague sadness.

Fourthly, with a mysterious figure, the tenor always seemed unfathomable but had a bad cold. He never said a word during the dinner, but after everyone had left, he sang"The Lass of Aughrim", which probably told the same bleak story. "My child lies cold"again revealing the theme of the death.

Fifthly, the death atmosphere of the novel has been well rendered. Here the author sets up another conflict-the passion of Mr. Gabriel and the secret sorrow of his wife's heart. It was not until they were alone that the conflict flared up. But the climax here is only the ebb and flow of Monsieur Gabriel's feelings as he coldly listened. At this time, Mr. Gabriel's heart actually beyond love, and turned to a deeper thinking about the fate of death. It is only natural that the memories of her deceased grandfather bring out the knots in Mrs. Gabriel, which veer from humor to melancholy. So there are a lot of things in the article that seem to be related to death, both old and coming.

In a word, the author seems to be expressing such a theme:the joy of life is short, and death is dignified and inevitable. the joy in the gloomy atmosphere of death is vividly reflected in the article. Death can happen, and will happen to anyone, at any age. the old will die a natural death, and the young will die an untimely death. the cheerful dinner ended on a heavy note.

2.2 PARALYSIS

The western modernism literature in the 20th century came into being in the social. With the rapid development of science and technology in Europe and the United States, people become more and more unfamiliar with the already familiar society, the development of science has promoted the rapid development of western economy and changed people's view of the universe, the world and even man himself. In this new structure, less than 30 years apart, two world wars broke out. the cruelty of war has destroyed the stability of people's existence and shaken the previous spiritual belief and made people doubt their nature. the relationship between people began to estrangement, people are full of fear for the future fate and prospects. One of the basic contents of Joyce's short stories is the expression of alienation everywhere, especially the description of people's mental numbness and paralysis. Joyce revealed his intentions for *Dubliners* in a letter to Richards on May 5, 1906: "My intention is to write a

moral history of my country. I chose Dublin because that city seemed to me to be the center of paralysis". Therefore, I divided the theme of paralysis embodied by the *Dead* into two aspects:mental paralysis and emotional paralysis. In the *Dead*, Joyce expresses the mental numbness of Dubliners through the description of the characters. the story began with Lily, the janitor's daughter, a slender young girl with white face and hair as yellow as hay. She should have been the best age, with plenty of youth to enjoy life, but she was busy with the trifles of life every day. Such as receive and greet guests, she lost the passion of life. Gabriel's two aunts had been Christmas party organizers for 30 years, years of monotony that had left them without a taste for novelty. the routine and conformism of life was also representative of the ageing Irish generation. the presence of Freddy Malins in the novel is seen as a true reflection of the Irish's paralyzed life under British control at the time. He's not the main character, but he runs through the novel. He promised his mother to give up drinking, but in the end he failed to mend his ways. He was drunk every day and lived a life of ecstasy. Freddy represents a generation of middle-aged Dubliners who are empty, bored and unable to find the meaning of life. They can only survive by anaesthesia every day. the characters in the Dead are ordinary people. By describing the mental states of people of different ages, Joyce created a happy and peaceful party, while showing that these "happy people" are in fact defective Dubliners who have no mind and no soul and only seek spiritual support through blind obedience to tradition and mental numbness.

In the creation of *Dubliners*, Joyce's main purpose is to describe the alienation of people and society in Dublin, which is mainly reflected in the emptiness, indifference, numbness and paralysis of the spiritual world. Examples of Dubliners' mental paralysis include Mary Jane. She was Julia and Kate's only niece and Gabriel's cousin. After graduating from music school, Mary began to work as a music teacher. She played a collegial tune for everyone at the Christmas party. Mary, who should have been artistic and romantic, saw piano playing as a demonstration of speed and skill, which Gabriel couldn't understand, because he loved music, but he realized that Mary wasn't playing a beautiful melody at all, and he wondered if anyone could really understand such music. During Mary's performance, four young people lingered in the doorway, heard the piano and left a few minutes later. When Mary finished the performance, they gave her a warm applause, and among these people, the four young people who stood in the doorway at the beginning of the song applauded loudest. Mary Jane's behavior can be seen as the paralysis and paralysis of Dubliners to art. What Dubliners pursue is not the spiritual enjoyment like music, but the capital of conspicuous skills, a manifestation of emotional paralysis in life. Miss Ivors was Gabriel's colleague and also a staunch nationalist. She loved her native people, her land, her language, and she said goodbye in Irish. She sneered at Gabriel when she learned that he recommended books by foreign authors. As a highly educated young generation. Miss Ivors had ideas,

but she was extreme and does not accept new things from outside. Their spirit is imprisoned, paralyzed, such young people represent the decay and numbness of future life in Dublin. At the beginning of the novel, the hero Gabriel and his wife seemed to be close. They come to the party together. Gabriel was deeply fascinated by the virtue and beauty of his wife. When they arrived at the hotel after the party, Gabriel's enthusiasm was at its peak, and he looked forward to being alone with his wife. But he found his wife's spirits were not high, even a little sad. After questioning, she learned that a man's singing at the party reminded her of her first love. Gabriel then realized how fragile his feelings were with his wife, who had lived together for so long without ever really knowing each other. Gabriel failure in love was not only the greatest tragedy of the work, but also the most obvious sign of emotional paralysis. Couples are supposed to trust each other and tell each other everything. But in Dubliners' life, husband and life turn out to be a nominal relationship and a sad existence.

Joyce makes readers deeply feel the numbness and emotional paralysis of Dubliners through detailed descriptions of parties and dialogues between characters. Dubliners live without judgement, mechanically and stupidly.

2.3 EPIPHANY

Gabriel, the hero of the *Dead* is a sensitive, pretentious and controlling intellectual. He hated the mediocrity of the people around him, hated the closed Ireland, but tried to hide it. His good sense of self suffered from two women in the evening, but the real epiphany came from the dead as well. His wife Gretta was reminded of her former lover by a song at the party. That man who song in the rain outside Gretta's window to see her off died of a serious illness. At first Gabriel was cynical about his wife's lover and dismissive of that man's love. When his wife told him, "He is dead because of me", he began to examine himself and realized that "He had never felt anything like that for a woman, but he knew it must be love. "He finally realized his ridiculous superiority, his loveless marriage, and his small, pitiful self.

Gabriel is powerless to the best of human emotions. However, it is the beauty of love and the lover's life sacrificed for love that brings insight to them, and also satirizes the dead for being able to love but still live, while the living for being unable to love but have ceased to live. James Joyce loved his country in his way and he wrote his desire in cryptic terms. When the body dies, the spirit is reborn. In this way he hoped to wake up the Irish people.

2.4 LOVE

In *Dubliners*, the theme of love is the impotence of love. Joyce does not describe romantic and beautiful love stories, but reveals Dubliners' inability to love under mental paralysis. As the final chapter of *Dubliners*, Joyce gave *the Dead* a meaningful title. Who was the real victims? the dead man is Gretta's former lover, but he was the only spiritually alive person in this story. "Such eyes as he had; big, dark eyes! and such an expression in them- -an expression!"(Joyce, 282)As the years passed, Gretta could not contain her emotion when she thought of him.

Listening to his wife's memories of her former lover, Gabriel was finally touched by the spirit of the dead, giving him an epiphany that he never loved his wife and was unable to. With his sense of superiority gone, he reexamined himself and found himself on the verge of death. As the conclusion of this book, the *Dead* is also Joyce's summary of the state of Ireland as a whole. All the people present in this party are representatives of the death of life, the death of religion, the death of the nation, the death of art.

2.5 ESCAPE

The theme of escape in this article is mainly for the escape of love, and the confusion of love will inevitable lead to the escape of marriage. Gabriel would never have found the answer to their dreary life together had it been for a song that evoked an emotional experience from Gretta's early years. Through *Dubliners*, Joyce's perception of ordinary people's feelings is permeated behind his contempt for Irish social life and spiritual fashion. Joyce's original intention is to arouse the unawakened people, to perfect themselves, to bravely pursue positive, selfless, mutual respect, love and marriage full of care and responsibility.

3. CONCLUSION

All in all, the *Dead* embodies many themes. In this story, the real life of Gabriel has many similarities with Joyce's personal experience. As the last novel in *Dubliners*, the *Dead* marks the maturity of Joyce's emotional understanding of Ireland. This is certainly an evolution of ideas.

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An Analysis of the Inconsistency Between Thomas Moore's Religious Ideas in Utopia and His Catholic Identity

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Abstract: Although Moore was a devout Catholic, there were many contradictions in the religious construction of the Utopia. Although his devotion to Catholicism is diametrically opposed to many of the ideas in Utopia, he is not entirely opposed or rejects the authority of the Church. This inconsistency was a neutralization scheme that he made after he had witnessed the corruption of the Church and the ills of society. He was making reforms which could take place within a rational framework, with a premise of maintaining the social stability, rather than overthrowing existing political frameworks or replacing existing religions with more extreme religions. Thus, the depiction of utopia was still permeated the enormous influence of Catholicism. As a qualified humanist, he promoted the emergence of new ideas that critically examined Christian orthodoxy, especially from the upper echelons of society, which influenced the ideology of the Catholic Church, and laid the foundation for the domestic reform.

Keywords: Religion; Utopia; Catholicism

INTRODUCTION

Sir Thomas Moore was an English lawyer, judge, social philosopher, author, statesman, and noted Renaissance humanist. In his masterpiece *Utopia,* he pictured a pagan and communist city-state in which the institutions and policies were entirely governed by reason through putting the description in the mouth of a mysterious traveler, Raphael Hythloday. Among the topics discussed by More in *Utopia* involved penology, state-controlled education, religious pluralism, divorce, euthanasia, and women's rights. the resulting demonstration of his learning, imagination, and wit established his reputation as one of the foremost humanists around the world. Venerated in the Catholic Church as Saint Thomas More, More supported the Catholic Church and saw the Protestant Reformation as heresy, a threat to the unity of both church and society. Apart from his pious faith in Catholicism, there was a sense of humanism incorporating an envision for religious tolerance, justice and reason. In consideration of the complexity and reconditeness of More's religious concepts in *Utopia*, this essay aims to give a basic understanding of the ideal representations and analyse the reason of the inconsistency between his religious idea in his book and his Catholic identity.

1. THE DEMONSTRATION OF THE INCONSISTENCY

In the very beginning of the text, the religious ideas written in *Utopia* sparkled with the spirit of reason, which was different from the religious traditions of the Middle Ages characterized by firm believe in God. *"And, indeed, though they differ concerning other things, yet all agree in this: that they think there is one Supreme Being that made and governs the world, whom they call, in the language of their country, Mithras. (Moore 76)"* Although one of the most distinctive features of *Utopia*n society was its religious freedom, the deeper suggestion actually is that the Utopians consider all gods to be images of one common truth, the God, which is accordant with More's Catholic convictions. What most matters of this claim is that most Utopians are able to choose the belief of their own free will. In fact, compared with the example above, Christian propaganda is much more obvious when Hythloday and his companions introduced Christ's doctrine, laws, and miracles to the Utopians, a majority of people were inclined to conform with it.

But that does not mean that those doctrines are violently compelling. the Utopians are tolerant of all religions, so they do not permit people to condemn other religions. In Hythloday's presence, one newly baptized *Utopia*n who condemned all other religions as wicked and devilish except for Christianity was promptly exiled for disturbance of public order and for raising up dissent among the people. It is reasonable and sensible for the Utopians to contain strife among natives incurred from religious disagreement for the sake of peaceful conquest, which seems to demonstrate an universal method -- it is only mild words that help convert pagans to a commonly believed religion. However, Thomas More in real life was a devout Catholic, who tortured Protestants and approved of burning them at the stake as heretics during the Reformation, so it is exceedingly ironic that his *Utopia* should be one place whose people are just subject to be exiled or slaved after committing condemning other religions. Maybe it is influenced by this subconscious repulsiveness so that religious freedom in *Utopia* turns out to be undermined.

"thus they are far from looking on such men as fit for human society, or to be citizens of a well-ordered commonwealth. since a man of such principles must needs, as oft as he dares do it, despise all their laws and customs: For there is no doubt to be made, that a man who is afraid of nothing but the law, and apprehends nothing after death, will not scruple to break through all the laws of his country, either by fraud or force, when by this means he may satisfy his appetites. (Moore 78)"

In view of humanism, Moore's theological thought embodies both traditional traits and uniqueness, which, as

a matter of fact, is the product of his Christian humanism thought. It seems that only atheism brings negative consequences in *Utopia*, which is contrary to some heretics who believe that the souls of animals are immortal, but they are still allowed to speak their opinions and share all the liberties as other Utopians do. Just as catholic doctrines, all religious Utopians believe that human souls are predestined for great happiness in the afterlife despite the fact that it is unproved other than as an incentive for good conduct and a high ideal. Utopus, the king, though relatively tolerant in religious matters, is unambiguous in his attitude to the soul, forbidding anyone to believe that the soul will be perished after death. Consequently, the Utopians believe in an afterlife, having no fear of death. Death, serving as a good examples and sources of spiritual courage for the living, can be used for pragmatical purposes to keep the community stable in *Utopia*. In fact, in order to maintain social stability, many other religious rules are formulated out of practical purposes. Because there is no image of God being displayed, so that people are free to conceive of the image of God at their will. Even though Utopians hold diverse religious opinions, they promote religious unity by holding worship in the same churches for all-this creates a more communal environment for worship and a more unified society. It can be seen that *Utopia*'s harsh treatment of atheists is not religious heresy persecution, but the suppression of anti-social tendency, which is not mainly in the religious sense, but in the social and political.

One point that are ahead of their time is that both men and women could become priests in *Utopia*, which is astonishing in Renaissance Europe and wins some positive affirms of modern feminists. the Utopians were so rigorous in their election of public officials that they rarely had occasion to regret their decisions. In addition to promoting virtue in *Utopia*, the priests served the practical function of saving lives on the battlefield. This is a case where military pragmatism and ideal holiness come together to benefit the Utopians and others alike. Another modern spirit of *Utopia* was manifested in its pursuit of secular happiness on the basis of rationality, with its spiritual essence of asceticism. But this kind of abstinence is not the inheritance of the medieval religious abstinence, but mainly is a special form of criticism to the real society. Nevertheless, in the last few paragraphs of Utopians' religion, their form and content of worship on Trapemernes days seemed exceedingly Catholic. Therefore, the religious thoughts described in *Utopia* are influenced by Moorish's Christian piety in spite of paradoxes.

2. THE REASONS OF THE INCONSISTENCY

In a word, there are a great number of contradictions between Moore's *Utopia*n ideal and actual statements in reality throughout *Utopia*, such as being approve of euthanasia, divorce and religious freedom in his work but acting as a devoted and cruel Catholic. Moore's religious ideals are in great conflict with his religious conservatism in reality, and it seems that he is opposed to the things that he believes in. This inconsistency can be ascribed to the following reasons(Stapleton 23).

Firstly, Thomas Moore was a Catholic as well as a politician. He was not satisfied with the corruption of the church, but he was not against Catholicism. In other words, he was unsatisfied with the Church's shortcomings, not Catholicism itself. What he satirized and criticized was also widely hated by the citizens of the country. Some of the descriptions of *Utopia* in the book did not conform to doctrines, which was actually the embodiment of his willingness to reform. As for the solution to eliminating these problems, the fundamental solution, in Moore's view, it came with improving the moral condition of people through education, and then they could be purified by self-reforming within the church. As a long-term process, it should not and could not be accomplished overnight. So while the Protestant Reformation was spreading like wildfire across Europe, Moore's efforts to preserve the church's traditions and doctrines made him a devout Catholic. He pointed out that devout Christians would always and absolutely recognize the supreme authority of the Pope. the consistency and obedience to the Pope's teachings were necessary for the maintenance of social order. As a statesman, when thinking about the political problems of the developing religious reform, Moore became more and more aware that the Catholic Church, headed by the Pope, was an indispensable condition for maintaining the existing social and political system and ensuring social stability. the traditional canons and doctrines of the Catholic Church were the theoretical basis to ensure the existing social system stable and the pillar to maintain the social spirit and morality. Moore feared and abhorred that religious splits and inter-denominational strife might not only destroy the unity of Christianity, but also created a dangerous breakdown to the social and political system so that lead to a social unrest. In *Utopia*, one reason the Utopians honored religious freedom was practical: religious disagreement caused strife in a commonwealth, which left them vulnerable to invaders. So it makes sense that many demonstrates in *Utopia* reads almost like Christian propaganda and gives the reason why Moore's religious freedom subjects to conditional restrictions shrouded by the Catholicism(Zhang 281).

Secondly, Moore is a humanist. In the late 15th and early 16th centuries, the centre of humanism in England was at Oxford University. During this period, the spread of humanism in Oxford University was closely related to the activities of the university's three early Christian humanists and missionaries, William Grocyn, Thomas Linacre and John Colet. Moore's Christian humanism thoughts was deeply influenced by these three scholars. While studying at Oxford University from 1492 to 1494, he studied from Grocyn and Linacre, and became fascinated with the study of Greek and Greco-Roman culture, which served as the basis for a deep understanding of the Bible and a mastery of Greco-Roman philosophy(Roper 11). In his *Letter to Oxford,* he used to describe the true theologian as one who has gained a preliminary understanding of human affairs from his study of poets, orators and historians. So Moore is beyond all doubt under the influence of these classical humanism

ideas(John 54).

In *Utopia*, he insisted that people's belief in God was based on the observance of reason and people's free will, which resulted to gain some freedom in religious belief(Lin 13). For example, the Utopians did not permit mankind's dignity to suffer and Atheists could be allowed to be encouraged to argue with priests, in the hopes that they would see the madness of their irreligious ways. Then, There were two sects of these religiously hardworking Buthrescas in *Utopia*. the members of one abstain from carnal pleasures liked sex and eating meat; the members of the other worked just as hard but did not abstain from such pleasures, thinking that procreation a public good and meat a potent fuel for labor. Those holier and wiser people, unlike many European churchmen who abstained from labor, worked in *Utopia* harder than anyone. Therefore, Moore's satirical and skeptical attitude towards monks and churchmen in his works has always been one of the main arguments used by scholars to prove the non-Christian color of *Utopia*. It is acknowledged for most researchers that Moore's thoughts are moore humane with modern spirit. In addition, it must be added that religion binds the Utopians together in service of the public good. Utopians believed in and worshiped different gods without conflict, but all worship in the same churches, and all agree in this: the chief god they worship is of the very same divine, majestic, and with an absolutely sovereign nature as everyone else's gods. So long as one's religious opinions do not insult the dignity of humankind, and so long as one is not altogether irreligious, one has religious freedom in *Utopia*. This is so important to the Utopians because they ground their entire philosophy upon religion: they hold the soul to be immortal and meant for happiness, and believe that good deeds, especially "busy labors and good exercises" are rewarded in the afterlife, while evil deeds are punished. Moreover, the Utopians are convinced that, if one does not have religion, one will necessarily mock the faithful or break the country's laws. Whether or not this is the case, Hythloday makes it clear that virtue and religion as goals in themselves orient Utopians in the service of the public good. Last but not least, writing in 1518 to William Gonnell, a protégé of Erasmus who was then in charge of the school, Moore justifies the idea of educating women on the grounds of a common human rationality which invites cultivation. As in *Utopia*, the basic aim of education is not to prepare for some specific activity or profession but to enhance the possibilities of being human, regardless of gender, and both men and women can become priests in that imaginary state, which is all surprisingly ahead of their time.

CONCLUSION

To sum up, this paper holds that Moore's religious ideas are orthodox. Although his pious attitude towards Catholicism is totally contrary to many ideas in Utopia, he does not completely oppose or reject the authority of the church that has raised him. This inconsistency is a sharp criticism and suggestion after he witnessed the corruption of the church and the malpractice of the society. He hoped that the reform would be under the control of reason, rather than replacing the outdated religion with a more extreme one. So when it comes to the way of change, Moore insisted that the original framework should be reasonably amended under the premise of maintaining social order and stability, rather than completely be destroyed. As a result, the depiction of *Utopia* is permeated with the great influence of Catholicism all the time. As a qualified humanist, he is deeply influenced by the emergence of the new humanism idea and is devoted to examine the orthodox theology of Christianity, especially from the perspective of a politician, so the deceptive inconsistency should be ascribed to his humanism compassion and political acumen.

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Application of Sports Games in the Teaching of Volleyball

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Abstract: Sports games have the characteristics of interest, entertainment, adaptability and fierce resistance. They can adjust the teaching atmosphere and improve learning interest. In the process of Volleyball Serving and confrontation teaching, we should use the teaching means of game to consolidate and improve the technology. Using the method of game experiment, this paper applies the game teaching method to the technical teaching of volleyball course. the teaching effect of using sports game teaching method is significantly higher than that of traditional teaching methods.
Keywords: Volleyball; Combat; Teaching; Competition

1. SEND DEFENSE CORRESPONDING

Training objective: improve serve ability, enhance defensive awareness.

Training preparation: on the volleyball court, prepare several volleyball.

Game method: divide the practitioners into two teams with equal numbers, and line up at the low line. After the beginning of the game, the front row serves into the 6th position defense, receives the ball deducted by the organizer in the 4th position, the team does the same action in turn, accumulates the number per ball according to the team defense, and finally takes the first team as the winner.

Matters need attention:

1.1 Those who fail to serve will send it again.

1.2 Defensive errors are not redone, but not included in the number of starting shots.

2. DRILL MORE BALL

Training objective: Develop sensitivity and coordination ability, improve the accuracy of serve.

Training preparation: on the volleyball court, prepare some volleyball.

Game method: two people a group of standing across the website, one throw the ball, when the ball ground rebound, people from the ball drill once, when the ball the second rebound drill the second time, when the third rebound drill the third time, then pick up the ball, to the end line to serve to the area partner, the other person caught the ball to do the same action. Each person completes 10 serve within the specified time, and the winner is the fastest.

Matters need attention:

2.1 Must drill the rebound ball 3 times, if drill again.

2.2 If the serve error, then send again, and all included in the time.

3. RACE AGAINST TIME

Training objective: to enhance the reaction ability and promote the improvement of volleyball basic technology (ball passing).

Training preparation: on the volleyball court, prepare some volleyball.

Game method: the practitioner around a circle, put a ball in the center of the circle, start to specify a person 1, report the number clockwise, and then start clockwise jogging, by one person according to the number (23=6) this result 6 practitioner quickly enter the circle, if the reaction is too slow will run for a week. Pass the ball within half a minute, and count the number of the ball in the second half minute, then the person calls a number, the person into the circle to do the ball, and record the number of the practitioner, in turn, the final cumulative number of the ball is the winner.

Matters need attention:

3.1 The shouted number must be within the reported range of the number of practitioners.

3.2 The ball passing and pad movement should be standardized.

3.3 If the passing ball drops, start accumulating again.

4. SEND AND CONNECT COOPERATION

Training objective: consolidate and improve service skills; enhance protection awareness and ability to move and position.

Training preparation: on the volleyball court, prepare some volleyball.

Game method: divide the practitioners into two teams with equal numbers, both lined up at the end line. After the game began, the hair straight ball, and quickly entered the field to receive the teacher from the area 3 throw of the ball, and then give the ball to the next person to continue to do the same action. the team went in turn, and the first team wins.

Note: Both service error and ball receiving error must be redone.

5. FOUR TO FOUR GAMES

Training objectives: Consolidate the basic technology of volleyball, cultivate the awareness of competition and improve the interest in volleyball learning.

Training preparation: on the volleyball court, prepare a number of soft volleyball.

Game method: the team consists of 8~10 people, 4 people play in the game, no fixed position, no position error foul, only the service order provisions.

Matters need attention:

5.1 You can change any person during matches.

5.2 The penalty scale of holding the ball can be moderately relaxed, allowing to use "fishing" and "holding the ball" movements to hit the ball, but not "carrying" and catching the ball and throwing the ball.

5.3 There are two serve methods: one according to the official volleyball game, the other can be "serve" to serve.

5.4 The scoring system is adopted, with the best of three sets system, and the winner can also be determined in one

game.

5.5 At 25 points in each game, one score reaches 13 points.

6. TAKE MORE FAST RUN

Training objective: to improve the physical quality and cultivate the collectivist spirit.

Training preparation: Conduct it on the volleyball court, prepare 6 volleyball balls and 1 stopwatch.

Game method: Draw two parallel lines 15~20 meters apart on the ground, one for the starting line and one for the finish line, Draw two circles side by side before the finish line. Break the practitioners into two teams with equal numbers, respectively in a column to stand behind the starting line, each team platoon to hold three volleyball ready. After the beginning of the game, the platoon quickly runs to the finish line and put the ball into the circle, then return to the starting line, hit the palm of the second person, the second person runs to the finish line to hold the three volleyball back, to the third person to do the same way, and finally the team that completed the game to win.

Matters need attention:

6.1 When running with the ball, if a volleyball falls to the ground, you must pick it up before running.

6.2 The receiver must not cross the line.

7. COVER THE NET VOLLEYBALL

Training objectives: To develop sensitive quality, improve reaction ability and prediction and judgment ability, and cultivate tactical awareness.

Training preparation: In the volleyball court, prepare a volleyball several, volleyball net 3.

Game method: the practitioners are divided into a team of 6 people, each two teams is a field, according to the method of volleyball game. Since the players on the field cannot see the other side's actions, so this game training can effectively cultivate the practitioner's judgment ability and the ability to respond quickly.

Matters need attention:

7.1 Use the best of three games system, with 11 points per game.

7.2 Strictly follow the rules of the volleyball competition.

8. ADJUSTMENT AND PREVENTION ORDERLY

Training objective: Improve the awareness and ability to quickly take the defense after adjusting the pass.

Training preparation: on the volleyball court, prepare some volleyball.

Game method: divide the practitioners into two equal groups and line up at the end line. After the beginning of the game, the row from the 1 position to pick up the organizer of the 4 general dunk immediately forward, and then the organizer threw over the ball to the 4 position, and then return to the team by the next person to do the same defense action, the ball according to the team, and finally to complete the first team as the win.

Matters need attention:

8.1 Defend the ball with the shots.

8.2 Pass through the average ball first.

8.3 If you make a mistake, do it again.

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Analysis on the Innovation of Multi-modal Teaching Mode Based on English Education Teaching Practice

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Abstract: At present, English teaching is an important part of the teaching process of colleges and universities. English is a global language. College students learning English can improve their English communication ability. English education teaching in colleges and universities adopts multimodal teaching mode, which can significantly improve the overall teaching quality of colleges and universities, and can also improve the English learning ability of college students. Based on this, this paper analyzes the application status of multimodal teaching methods in college English education and teaching, hoping to provide some reference for the innovation of multimodal teaching mode.
Keywords: College English; Multi-modal teaching mode; Innovative practice

INTRODUCTION

Under the background of economic globalization, China's trade with other countries also shows an increasing trend. the exchange and development of world culture as well as economy and trade have an obvious demand for talents with high English level. the purpose of carrying out English education and teaching activities in colleges and universities is also to provide more high-quality professional talents with actual English combat ability. At present, there is a certain gap between the training mode of colleges and universities and the needs of the society. Therefore, colleges and universities need to carry out certain reform and innovation in English education and teaching, especially in the practice of English education and teaching. These requirements also put forward higher level requirements for college teachers, who are facing more work challenges under the background of reform. [1] in order to better improve their teaching quality and teaching effect, college English teachers need to make certain changes and innovations to their own classroom. College teachers can carry out the multimodal teaching mode based on the nature of the current English teaching and based on the full understanding of the English teaching. After a large number of social practice has proved that the application of multi-mode teaching mode in college English teaching classroom has a very important significance, which can promote the innovation of teachers' teaching methods, improve the quality of classroom teaching, and give play to their own obvious advantages.

1. ANALYSIS OF MULTI-MODAL TEACHING MODE

English is a common global spoken language. With the deepening of economic globalization, all walks of life in China need more English professionals in order to achieve better development. the practice of English education teaching in universities and multi-modal teaching mode can cultivate more high-quality English talents for the society. Multi-modal teaching mode can create a situational simulation classroom for students with the help of featured videos and featured audio provided by multimedia resources, so as to stimulate students' perception ability of various organs. In the English environment, students can understand what they have learned to the greatest extent, so as to virtually improve the students' English listening, speaking, reading and writing ability. Multi-modal teaching mode is first proposed by the British educator, in the process of long-term development, Chinese experts and scholars applied to the process of English teaching in universities, in order to improve the level of English combat talents, also to improve students' English skills, let the students will learn English theory knowledge, better application to practice, this is in order to cultivate more quality English talents.

2. THE SIGNIFICANCE OF APPLYING MULTI-MODAL TEACHING MODE IN COLLEGE ENGLISH TEACHING

2.1 IMPROVE THE TEACHING QUALITY

The teaching practice in universities should get rid of the disadvantages of traditional English teaching classroom mode. Traditional English teaching classroom is rigid, completely cramming teaching, it is difficult to really play the role of quality education. Multi-modal teaching mainly stimulates students through various videos or audio. In an English environment, with the help of certain problems, students can stimulate their learning potential and stimulate their interest in English learning. the study of college students is different from that of high school students. If the university courses still adopt the high school learning mode, then it is difficult to really interest the students. In the education and teaching activities of college English classroom, teachers should pay attention to the creation of students 'classroom atmosphere and attract students' attention with the help of situational mode. In this point, the multimodal teaching mode does a very good job. the multi-modal teaching mode improves students' English ability through the creation of a good classroom atmosphere, voice or video and audio methods, which has very obvious advantages for improving the overall quality of the final teaching.

2.2 CULTIVATE WELL-DEVELOPED PROFESSIONAL TALENTS

At present, it is very important for Chinese college students to improve their English ability. Whether in the daily learning process or in the future work, they cannot be separated from their English ability. In the process of learning English, college students should take the process of accepting English education voluntarily. College students themselves should realize the importance of English learning and connect the English knowledge points they have learned, which can help to cultivate their own ability to think and solve problems. Multi-modal teaching mode of English, not only can cultivate students 'oral English ability, but also can stimulate the initiative of learning English. With the help of the current library or Internet resources, college students can learn and communicate with some questions raised by teachers through independent learning, mutual assistance and discussion. In this way, students can achieve comprehensive development.

2.3 DEVELOP THINKING AND CULTIVATE STUDENTS' INITIATIVE

The multimodal English teaching mode focuses more on English communication between teachers and students with the help of certain teaching situations. In the teaching process, teachers can make use of some audio or video on the Internet, teachers and students to learn together, in the process of learning, teachers set certain problems for students, students through the process of solving problems, two-way communication and communication with teachers. In the process of communicating with students, teachers should pay attention to give students correct guidance, and guide students to conduct self-summary and self-understanding of knowledge points, so as to deepen students 'mastery of knowledge, complete the teaching task of this class, improve the teaching quality of teachers, and improve students' English learning ability. the essential educational purpose of the multimode English teaching mode is to cultivate students' independent learning ability, active English learning ability and memory English ability.

3. THE APPLICATION STATUS OF MULTI-MODE TEACHING MODE IN COLLEGE ENGLISH EDUCATION AND TEACHING PRACTICE

3.1 TEACHERS' TEACHING IDEAS AND IDEAS ARE NOT MODERN ENOUGH

College students are under pressure to find jobs when they graduate. However, there is still a big gap between the training program of cultivating talents in colleges and universities and the talents needed by the society. the society needs application-oriented and comprehensive talents. At present, most universities in China still adopt the traditional cramming education mode in the training of talents. Teachers' education to students is still a restriction and textbook knowledge, for some students may involve in some extracurricular knowledge, has not attracted attention in the process of employment. Under the traditional college training mode, students are completely in the tradition of passive learning. For a long period of time, students are easy to get bored with learning, which is not conducive to the cultivation of a good teacher-student relationship. At present, China's traditional English education way still has a lot of disadvantages, many students have a strong theoretical ability, but the English practical application ability is very low, thus, students' comprehensive literacy ability is poor, mainly because the training scheme of colleges and universities can't keep up with the needs of the Times, teachers' teaching ideas and teaching ideas and times is also out of touch.

3.2 LOW DEGREE OF INFORMATIZATION

Under the background of the information age, the multimodal teaching mode mainly uses modern multimedia tools, which is a kind of information teaching mode. But in the process of actual English education teaching, a lot of college teachers own application of multimedia teaching tools ability is poor, no own teaching content and multimedia teaching means for organic combination of traditional blackboard teaching or PPT teaching mode, it is difficult for students to learn some fresh knowledge, students are difficult to mobilize their interest in learning. Therefore, if teachers want to improve their teaching quality, they first need to change their teaching concept and improve their information means application ability and level with the help of multimedia teaching means.

4. INNOVATIVE PRACTICE OF MULTIMODAL TEACHING MODE IN ENGLISH EDUCATION TEACHING PRACTICE IN COLLEGES AND UNIVERSITIES

4.1 INTERACTION BETWEEN TEACHERS AND STUDENTS TO CREATE A GOOD LEARNING ATMOSPHERE

The current multi-modal education and teaching mode can create a good learning atmosphere for students in class, effectively stimulate students 'sensory learning, and improve students' independent English learning ability. [2] Only by realizing the importance of English learning can college students fundamentally stimulate their enthusiasm for learning. With the help of relaxed and pleasant audio and video, college teachers create a good learning situation for students, which can break the traditional rigid teaching classroom, so as to create a relaxed and happy teaching atmosphere. In such a teaching atmosphere, teachers and students can produce a benign interaction and a harmonious teacher-student relationship. Students can get rid of the disadvantages of the traditional classroom. In a relaxed teaching atmosphere, students can boldly communicate with teachers about their own problems in learning. Students can also share their ideas with other students in class. In the process of students exchanging their own ideas, teachers can also listen to the students' ideas, understand the students' learning situation, and find out the problems existing in the students in the learning process. Teachers can point out the correct training direction for students for the problems existing in the learning process of students, and provide more help to students' learning, so as to improve the teaching effect of teachers.

4.2 CAREFUL MATERIAL SELECTION, DIVERSIFIED PRESENTATION

When choosing the multimodal teaching mode, English

teachers in colleges and universities must be careful in the selection of teaching materials and teaching content, and adopt diversified selection methods and presentation methods. With the help of the current multimedia teaching form, teachers before the classroom, should be fully prepared for teaching, to their own detailed teaching content and teaching materials, and then make an inductive summary, to find out different students can produce different teaching mode to their own teaching effect, so that in the later teaching process, constantly accumulate teaching experience, to improve students' interest in learning and learning ability.

4.3 COMPREHENSIVELY DEVELOP STUDENTS' THINKING AND CULTIVATE STUDENTS' INDEPENDENT LEARNING ABILITY

The multi-mode teaching mode is mainly to cultivate students' learning initiative in the learning process. Teachers use the multi-mode teaching mode to play the greatest advantages of this mode, and can pay attention to the cultivation of students' thinking ability. With the help of the teaching content in the teaching process, teachers can fully guide students and cultivate students' thinking ability and their independent learning ability. [3] in the process of teaching, teachers should also pay attention to students' learning feedback, solve problems timely in the learning process, to help students improve their own thinking.

5. APPLICATION OF MULTIMODAL TEACHING MODE IN THE CURRENT COLLEGE ENGLISH TEACHING

5.1 DESIGN OF MULTIMODAL TEACHING ACTIVITIES

English teaching activities in colleges and universities are a process accumulated over time, and the society needs more comprehensive and active learning talents. English teachers in colleges and universities should be in the depth understanding of the current multimodal teaching mode, make full use of the important advantages of the multimodal teaching mode, change the traditional education teaching method, let the students become the dominant classroom education teaching, so as to really inspire the student' learning initiative, let students consciously accept English education, improve students' comprehensive ability of English. Teachers in colleges and universities in the classroom, through the design of multimodal teaching activities, such as organizing group discussion, let each group in a certain situation, simulated dialogue between roles and so on, let the students bold expression, stimulate students' learning enthusiasm, improve students' oral learning ability, thinking ability and communication ability.

5.2 USE OF MULTIMODAL TEACHING RESOURCES

Under the multimodal teaching mode, teachers can make use of the current rich teaching resources and the teaching content of the teaching materials, combined with some life examples in the teaching process, to create a rich resource environment for students. In this environment, teachers can make appropriate courseware for students according to students' real learning situation, prepare before class and the teaching resources needed in class, which include text resources, video resources, audio resources and so on. Different resources can help students to master different English learning abilities, such as with the help of text resources, students can exercise their own English news and English literature material extraction ability. With video and audio resources, teachers can improve students' oral communication skills.

5.3 TO CREATE A MULTIMODAL TEACHING ENVIRONMENT

The multi-modal teaching link under quality education mainly relies on students as the main body of teaching, and creates a relaxed and pleasant teaching scope between teachers and students. In the process of English education and teaching practice, teachers can stimulate students' learning potential, give students more encouragement and respect, stimulate students' learning and innovation ability, and cultivate students' ability to be good at finding and solving problems. Teachers can make use of rich multimedia teaching means and teaching tools to improve students' learning interest and learning initiative, which can improve students' academic performance, cultivate students' comprehensive literacy ability, and also improve the teaching effect of teachers. the traditional teaching mode provides students with a relatively single teaching environment, which is not conducive to the cultivation of a good teacher-student relationship. Students in a lifeless teaching environment, cannot raise the interest in learning. Multi-modal teaching mode, can change the traditional classroom style, give students create a situational teaching atmosphere, give students different visual experience, let the students' learning and surrounding relaxed teaching atmosphere, to enhance students' interest in learning, attract students 'attention, expand students' learning vision, let the students in the process of learning, realize the charm of English knowledge, let students stimulate learning endogenous motivation.

CONCLUSION

To sum up, the multimodal teaching mode is more suitable for the needs of the current society for all-round English talents. the multi-modal teaching mode breaks the disadvantages of the traditional teaching mode, helps to stimulate students' independent learning ability, spread students' learning thinking, and improve students' innovative thinking and creative ability. Under the multimodal teaching mode, teachers can also timely find out the problems existing in the learning process of students, and solve these problems in time, which can help students to learn better, and also improve the teaching effect of teachers.

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Research and Practice of Characteristic Talent Training Mode in Our School--Innovative Talent Training Based on the "Healthy China Strategy"

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Abstract: At the present stage, the mode of higher education training talents is constantly innovating, and compound and applied talents are gradually attracting attention. Based on the "construction of a healthy China", we should study the components of the characteristic talents and the development orientation of higher education, and earnestly discuss the training mode of the characteristic talents. In the background of healthy China characteristic talent training should set up advanced characteristics of school concept, scientific establish talent training goals, reform the curriculum system and strengthen the construction of teachers to optimize the environment, improve health literacy, establish the health concept, create a healthy atmosphere, maintain healthy behavior, disease prevention, outstanding practice ability, strengthen the social core literacy.
Keywords: Characteristic talents; Training model; Healthy China; School philosophy

1. PREFACE

Under the strategy of "Healthy China", managing health is a social responsibility and the key to ensure that "characteristics do not fade". Therefore, in addition to having the above abilities, the "characteristic talents" must have a healthy body and the ability to obtain and understand health information, which is the watershed that distinguishes talents from traditional characteristics. At the present stage, social development shows that relying on a diploma in exam-oriented education alone will not be able to face the challenge of competition. Expanding knowledge, adjust mentality, change thinking and gain spiritual advantages and transform into competitive advantages is the key to measure compound talents; compound talents, as the name suggests, are comprehensive talents, talents with healthy body, adapt to various fields. With the rapid development of the society, new requirements are put forward for all aspects of talents. This paper will focus on the training mode of compound innovative talents under the "characteristic talents" and "healthy China construction" and how to build a training platform.

2. COMPONENTS OF CHARACTERISTIC TALENT TRAINING

2.1 CONNOTATION OF TALENT TRAINING

People have a different understanding of the concept of "training mode" of talent expression. Talent training mode refers to the standard form of talent training or the standard style of talent training that people can do according to. Dong Zefang (2012) through the concept of college talent training mode definition and factor analysis that talent training mode first to understand for who to cultivate people, why to cultivate people, how to cultivate people, and through what to cultivate a series of problems, and the process of talent training is not fixed, a single but a comprehensive comprehensive. Zhong Binglin (2013) in the "talent training mode reform is the core of the connotation construction of universities" research that the university talent training mode to conform to the development of society and the Times, and has a sense of mission, constantly conform to the development of science and technology, as well as the broad international vision, full integration of teaching resources, as the direction of talent training reform.

2.2 THE SCIENTIFIC OUTLOOK ON DEVELOPMENT

The Scientific Outlook on Development has realized the comprehensive, coordinated and sustainable economic and social development. the essence of it is to constantly adhere to scientific development, continuous innovation, to do a good job of comprehensive education for students, to implement ideals and beliefs as the core, to take patriotism education as the focus, and to take basic moral norms as the basis. Set up the concept of "scientific development concept", let the scientific concept of development occupy the ideological position of college students, in-depth understanding of the scientific development concept concept, so as to establish the correct ideals and beliefs. Adhere to the scientific development must adhere to the core essence of people-oriented, promote college students to establish a people-oriented concept, deepen the main initiative of college students, and promote the growth and all-round development of college students. Set up the people-oriented concept, the main body of education is people, in the process of education must give full play to the subjective initiative, not unchanged, need to constantly innovate and improve, for different students, to teach in accordance with their aptitude, promote the close combination of scientific development concept to the process of college students and the all-round development. Further implement the concept of scientific development concept and as a guiding ideology to promote healthy college students, care for students in teaching, listen to their problems, in the process of comprehensive

development not only need to have professional knowledge and skills, but also need correct values, healthy mental and physical, improve the comprehensive quality level.

2.3 TASK POSITIONING OF HIGHER EDUCATION DEVELOPMENT

In the process of development, higher education meets the needs of social development, and it cultivates what kind of talents are needed in the process of social development. At the 16th National Congress of the (C_P) of China stressed that China should create hundreds of millions of high-quality workers and tens of millions of professionals and need a large number of innovative talents. However, at present, China's higher education attaches great importance to the research of academic theory and ignores the development of technical professional practice. Most universities lack their comprehensive characteristics, the distribution of educational resources is not clear, elite education and mass education are confused with each other, and the quality of education is seriously reduced. At present, the development of economic and social development requires comprehensive and diverse talents, and the society needs more compound talents. Pan Maoyuan (2002) pointed out at the current problems in the development of higher education that the development of higher education should first consider the objective environment, such as economy, students, culture and other aspects, followed by the social needs, and combined with their own characteristics of school-running so foster strengths and circumvent weaknesses to solve the problem of school-running positioning.

3. CHARACTERISTIC TALENT TRAINING STRATEGY UNDER THE HEALTHY CHINA STRATEGY

3.1 SET UP THE SCHOOL CONCEPT OF ADVANCED CHARACTERISTICS

Advanced school philosophy is the foundation and guarantee of cultivating university characteristic talents and building a first-class university. the philosophy of running a school should be constantly changed according to the economic and social development, and schools should formulate the school philosophy according to their own characteristics, national policies, social talent needs, students and local cultural characteristics and economic conditions and other factors. China has always been in the category of small-scale agricultural economy in a long history, which makes us develop the idea of advocating experience and neglecting science, which is deeply rooted and affects all fields. At present, more colleges and universities only work according to the "red head document", and only follow one mode in the whole field of higher education. Set up the advanced school-running philosophy to lead the development of colleges and universities, restrain the behavior of running schools, and reflect the unique charm of the school.

3.2 EXPAND THE TRAINING AND BUILD THE CHARACTERISTIC TRAINING MODE

Characteristics compare things in the same field from different perspectives, and based on the differences between things, this difference is mainly reflected in "color" and "characteristics". the characteristic training mode of colleges and universities has been precipitated through a long historical precipitation and practice. the fundamental purpose of building the characteristic training mode is to cultivate characteristic talents and specialized talents for (SWCC). They should have unique and distinctive personality in the process of building the characteristic training mode. First, we should follow the history and tradition of the school development; second, as the important embodiment and main power source of the school characteristic training mode, we must pay attention to the development of teachers and students; third, strengthen the scientific and democratic management mode in the process of constructing the characteristic training mode. Innovation is the first priority of development, and universities also need to continue development to innovate. Therefore, the process of building a characteristic training mode should keep pace with the Times.

3.2.1 Establish the goal of talent training scientifically

The training goal is the requirements put forward by the purpose of education and the nature of various colleges and universities. the talent training goal solves the problem of "what kind of people to cultivate". At present, China needs not only high-quality workers and technicians, but also high-tech scientific and innovative talents. the establishment of talent training objectives is related to the theoretical knowledge, professional knowledge, basic skills and career orientation accepted by students in the process of college education. In the process of determining the talent training target, we should fully consider our own school characteristics, students and social and economic conditions, and take the direction of talents needed, so as to avoid the mismatch between talent supply and social demand. To strengthen the training of scientific and technological personnel, the Fourth Industrial Revolution requires not only solid professional theoretical knowledge and practical operation ability, but also the ability to break through the routine, and the craftsman spirit of excellence.

3.2.2 Reform of the curriculum system

The cultivation of characteristic talents needs high-quality knowledge and skills, which cannot be separated from the teaching content and curriculum system reform of higher education. At the present stage, in the process of construction and development, promote the innovation of the curriculum system of Chinese colleges and universities and learn from each other. At the same time, according to the new talent training goals, and find out the commonness and personality of curriculum reform based on the goal of "healthy China strategy". the information age of science and technology development puts forward new requirements for college talents, and it should be faster and more flexible in the reform of the curriculum system. Characteristic courses fully integrate local characteristic culture. the reputation of "the hometown of Taijiquan" in Jiaozuo City is mainly "physical health" to enhance students' practical ability and social practical ability in the society. In the process of curriculum system reform, we constantly try and constantly bring forth the

new to cater to the development of the Times.

3.2.3 Innovate teaching methods

Innovative teaching methods is one of the main means to realize the training of characteristic talents. the object of teaching is people, has subjective initiative and needs to teach students in accordance with their aptitude. In the process of innovation education teaching should actively guide students to learn actively, to guide students to learn course knowledge to learn the concept of subject knowledge, in the process of students learning teaching materials, cannot rely too much on teaching materials, beyond the teaching material itself, through journals, books, magazines and other materials to understand subject content knowledge. Guide students to take the initiative to discuss, find problems, a problem oriented learning, every problem found to solve the process is not only decided by a subject, instead need multiple disciplines to solve problems, let the consciousness of found problems, cultivate the ability to explore and solve problems, so as to improve the quality of teaching. Guide students to cooperative learning, now most college classroom teacher problem, after students test problems, examination process "cooperation" phenomenon, so in the process of innovative teaching methods should really implement cooperation learning, not only cooperation in the classroom, extracurricular also cooperation, in the process of cooperative learning cannot only found before, but also improve the communication ability between each other.

3.2.4 Improve the teaching evaluation system

High quality talent training in colleges and universities, cannot leave a sound teaching evaluation system, because the teaching process is subjective, continuous, change process, different from the general "item" production process, each product has its own subjective consciousness and initiative, so the quality of teaching quality more than general "item" quality evaluation is more complex. the monitoring of teaching quality and teaching evaluation system cannot be generalized with qualifications and support, but should be evaluated comprehensively evaluated, so as to strengthen the teaching evaluation system. During the construction process, all teachers and leaders should strengthen the knowledge of educational theory, deeply understand the school philosophy; establish a sound organization for teaching evaluation and teaching quality monitoring, and employ experts to conduct classroom supervision; conduct the teaching competition to a certain extent; study the teachers in the school in a quantitative and qualitative way.

3.3 STRENGTHEN THE CONSTRUCTION OF TEACHERS

In the process of the construction of teachers, we constantly improve their ideological and political quality and ethics, constantly arm themselves by learning Marxist, (M_ZD) Thought and other theoretical knowledge, and follow the "Code of Professional Conduct" formulated by the school. Secondly, pay attention to improve the professional quality and ability of teachers, give full play to the role of famous teachers in universities to wake up the tutorial system, promote teaching with competition, and encourage the development of young teachers. Finally, establish and improve the diversified evaluation mechanism and personnel system of teachers to promote the development of teachers.

3.4 OPTIMIZE THE ENVIRONMENT AND IMPROVE HEALTH LITERACY

Colleges and universities should bring health education to a strategic height, focus on their self-prevention and control awareness education, do a good job in comprehensive public health and epidemic prevention, establish a health concept, and create a healthy campus atmosphere. At the same time, cultivate college students' ability to think independently and distinguish health knowledge, do not listen to rumors, do not believe rumors, and want to prevent the occurrence of various diseases by improving their own health literacy.

To this end, colleges and universities should make use of the public opinion guidance to comprehensively strengthen the popular science education of college students' health behavior and lifestyle, so that students can clearly realize the impact of behavior on their own health, correct their wrong health cognition and behavior, and cultivate a healthy, civilized and scientific behavior mode. For college students smoking, irregular work and rest time, often stay up late, breakfast does not eat, entertainment leisure behavior, to carry out education activities in college students, put an end to stay up late Internet, playing games and other affect health and development of bad behavior, organize students to participate in colorful community activities, edify sentiment, promote the healthy development of body and mind. Colleges and universities should use the traditional media, new media transmission channels to make students access to public health emergencies, infectious disease prevention and common diseases and frequent disease prevention of scientific knowledge, expand the scope of health information transmission and radiation, health transmission into practical behavior change, encourage and guide college students to develop good health habits, consciously choose healthy behavior and healthy lifestyle, strengthen self-protection consciousness, effectively predict and control their own behavior.

3.5 EMPHASIZE THE PRACTICAL ABILITY, AND STRENGTHEN THE CORE SOCIAL LITERACY

In the new era, the requirements of college students are multi-directional, and the practical ability is a very important part. the practical ability not only exercises the ability of contemporary college students to find problems and solve problems, but also broadens their growing career to make full preparations for devoting themselves to the socialist cause in the future. the process of practice runs through all aspects of college talent training, especially in the process of application-oriented education and teaching in our school. In terms of professional practice, it is not only necessary to carry out practice in class, but also organize professional skills competition after class, so that students and students cannot only arm themselves with professional theoretical knowledge but also experience the principles with practical operation. To

carry out social practice, social practice to effectively help students to understand the society, understand society, from the community public welfare activities to the provinces and cities of competitions, etc., for example, the epidemic of nearly two years most students participate in the process of medical disease, deeply realized the personal bear, social bear and national bear. the off-school practice and training base helps college students to deeply understand the social value of their major and the fields involved in the current major, so as to make clear their career planning. Colleges and universities should establish and improve the cognitive system of college students to practice, improve students' participation, formulate relevant reward systems, and carry out scientific management and guidance.

Strengthen the social training of core literacy, start from the basic environment on campus, cooperate with subject teachers to carry out core literacy teaching activities, and provide students with all kinds of resources based on the campus environment. Improve students "health literacy" follow the national health China strategic goal, strengthen teachers 'sports behavior training, provide necessary sports resources, to this, colleges and universities should focus on sports core literacy teaching provide necessary hardware equipment support, in the teachers' teaching, focus on improving teaching effect, improve students' sports skills, ensure that all students can obtain personalized development, promote the quality education of colleges and universities.

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Comparative Study on the English Learning Motivation of High School Students in China and Mongolia

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Abstract: For most Chinese students, English learning is crucial for the college entrance examination. Students want to get a satisfactory result, so English learning in high school is crucial. Since its establishment, Mongolia has been constantly exploring its educational experience in the new era. Now, high school English teaching also has distinctive national characteristics. At present, with the gradual development of language and culture, Mongolia begins to pay more attention to foreign languages on the basis of its own language. In recent years, with the continuous implementation of bilingual education, making the national education system more perfect and the country pays more attention to the education of high school students. Research in this aspect is also increasing. However, the research on Mongolia is not sufficient, and this paper makes a comparative study on the English learning motivation of high schools in China and Mongolia.

Keywords: China and Mongolia; High school English; Learning motivation; Comparative research

1. FOREWORD

Language learning motivation has developed from the initial psychosocial stage to the current process tendency stage. Now, the motivational development no longer regards it as a stable learner characteristic, focusing more on its dynamic side, studying how it changes, and what factors lead to these changes. Scientists for foreign language learning motivation founded internal and external motivation theory, he is closely associated with learning purpose, stimulate students internal motivation, can stimulate them to interest in learning, improve their academic performance, therefore, more scientists put forward, the influence of internal motivation on students' English learning, the key is their desire for competition and strengthen self-consciousness and self-confidence.

2. THE DEVELOPMENT STATUS OF HIGH SCHOOL ENGLISH IN CHINA AND MONGOLIA

Chinese English teaching reform, education theory focus down, through some literature search, English research theme mainly includes postmodern curriculum and modern basic education curriculum reform, and China and other countries, most researchers think, cultivate students' comprehensive application ability, language knowledge skills is the basis, cultural knowledge is language knowledge, emotional learning also plays an auxiliary role in knowledge, now, our English teaching adopts the new curriculum reform mode, mainly exploratory learning rather than overall acceptance, using the new era of cultural exploration instead of traditional exam-oriented culture.

Since its establishment, Mongolia has been constantly exploring its educational experience in the new era. Now, high school English teaching also has distinctive national characteristics. At present, with the gradual development of language and culture, Mongolia begins to pay more attention to foreign languages on the basis of its own language. In 2007, Mongolia in strengthening national education work opinion pointed out that teaching is mainly Mongolian, students learning focus is to master Mongolian language and literature, but also to merge Chinese and foreign languages, high school students on the basis of strengthening Mongolian language learning, improve students' language ability, including the English learning, now the English learning included in the important goal of Mongolian language education.

3. PROBLEMS ARISING IN ENGLISH LEARNING FOR HIGH SCHOOL STUDENTS IN CHINA AND MONGOLIA

3.1 PROBLEMS ARISING IN ENGLISH LEARNING FOR CHINESE HIGH SCHOOL STUDENTS

Our current English teaching condition has been well improved, the quality of teachers also improved, created a good high school English learning atmosphere and environment, but there are still some problems, foreign language teaching occupies more time, but has not been greatly improved, in English learning many students learning difficulties, mainly reflected in the following aspects:

First of all, students will be in learning English serious frustration, because English is not the students' native tongue, lead to their foundation is weak, English vocabulary master less and forgotten quickly, caused great obstacles to English reading and writing, and high school students in the process of English learning, words will rely on hard back memory, although seems to remember the words, but still unable to effectively translate sentences. Secondly, English is also a language, and grammar is very important, but Chinese high school students may not have too much understanding of Chinese grammar, so the concept of English grammar is more vague, and they have an understanding of the grammar provisions but cannot use it flexibly. Finally, students in learning English will also have transition anxiety and weariness, high school students are in the stage of physiological and psychological development, some students poor or

introverted, serious partial to English, they are afraid of the teacher questions in class, English grades improve slowly, and will doubt their learning ability inferiority remorse. These various learning disabilities are more common in English learning in Chinese high schools. If not cleared, a long development time will seriously affect the English learning of high school students, making their English learning motivation lower and lower.

3.2 PROBLEMS ARISING IN ENGLISH LEARNING FOR MONGOLIAN HIGH SCHOOL STUDENTS

Nowadays, Mongolia has realized the existence of learning strategies for slightly improving high school English learning conditions, but it has not received great attention. High school students will still make no reasonable use of learning strategies. In addition, due to girls 'strong language ability and relatively good foundation, girls' high school English scores can be slightly higher than boys, and their English learning status is not optimistic. Besides, due to the upsurge of English learning in Mongolia in recent years, English teaching conditions will lag behind compared with other regions, and the cultural differences with other countries, English performance cannot be greatly improved, gender difference has a significant impact on language learning, and this phenomenon is more prominent in Mongolia. the native language of Mongolian students is Mongolian, which makes it more difficult for these high school students with their native language to learn English. the Mongolian choice of English textbooks is not in line with the characteristics of ethnic groups, which directly affects the learning and understanding of English learning.

4. HOW TO CULTIVATE THE ENGLISH LEARNING MOTIVATION FOR CHINESE AND MONGOLIAN HIGH SCHOOL STUDENTS

4.1 CULTIVATION OF ENGLISH LEARNING MOTIVATION FOR CHINESE HIGH SCHOOL STUDENTS

There is no indirect nature of knowledge in Chinese high school students' English learning. the English textbooks are also compiled according to the Chinese understanding, without the interference of the third language. In this case, the main motivation of English learning mainly comes from its own factors and some external conditions. In the process of social practice, each person's needs and cognition of things are different, and the intensity and level of these needs are also different. Students 'goals for their own goals will affect their learning motivation. Some students' goals are clear and moderately difficult, which will make them have a certain confidence, and students will continue to complete the goals. Therefore, in high school English teaching, we should make learning plans for students in line with their own goals, enhance their interest in learning, and prevent high school students from being bored with English.

Students 'interest in learning is extremely important. When Chinese teachers teach students' English, they should first arouse students' curiosity and teach them to cope with the anxiety of English learning psychologically. Teachers and parents should not overraise their expectations for students. High school students have

developed a psychology of comparison with others, If they have certain pressure in learning, it will make them more autistic, which is not good for English learning. English learning motivation is an important non-intellectual factor for English learning performance. the higher the motivation, the more active the students will learn, and the more likely to succeed. Therefore, when the Chinese teachers teach the students' English, they should let the students take the initiative to make them from "want me to learn" to "I want to learn", so that they can really fall in love with English, and then improve the efficiency of English learning.

4.2 CULTIVATION OF ENGLISH LEARNING MOTIVATION FOR MONGOLIAN HIGH SCHOOL STUDENTS

In high school English teaching for Mongolian students, the most important thing is to develop suitable learning strategies for their students. In addition, with the continuous adjustment of modernization, the education community has enough confidence to improve the efficiency of minority English learning strategies. the Mongolian people should also respond actively, train students purposeand give reasonable play to their guiding and incentive role. Language and culture have a very close relationship, and culture is also a strong background of language, which plays a vital role in language learning. If Mongolian English teaching can be combined with their own national culture, students must get twice the result with half the effort. Mongolian students have been influenced by Mongolian language since childhood. If they can integrate English learning into Mongolian culture, it will greatly enhance their interest in English. However, nowadays, the English textbooks used by Mongolian students are the same as those of Han students. They use Chinese as a medium in the learning process, which is easier to reduce the learning efficiency.

CONCLUSION

Language and culture are inseparable related. First of all, language is used as a circulation tool of culture, and it plays an important connection role in cultural inheritance and communication. In addition, culture has also had an important impact on the learning of other languages. the Han people mainly in Chinese, and the understanding of English in high school is based on Chinese. However, although Mongolian students, their English pronunciation is American English, it is still influenced by the native national language and Russian, with a strong accent, which then affects the efficiency of the classroom. Therefore, this paper compares the English learning motivation of Chinese and Mongolian high school students, and puts forward the problems existing in their English teaching. the country should take timely measures to improve the efficiency of English learning.

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Research on the Guarantee of Rural Law in the Process of Consolidating and Expanding the Achievements of Poverty Alleviation in Henan

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Abstract: In the context of the rule of law, in the process of consolidating and expanding the achievements of poverty alleviation, forming a perfect institutional support and legal guarantee is necessary to realize rural revitalization. Using the rule of law to promote the deepening of poverty crucial work has an important effect, which can make poverty process more standard, can solve the chronic ills, echo the requirements of a modern socialist country under the rule of law. With a strong legal guarantee, rural revitalization will continue to advance and move forward. Combined with the actual situation of Henan province, under the background of giving priority to rural development. the specific measures of rural legal guarantee in the process of consolidating and expanding the achievements of poverty alleviation is explored, which is of strong theoretical and practical significance for strengthening the legal guarantee of rural revitalization strategy and promoting rural revitalization to achieve good results.
Keywords: Rural revitalization; Poverty alleviation; Legal guarantee; Legal understanding; System construction

1. PREFACE

1.1 HISTORICAL BACKGROUND OF CHINESE RURAL REVITALIZATION

In January 1982, the (C-P-C) Central Committee approved and transferred the Minutes of the National Rural Work Conference, affirming that various production responsibility systems such as production to household are the production responsibility system of the socialist collective economy. From 1982 to 1986, the (C-P-C) Central Committee issued five consecutive No. 1 documents on agricultural and rural issues, making specific arrangements for rural reform and agricultural development. At the turn of the century, Chinese agricultural and rural development entered a new stage from a long-term shortage of major agricultural products to a general balance of total volume and a prosperous year. Since the beginning of the new century, the central government has issued the No. 1 document with the theme of " agriculture, rural areas and farmers for 18 consecutive years.

In October 2017, General Secretary (X_JP) made the general requirements for implementing the rural revitalization strategy proposed in the report of the 19th National Congress of the (C-P-C) Central Committee, the

No. 1 document of the (C-P-C) Central Committee and the State Council on Implementing the Strategy in January 2018, made comprehensive arrangements for the implementation of the rural revitalization strategy. the guideline said that basic work will strengthen the rural community, build a new rural governance system, emphasizes the establishment and improvement of a modern rural social governance system featuring Party committee leadership, government responsibility, social coordination, public participation and rule of law, and insists the combination of autonomy, rule of law and rule of virtue to ensure that rural society is dynamic, harmonious and orderly.

After the 19th (C-P-C) National Congress proposed the implementation of the rural revitalization strategy, the (C-P-C) Central Committee and the State Council issued the Rural Revitalization Strategic Plan (2018-2022), among which the eighth article is "improving the modern rural governance system". No. 1 in 2019, the (C-P-C) central committee of the State Council on adhere to agricultural and rural priority development "rural work" opinions ", documents pointed out to" improve rural governance mechanism, maintain rural social harmony and stability ", guide the rural universal formulate or revise village regulations, promote rural grassroots governance, establish and improve the public legal service system, strengthen comprehensive agricultural law enforcement.

In 2020 (C-P-C) 1 document about consolidate expand poverty crucial achievements with rural revitalization effective cohesion opinions, pointed out that from inputting tent card poor "two no Worry three Guarantees" to realize rural industry prosperity, ecological livable, local custom civilization, effective governance, rich life, from concentrated resources support poverty crucial to consolidate poverty crucial achievements and comprehensively promote rural revitalization, documents also clear by 2025, beautiful livable rural construction, rural civilization construction made remarkable progress, rural grassroots organization construction.

(C-P-C) no. 1 documentin 2021 on accelerating the rural revitalization of agriculture and rural modernization, is in the crucial and rural revitalization of the document, is the document to promote agricultural and rural development in the new period, of great significance, far-reaching, one of the highlights is to prepare village planning to based on the existing basis, retain rural characteristics, not demolition. At the same time, the document stressed that

rural construction is built for farmers, to adapt measures to local conditions, steady fighting, no wind movement. We will strictly regulate the merger and merger of villages, and not force them to go upstairs against their will, do good things and do practical things. We will continue to change customs in rural areas, promote the points system, the moral evaluation council, and the red and white council, and improve unhealthy practices such as high bride prices, human comparison, generous burial, extravagance and waste, and feudal superstition, so as to promote the formation of civilized local customs, good family traditions, and honest folk customs. on mentioning rural reform, the document has repeatedly used the words "exploration" and "prudence".

From December 25 to 26, 2021, the Central Rural Work Conference was held in Beijing. At the meeting, Xi pointed out that the premise of rural revitalization is to consolidate the achievements of poverty alleviation, and to continue to bring the lives of people out of poverty to a higher level. We will continue to align it with the rural revitalization strategy, ensure that no return to poverty on a large scale occurs, and earnestly safeguard and consolidate the great achievements made in the battle against poverty.

In early 2022 central number 1 document " about the 2022 comprehensively promote rural revitalization work opinions, the document pointed out to solid and orderly promote rural development, rural construction, rural governance priorities, highlight the annual task, targeted measures, effectiveness guidance, give full play to the role of rural grassroots party organizations fighting fortress, promote comprehensively promote rural revitalization made new progress, agricultural and rural modernization.

In the goal of the 14th Five-Year Plan, we proposed to comprehensively promote rural revitalization, give priority to agricultural and rural development, strictly observe the red line of 1.8 billion mu of arable land, establish a sound long-term mechanism for consolidating and expanding the achievements of poverty alleviation, and improve the overall level of development in poverty-stricken areas. In terms of the rule of law, the goal is to support the development of social organizations, humanitarian assistance, voluntary services, and philanthropy. We will protect the legitimate rights and interests of women, children, the elderly, and the disabled. We will continue to improve the complaint reporting and reporting system. We launched the Eighth Five-Year Plan to popularize the law. We will improve the prevention and control system for public security, carry out campaigns against Mafia and evil on a regular basis, prevent and crack down on all kinds of crimes, and maintain social stability and security.

On February 11, 2022, the State Council issued the 14th Five-Year Plan for Promoting Agricultural and Rural Modernization. the document pointed out that there are still obvious weak links in infrastructure in rural areas, there are still many weaknesses in ensuring people's livelihood, and the income gap between urban and rural residents is still large. During the 14th Five-Year Plan period, China has embarked on a new journey to build a modern socialist country in an all-round way, bringing rare opportunities for accelerating agricultural and rural modernization. With a large number of farmers and strong mobility, we will maintain long-term rural stability and ensure that farmers can advance and retreat between urban and rural areas. There are many restrictive factors for farmers 'employment, the aging of the rural population is accelerating, and the lack of rural spirit and culture. the traditional drivers of increasing farmers' income are gradually weakened, and new drivers need to be cultivated urgently. Once again, it has made it clear that the state needs to strengthen and innovate rural governance. We will adhere to material and spiritual civilization, innovate the community-level management system and mechanism, improve rural legal services, strengthen rural ideological and moral construction, promote the formation of civilized local customs, good family traditions and simple folk customs, promote the modernization of rural governance system and governance capacity, and constantly enhance their sense of happiness and security.

1.2 OVERVIEW OF THE LEGAL GUARANTEE IN THE RURAL AREAS OF CHINA

Since the reform and opening up, China has formulated and promulgated more than 20 agricultural laws, more than 60 agricultural administrative regulations, more than 460 departmental rules, and a large number of local laws and regulations and rules, which have played a positive role in promoting agricultural and rural development. the continuous development of the society and the stability and lag of the law itself make the existing laws and regulations involving the development of rural agriculture some "cannot keep up with the pace". At the same time, the life of the law lies in the implementation, and the premise of the effective implementation of the law is known by the cadres and the masses. In November 1985, the (C-P-C) Central Committee and the State Council approved the Five-Year Plan on Basic Popularization of Legal Knowledge to All Citizens, requiring the legal concept of leading cadres and staff and the consciousness of abiding by the law, and the publicity and rule of law education were carried out nationwide. With the in-depth publicity of the rule of law, the people's awareness of the rule of law is constantly improved, and the rule of law literacy is constantly improved. However, for the backward level of rural economic development, the influence of family forces, the constraints of old ideas and cultural level, the foundation of the rule of law construction in rural areas is weak, which is far from the cities.

The Decision on Winning the Battle against Poverty issued in 2015 proposed to "promote the rule of law construction of poverty alleviation and development, improve the laws and regulations on poverty alleviation and development, and promptly formulate regulations on poverty alleviation and development"; the Guidance on Winning the Three-year Action against Poverty issued in 2018 proposed to "promptly study and formulate poverty reduction strategies after 2020, and promote legislation on poverty alleviation and development". It can be seen that China has realized the importance of legal service

guarantee for poverty alleviation work. the poverty alleviation policies introduced since the new era have all emphasized the improvement of the legal guarantee, which has laid a solid legal foundation for the decisive battle against poverty in the new era.

Effective on June 1, 2021, the law of the rural revitalization of the People's Republic of China, in the form of the national rural revitalization development strategic planning, for the full implementation of rural revitalization strategy, promote rural industry revitalization, talent revitalization, cultural revitalization, ecological revitalization, organization revitalization, promote the development of urban and rural integration activities provides the legal basis. General clearly stipulated in the rural revitalization shall be in accordance with the industry, ecological livable, local custom civilization, effective governance, rich general requirements, the overall promotion of rural economic construction, political construction, cultural construction, social construction, ecological civilization construction and party construction, give full play to the rural in ensuring agricultural supply and food security, protect the ecological environment, inheritance development of excellent traditional culture of the Chinese nation. We will adhere to the leadership of the (C_P) of China, implement the new concept of innovative, coordinated, green, open and shared development, follow the path of rural revitalization with Chinese characteristics, and promote common prosperity.

The Supreme People's Court has issued several documents on legal guarantees for agriculture and rural areas, As seen in October 2018, the Supreme People's Court issued the Opinions on Providing Judicial Services and Guarantee for the Implementation of the Rural Revitalization Strategy, the document pointed out that the judicial trial of the rural revitalization strategy and the implementation of the rural revitalization strategy should be taken as the top priority in the work of the people's courts, We will give priority to agricultural and rural development, Increase the supply of judicial resources in rural areas, We will work hard to maintain the stability of basic rural systems, Support the pilot reform work in pilot rural areas in accordance with the law and regulations; We will ensure the principal role of farmers in accordance with the law, We will protect the legitimate rights and interests of rural residents in accordance with the law, Respect the wishes of the farmers, Mobilize the enthusiasm of hundreds of millions of farmers.

On May 18th, 2021, the Ministry of Justice issued the Activity Plan for "Rule of Law in Rural Revitalization", on July 26th of the same year, the Supreme People's Court issued the Opinions on Providing Judicial Services and Guarantee for Comprehensively Promoting Rural Revitalization and Accelerating Agriculture and Rural Modernization, the guideline focuses on a new stage of development, Fully, accurately and fully implement the new development concept, Build a new pattern of development, To promote high-quality development, Adhere to the general tone of seek improvement in stability work, We will continue to strengthen the Party's

overall leadership over the work related to agriculture, rural areas, and farmers, We will give priority to agricultural and rural development, It will provide strong judicial services and guarantee for the construction of a modern socialist country in an all-round way.

To sum up, in the past 40 years, the Chinese government has always paid close attention to the development of Chinese rural areas and actively explored new models of rural development. Since the 18th National Congress of China, China has anchored one of its two centenary goals, completed building a moderately prosperous society in all respects and a powerful modern socialist country. As weak rural areas, the most arduous and onerous task lies in rural areas, the broadest and profound foundation, and the greatest potential and sustainability. Implementing the rural revitalization strategy is an inevitable requirement for solving the principal contradiction in Chinese society in the new era, realizing the Two Centenary Goals and the Chinese Dream of national rejuvenation. It is of great practical and far-reaching historical significance.

2. CONSOLIDATE AND EXPAND THE CONNOTATION RELATIONSHIP BETWEEN THE ACHIEVEMENTS OF POVERTY ALLEVIATION AND LEGAL GUARANTEE

General Secretary (X_JP) has pointed out on many occasions that the premise of rural revitalization is to consolidate the achievements of poverty alleviation. the No. 1 document of the (C-P-C) Central Committee in 2021 also pointed out that the consolidation and expansion of the achievements of poverty alleviation with rural revitalization. A transitional period should be set up, that is, after the completion of poverty alleviation, counties out of poverty from the date of poverty alleviation. It also calls for continuing to consolidate the achievements in poverty alleviation, improve the dynamic monitoring and assistance mechanism for preventing and controlling the return to poverty, continue to promote rural revitalization in areas lifted out of poverty, and strengthen regular assistance to the low-income rural population. Consolidating and expanding the achievements of poverty alleviation and realizing rural revitalization are inevitable requirements for solving the principal social contradiction between unbalanced and inadequate rural development in the new era, realizing the Chinese dream of the centenary goal and the second national rejuvenation.

It is the essential requirement of Chinese socialism to eliminate poverty, improve people's livelihood and gradually achieve common prosperity. China has made great achievements in the construction of the poverty alleviation cause, but it is followed by the practical problems exposed in the process of poverty alleviation. As the documents of poverty alleviation are mostly policies, the main body is mainly the State Council and local governments, and the role of legal guarantee and institutional support in the rule of law is not obvious, which makes that in the aspect of poverty alleviation, China hinders the implementation of the basic strategy of the rule of law and in the process of promoting the construction of the rule of law. Therefore, when the unsolved problems arise under the guidance of the existing

policies on poverty alleviation, it is necessary to implement the basic strategy of the rule of law in the process of poverty alleviation, incorporate poverty alleviation into the process of the rule of law, and improve the legal construction of poverty alleviation at the legislative level. In addition, due to the degeneration and temporary nature of policies, which will affect the sustainability and development of poverty alleviation, it is also necessary to play the role of law and apply the law to the process of maintaining the achievements of poverty alleviation, so as to make the governance by law according to law normal. At the two sessions, Xi said, " We should strive to overcome the adverse impact of the COVID-19 epidemic, make harder efforts, and strive to win the battle against poverty. "Therefore, in the context of the rule of law, in the process of consolidating and expanding the achievements of poverty alleviation, we must form a sound institutional support and legal guarantee, so as to provide a good backing and foundation for poverty governance.

Law is composed of a whole set of rules. the rule of law thinking is rule thinking, It is a sense of rule consciousness and way of thinking based on legal rules. It is the consciousness of the implementation and compliance of various rules, and the unconditional trust and obedience to the rules. In terms of substantive elements, the rule of law emphasizes the spirit, principles and value of "being the main rule of law", "putting law first", "protecting rights" and "restricting power". In terms of formal elements, the rule of law emphasizes the system, mode and operation mechanism of "handling affairs according to law" and "governing the country by law". Form and substantive elements are interdependent and indispensable. Submal elements have purpose significance and must be realized through legal formal system and operation mechanism, but without formal elements, they cannot be expressed and operated; formal elements have the significance of means and should reflect the spirit, principles and value of the rule of law. Legal guarantee means to safeguard the stability of social order in the way of legal governance, and to protect the rights of human life, property and freedom from infringement or illegal destruction

General Secretary (X_JP) has put forward to " modernize Chinese governance capacity on the track of the rule of law. the rule of law is the important basis of national governance system and governance ability, rural areas is the edge of the construction of national rule of law, is the "end" of national governance system, need to comb, thoroughly understand the farmers opinion, the most concerned problems, solve the long-term complex contradictions, with the rule of law to ensure the comprehensive advancement of rural revitalization strategy.

Consolidating and expanding the achievements of poverty alleviation and the legal guarantee are dialectically unified and complement each other. the consolidation and expansion of the achievements is the premise of rural revitalization strategy, and the solution of the main contradiction of rural society in the new era, the legal environment is the reliable guarantee for the smooth

implementation of this important strategy and the precondition of rural revitalization.

In the process of consolidating and expanding the achievements of poverty alleviation, the legal guarantee is particularly important. Practice is the only source of understanding. After more than 30 years of poverty alleviation practice, only by strengthening legal service guarantee and giving play to the role of standardizing, predicting, guiding and guaranteeing the rule of rule of law can the problems in poverty alleviation work be fundamentally solved to ensure the coordination and order of poverty alleviation work.

3. CONSOLIDATE AND EXPAND THE ACHIEVEMENTS OF POVERTY ALLEVIATION AND LEGAL GUARANTEE

3.1 CURRENT SITUATION OF AGRICULTURAL DEVELOPMENT IN HENAN PROVINCE

The seventh national census results show that in Henan 167 million square kilometers of land, living in 99.37 million permanent population, registered population of 115.26 million, rural population of 60.16 million, population density of 595 people/square kilometers, 448 higher than the national average, in 31 provinces, autonomous regions, municipalities ranked eighth, ranked first in the six central provinces. In 2020, the per capita disposable income of the province was 24, 810.10 RMB, up 3.8% over the previous year; the per capita consumption expenditure of residents was 16, 142.63 RMB, down 1.2% over the previous year. By permanent residence, per capita disposable income of urban residents RMB 34750.34, up 1.6%, per capita consumption expenditure of urban residents RMB 20644.91, down 6.0%, the per capita disposable income of rural residents RMB 16107.93, up 6.2%, and that of rural residents RMB 12201.10, up 5.7%.

In 2021, the GDP of Henan province was 5888.741 billion RMB, up 6.3% year on year and 3.6%. Among them, the added value of the primary, secondary and tertiary industries was 562.082 billion RMB, 2433.165 billion RMB and 2893.493 billion RMB, up 6.4%, 4.1% and 8.1% respectively. During the year, 1.225, 9 million new urban jobs were employed, 368, 500 unemployed people were reemployed, and 122, 200 difficult people were unemployed. the registered urban unemployment rate was 3.24 percent. We added 458, 100 more rural workers, 164, 000 more people returned to their hometowns to start businesses, and created 746, 800 jobs. At the end of the year, 30.8670 million rural workers were transferred, including 18.5026 million were transferred to the province and 12.3644 million were exported outside the province. In 2020, there were nearly 137, 000 units engaged in primary industry production, and 172, 000 legal units engaged in agriculture, forestry, animal husbandry and fishery, increasing.

The third national land survey in Henan Province showed that 7.514, 100 hectares (112.71, 100 mu of cultivated land). of them, 682000 hectares (10229100 mu), accounting for 9.08%, 4591300 hectares (68870100 mu), 61.10%, 2240800 hectares (33611700 mu), 29.82%. Nanyang City, Zhumadian City, Zhoukou City, Xinyang

City, Shangqiu City and other five provincial cities have a large arable land area, accounting for 56% of the province's arable land.

In 2021, the grain planting area of the province was 10, 738.79 thousand hectares, an increase of 4.25, 000 hectares over the previous year. Among them, the wheat planting area is 5, 673.67 thousand hectares, reduced by 32.98, 000 hectares. the oil planting area was 1, 597.53 thousand hectares, an increase of 63.60 thousand hectares. Among them, the peanut planting area is 1261.84 thousand hectares, an increase of 38.73 thousand hectares. the area was 1753.78 thousand hectares, up 20.84 thousand hectares.

In 2021, the annual grain output was 68.258 million tons, an increase of 1.3040 million tons or 1.9% over the previous year. Among them, the summer grain output was 37.537, 5 million tons, up 83, 500 tons, up 0.2%; the autumn grain output was 30.720, 500 tons, up 1.220, 500 tons, up 4.1%. Wheat production was 37.531, 300 tons, an increase of 113, 300 tons, or 0.3%.

The annual oil production was 6.725, 7 million tons, an increase of 271, 200 tons and 4.2% over the previous year. Among them, peanut production was 5.949, 300 tons, up by 182, 100 tons, or 3.2%. Vegetable production was 74.349, 100 tons, an increase of 2.400, 800 tons, or 3.3%. the production of edible fungi was 1.774, 8 million tons, up 35, 700 tons or 2.1%. the output of melons and fruits was 15, 616, 100 tons, down 773, 100 tons or 4.7%.

The total output of pigs, cattle, sheep and poultry was 5.3821 million tons, down 2.8% from the previous year. Among them, pork production was 3.24800 tons, down 5.7%, beef 367, 100 tons, up 1.4%; mutton 286, 400 tons, up 1.9%; poultry meat 1.480500 tons, up 1.9%. Egg production was 4, 494, 200 tons, up 1.6%. Milk production was 2.100, 500 tons, up 2.9%. At the end of the year, pigs were 38.8698 million, up 22.6%; pigs were sold 43.1112 million, down 4.2%.

Through the above data show that Henan province as an important food security base, agricultural economy is relatively high level, agricultural and rural economic activities, rural population, large number of rural production units, frequent agricultural trading activities, in the process of agricultural and rural and social activities will inevitably face a large number of disputes.

3.2 THE DEVELOPMENT STATUS OF THE RULE OF LAW IN HENAN PROVINCE
3.2.1 Current situation of the rule of law in China
According to the relevant contents of the National Public Legal Service System Construction Plan (2021-2025) issued by the Ministry of Justice, all kinds of legal service institutions such as law firms, notary offices, judicial appraisal institutions, arbitration institutions, people's mediation committee, grassroots legal service institutions reached 765, 000, and 3.885 million professional legal service personnel. the development of the three platforms of public legal service entities, hotlines and networks has been rapidly promoted and deeply integrated, and the service quality and efficiency have been continuously improved. By the end of 2020, 570, 000 public legal service centers (workstations and points) have been built,

more than 600, 000 villages (communities) with legal advisers, more than 2, 000 seats in public legal service hotlines, service areas have been expanding, Chinese legal service network and provincial legal courts have been fully completed, and online service functions are becoming increasingly complete. During the 13th Five-Year Plan period, a total of 6.4 million legal aid cases were handled, 11.67 million judicial appraisal services, 1.88 million arbitration cases, people's mediation organizations mediated 44.82 million conflicts and disputes, and more than 500, 000 people obtained legal professional qualifications. the annual number of services for lawyers and notarization industries exceeded 11 million, and community-level legal service workers handled 800, 000 legal affairs of various kinds annually. Public legal services effectively played their basic, service and guaranteed role in comprehensively governing the rule of law.

3.2.2 Current status of the rule of law in Henan
Statistical yearbook in Henan province, at the end of 2020, Henan province has 1550 law firms, 24754 lawyers, prosecutors 4105 people, lawyers of 16 people, generally small, professional law firms, only four people, 2020 The people's court civil trial case 883000, lawyers civil agency 284000 cases. Public security organs filed 344, 000 criminal cases, 84, 000 criminal cases in the first instance, and 72, 000 criminal criminal cases. There were nearly 427, 000 contract civil cases in the people's court, but only 62 cases involving rural land contracting, and the number of legal aid agencies reached 278, involving only 999 legal staff, and only 630 legal professionals, but nearly 146, 000 cases were accepted. the people's Mediation Committee mediated 54, 700, 1643 people's mediators, and 485, 000 civil disputes.

According to the work report of the legal advisers of villages (resident) in 2021 released at the press conference of Henan Provincial Government on February 15, 2022, a total of 13, 397 legal service personnel were selected as village (resident) legal advisers, to realize the full coverage of village (resident) legal advisers. Among them, 10, 949 professional lawyers participated in the work, and 87.7% served as village (resident) legal advisers, higher than 80% of the annual target tasks. There have been established 34, 732 wechat groups for legal aid work in villages (residences), and the wechat group has maintained full coverage of villages (residences). Last year, the province's village (resident) legal advisers accepted consultation and provided 166, 916 professional legal opinions for the masses, drafted 22, 308 legal documents on behalf of the masses, held 22, 361 legal lectures, participated in mediating 31, 774 conflicts and disputes, 9, 745 litigation activities, provided on-site legal services for 103, 725 legal opinions, and provided 9, 121 legal opinions for major village (resident) decisions.

Henan judicial department established in 2021 key people's livelihood project village (house) legal counsel work directory, according to the distribution of lawyer resources, the lawyer resources to take counterpart support, unified deployment of lawyer resources, law firm contracting township (town) legal service mode, to ensure

that the village (house) have enough lawyers to provide legal services. the Provincial Department of Justice and the Provincial Public Security Department have coordinated the establishment of a joint logistics linkage mechanism between the village (grid) police office and the village (resident) legal advisers, and uniformly selected the village (resident) legal advisers stationed in the police office for division of labor and cooperation. Village (residence) legal advisers on duty, visit reception, information publicity, code of conduct and other systems have been established, so that the village (residence) legal advisers have rules to follow in every link.

The above data show that although the Department of Justice of Henan Province has taken a series of measures to improve the development environment of rural areas in the province. Compared with the whole country, the number of lawyers in Henan Province is small, limited by the conditions in rural areas, lawyers in rural areas, legal aid institutions rarely set up points in rural areas, and the courts accept few disputes in rural areas. In the vast rural areas, the villagers' awareness of the rule of law is relatively weak. the villagers are used to speaking human feelings and relations when things, rather than taking legal means to solve problems and safeguard their rights and interests. Rural relatively long closed, blocking, information traffic backward, coupled with the lack of the franco-prussian strength, some traditional ideas deep-rooted, the villagers value face, do not want to stand before the judge to solve things even think a thing to the court is very humiliating, unless necessary, the villagers generally will not Sue to the court to thin hall.

4. DILEMMA IN GUARANTEEING THE RULE OF LAW IN THE PROCESS OF POVERTY ALLEVIATION IN HENAN PROVINCE

Through the investigation and visits of the masses, village cadres and the staff of government organs and units, as well as the analysis of the legal construction data in Henan Province, we found that the problems and difficulties of the legal guarantee in Henan Province are as follows.

4.1 LACK OF RULE OF LAW THINKING

4.1.1 The thought of grassroots official standard is serious

Due to the historical and cultural roots of the "official standard" of traditional Chinese culture for a long time, in most rural areas, people's legal awareness is insufficient. A certain degree of official standard, power first and other thinking concepts and some conventional handling habits still influence people's methods of handling affairs. the villagers' habit of following the law has not yet been fully formed, and their true belief in the law still needs to be improved.

In the process of investigation and visit, most of the cadres, engaged in the official activities representing public power, did not carefully studied whether the behavior is standardized; although some cadres know that their behavior is irregular, as long as they do not seriously harm their own interests. It is also difficult for villagers to figure out which officials are legal and what are illegal. on behalf of public cadres and grassroots rural villagers lack of legal consciousness eventually lead to legal chaos, such as family planning during forced rural women ligation,

cadres to limit civil liberties, the public security court exercise compulsory power, rural areas to limit marriage freedom, poor areas marriage dowry dispute, support the elderly in rural areas, rural difficult people to carry out the illegal chaos frequently.

4.1.2 Rural grass-roots people govern the society is obvious

The villagers' excessive trust in cadres believes that cadres are right. This concept further encourages illegal law enforcement, damages the interests of the rural people, affects the relationship between cadres and the masses, damages the credibility of the government, and reduces the satisfaction of the masses. Disputes between the villagers, the first consideration is to seek the help of village grassroots regime, such as the village committee, but village cadres itself rule of law quality is not high, although the village rule of law thinking has improved, but still to some extent in accordance with the traditional way of thinking or their own ideas in the village affairs, and want to maximize their power, enough, to some extent, not willing to manage the laws and regulations, village cadres legal thinking has not been really formed.

Villagers' private affairs often follow the "habits" and have not really established the legal thinking. Influenced by the traditional thinking concept, the Chinese people are used to handling things with human affairs, and the concept of human governance in the rural society is particularly obvious. It has become a common consensus of the people in the rural areas to find relations first in handling disputes.

4.2 THE LACK OF LEGAL EDUCATION

As the basic governance strategy of China, the rule of law is an important part of the rural revitalization strategy. However, in the vast rural areas, due to a series of subjective and objective factors of legal education, it is difficult to carry out the rule of law education in rural areas.

4.2.1 The education level of the community level is low

Villagers are the main force of rural rule of law construction. At present, the vast majority of farmers are no longer bound by the land, and most young workers go out to work, and often only the elderly and children stay behind at home. the rule of law education in rural areas, without the extensive participation of farmers, is obviously not able to achieve the due effect. Moreover, the educational quality level of the educated objects directly affects the effect of legal education. At the present stage in China, the rate of the elderly living in rural areas receiving education is very low, and the children are difficult to really understand the connotation of the law because of the lack of life experience and experience. the people who can really well learn the rule of law education but go out to work. Secondly, limited by the level of development, people have a high enthusiasm for economic construction and a relatively negative attitude towards the construction of the rule of law, which leads to the small number of farmers actively participating in the publicity and education of the rule of law, and the poor enthusiasm will inevitably directly affect the rule of law education.

4.2.2 The way of legal education is not pragmatic

The rule of law education generally adopts the method of

pulling banners and printing brochures. When carrying out activities, a few copies are sent randomly on rural roads or farmers' homes, with neither explanation or practical analysis. Moreover, in the process of legal education, some places have the phenomenon of "emphasizing form over content", do not pay attention to the effectiveness of legal education, and focus on dealing with the work. Therefore, due to the work of law popularization is not comprehensive and profound enough, the majority of farmers still half know or even feel confused about the law, and they do not receive the real sense of the rule of law education.

The franco-prussian propaganda aims to improve the enthusiasm of the masses, improve the consciousness of the rule of law, but only for propaganda, not really from the perspective of the masses, from the masses want to learn, want to understand the content, in the way of the popular, will only make propaganda activities go through the motions, cannot attract the masses to participate in, learning propaganda content, achieve the purpose of propaganda.

4.2.3 The rule of law educators have insufficient energy input

Due to the limited time and energy of the political and legal team and judicial personnel, it is difficult to truly enter some grass-roots areas in rural areas. Most of the legal education teams are composed of non-professionals or college students without professional training, and the legal education team lacks legal literacy.

4.2.4 A systematic legal popularization system cannot be formed

Although Chinese legal system is very perfect, it is difficult for the villagers to have the correct legal thinking due to various reasons, weak legal awareness, weak legal awareness of behavior, easy to deal with interpersonal communication, not clear about the detailed legal consequences, and finally violate the legal red line to pay a heavy price. In their own rights and interests were infringed, it is difficult to use legal weapons to maintain, the "man" and "human, relationship" idea, do not know how to use legal problems, to safeguard their rights and interests, may take reasonable but law does not advocate means, sometimes take to petition, containment government agencies to solve the problem, even extreme events, affect the rural social harmony and stability.

Due to various historical reasons and the practical reasons of many young and middle-aged people working in cities, in the face of the infringement of their legitimate rights and interests, the ability to protect the rights is still not high, and the operation and operation procedures of safeguarding the rights according to the law are also relatively vague.

4.3 THE LEGAL SYSTEM FOR RURAL REVITALIZATION IS INCOMPLETE AND SOUND

With the rapid development of rural economy and society, long-term accumulation of some contradictions and problems gradually revealed, and deal with these contradictions and problems of legal lag, involving legal system is incomplete, not perfect, general, operability is not strong, difficult to play an effective role, eventually lead to the rural revitalization of the rule of law guarantee weakening.

4.3.1 Rural grass-roots organizations are difficult to establish self-governance

It is difficult for rural grass-roots organizations to achieve autonomy in the legal sense. the current national political system is set by the state. the villagers' committee is a grassroots mass self-governing organization for self-management, self-education and self-service. It implements democratic election, democratic decision-making, democratic management and democratic supervision. But in the process of investigation visit, grassroots village organization cadres are busy to complete the township arrangement of medical insurance pay target tasks, the villagers examination number of tasks and a kinds of MoPai table, cope with all kinds of inspection, no time and energy to carry out the villagers autonomous work, lead to rural grass-roots organization administration, cannot play the role of rural grass-roots regime autonomous organizations in China.

4.3.2 The legal status of village regulations is vague

The formulation process of village rules and regulations is not strict and rigorous, mostly to let the village cadres combined with the actual situation in the village, village cadres are difficult to formulate appropriate village rules and regulations combined with the actual village ability, in the process of dealing with the actual problems are rarely used village rules and regulations, rural people lack of understanding of the legal status of village rules and regulations. Some respondents believe that village cadres are the public power of the state and the government to manage themselves. the villagers have a weak sense of autonomy, so it is difficult to play their role in the process of rural revitalization.

4.3.3 Incomplete supporting legal system

The rural revitalization strategy puts forward "deepening the reform of the rural collective property rights system and expanding the collective economy", but from the current legal system, there is no institutional design of the subject, object of each collective member and the responsibility of the "collective".

The villagers 'committee shall exercise the various rights of the collective economic organizations, especially the land rights, and who exactly exercises the rural land management right between the villagers' committee and the rural collective economic organizations. At the present stage, the separation system of "three rights" of contracted land has been gradually established, the contracted rights and management rights have been separated, foreign personnel will bring capital into the countryside, and new business entities have been established. However, at the present stage, there are no specific provisions on the rights and obligations of new business entities to participate in rural governance, and the current law has vague provisions on the inheritance of the contracted management rights of rural land. Relevant laws and regulations to adjust the rights and obligations of the parties in the transfer and transfer of the right to use the homestead are not clear enough to give full play to the role of rural homestead, an important asset of farmers, in the

process of promoting rural revitalization.

Similarly, it is not perfect enough to coordinate the two strategies of poverty alleviation and rural revitalization at the legal system level, and to ensure the timely transformation of effective policies into legal system norms.

4.4 THE PROBLEM OF LEGAL GUARANTEE AFTER POVERTY ALLEVIATION IS PROMINENT

It is important for the rule of law in poverty alleviation is to let citizens below the poverty line clarify their rights and obligations, and are not only entitled to the help of the state, but also obliged to cooperate with the state's poverty alleviation work. At present, the legal guarantee for rural revitalization work is not firm, and there is no unified standard for the accurate identification of rural revitalization objects, especially for the rights guarantee mechanism for farmers after poverty alleviation has not been fully established. the protection of citizens 'rights mainly depends on judicial relief, and the guarantee mechanism of rights in rural revitalization work is not perfect, which will damage citizens' rights but not be guaranteed.

5. ANALYSIS OF THE REASONS FOR THE DIFFICULTIES IN THE LEGAL GUARANTEE IN THE PROCESS OF POVERTY ALLEVIATION IN HENAN PROVINCE

5.1 LAWS AND REGULATIONS RELATED TO RURAL REVITALIZATION ARE NOT PERFECT ENOUGH

At present, the Law on Rural Revitalization Promotion has completed the legislative procedures and been promulgated and implemented, supporting a series of laws and regulations with the Rural Revitalization Promotion Law. Correspondingly, major developed countries have formulated a series of supporting policies to promote rural development, and have legalized, standardized and long-term these policies through legislative means. the current Henan province rural rule of law construction of the first shortage is "three rural" legal system supply, many legislative areas is still blank law, rural dispute resolution, rule of law operation on the rule of law, rural revitalization of aquaculture pollution, plastic film pollution, rural drinking water source protection, rural noise pollution, rural life pollution and agricultural sewage pollution, rural environmental infrastructure construction, rural economic operation legislation is basically blank.

5.2 GRASSROOTS CADRES AND THE MASSES HAVE A WEAK AWARENESS OF THE RULE OF LAW

Through investigation and visit, for the construction of the rule of law, there is a abnormal state of "the upper level take seriously, the middle level despise, and the lower level ignore" in rural areas. the existence of this state has its historical reasons, reflected in the following aspects.

Henan province has a sufficient annual budget for education, health and transportation infrastructure construction, but the fund for law popularization is relatively low, and the rule of law construction is insufficient.

The richer the economic subjects, the more active the economic activities will be. the more active the economic activities, the more likely to have disputes due to conflicts of interests. Business entities fail to fully accept professional legal knowledge training, without special legal guidance, and are prone to illegal acts in production and life activities, and even produce unstable factors in the society.

5.3 THE INSTITUTIONAL ADVANTAGES OF RURAL SELF-GOVERNING ORGANIZATIONS AND RURAL PARTY BRANCHES HAVE FAILED TO PLAY A FULL ROLE

5.3.1 Community-level party building is seriously formalized

The rural Party branch is the core of leadership of all rural work, and comprehensively leads the construction of material, political and spiritual civilization in rural areas. the villagers 'committee is the villagers' autonomous organization for the village affairs. However, in the process of investigation, it was found that there were a large number of inaccurate positioning of grassroots party organizations there.

5.3.2 Self-governing organizations of village committees are hardly self-governing

Under the framework of the law, within the scope of the collective autonomy freedom is an organization fully realize their functions of basic guarantee, but the affairs of the villagers committee by the township government, rural party branch and villagers committee and grassroots two committees did not obtain the autonomy of the legal autonomy, cannot play its role in the process of rural revitalization, weakened the villagers autonomy system in rural areas.

5.4 INSUFFICIENT SUPPLY OF LEGAL SERVICES IN RURAL AREAS

5.4.1 Service subjects are scattered in rural areas

With the continuous development of economy and society, rural people's awareness of the rule of law and rights protection is constantly improving, and the demand for legal services is also growing. Therefore, especially in the full implementation of the rural revitalization strategy, it is very likely to see explosive growth. Legal services although has gradually penetrated to rural areas, but the rural population distribution is relatively scattered, and a considerable part of the population distribution in relatively remote mountains, service rural people "the last kilometer" is still not unobstructed, service mode is relatively backward single, and the full implementation of the strategy of rural revitalization, the rural people's basic legal needs have a certain gap.

5.4.2 Insufficient supply of legal services in rural areas

Through analyzing the urban and rural distribution of lawyers in Henan Province, the data show that the urban and rural distribution and regional distribution of lawyers in Henan Province are seriously unbalanced, and most lawyers are concentrated in economically developed provincial capitals, and the shortage of legal professionals in rural and economically underdeveloped areas. Although other legal practitioners such as voluntary organizations and judicial departments join rural legal services, the number of legal service personnel is still

difficult to meet the needs. At the same time, few legal service personnel live in rural areas, the efficiency and effectiveness of legal services are relatively low, and the service cost is also high.

5.5 THE IMPLEMENTATION OF LAW POPULARIZATION IN RURAL AREAS IS NOT SOLID

We continue to promote the law activities, but in the practical process, some local "thunder, small rain" is a mere formality, the content of the popularization of the law is divorced from the actual production and life, and ignore the cultivation of legal concepts and legal knowledge, and the depth and breadth of the law is not good, leading to the weak legal awareness and awareness of the law.

6. ANALYSIS OF RURAL LEGAL GUARANTEE COUNTERMEASURES IN THE PROCESS OF CONSOLIDATING AND EXPANDING THE ACHIEVEMENTS OF POVERTY ALLEVIATION IN HENAN

In the new era of (SWCC), we must adhere to the most distinctive political stand of Marxism to safeguard the fundamental interests of the people. At the legislative level, the legal guarantee system of poverty alleviation work should be improved; at the law enforcement level, standardized and coordinated law enforcement; at the judicial level, the judicial relief system of poor households and the supervision and accountability mechanism of rural revitalization work should be improved as soon as possible to protect the legitimate rights and interests of the people. According to the current situation and reasons of the rule of law construction in rural areas of Henan Province, it is planned to be mainly elaborated from the following aspects: 1) strengthen the grassroots party building; 2) strengthen the law enforcement norms and supervision; 3) adhere to the combination of the rule of law and the autonomous rule of virtue; 4) strengthen the publicity of law popularization; 5) strengthen the supply of public legal services.

6.1 IMPROVE COMMUNITY-LEVEL PARTY BUILDING

6.1.1 Strengthen the construction of community-level village party organizations

We will continue to ensure that the Party supervises rural work and strengthen community-level Party organizations in rural areas. We will unswervingly maintain and strengthen the Party's leadership over rural work, improve the Party's leadership mechanism and system for rural work, ensure that the Party can always take an overall position in rural work, play a role in coordinating all parties, and provide a strong political guarantee for rural revitalization.

To strengthen Party building in rural areas, we must first improve the political literacy of rural Party members and cadres, strengthen their sense of responsibility, cultivate the spirit of responsibility, and enhance their ability to serve the people. Combined with the current party history study education work, strengthen the training education of rural party members and cadres, ideological baptism, encourage the party members and the masses actively study the party constitution, party rules and party discipline, promote the party to China honest self-discipline rules and the (C_P) disciplinary regulations to the size of the daily work, tedious affairs, with party discipline cadres, play the exemplary role and party building work.

6.1.2 Enhance party members' awareness of the rule of law

We will deepen the implementation of the "Party Member Activity Day" in rural areas, strengthen the sense of responsibility of rural Party members and cadres, and promote the normalization of Party organization activities in rural areas. At present, most of the rural Party members work outside, in the practical work can keep pace with the Times, make full use of nails, WeChat and other new media to carry out the outside party members' learning and education activities, to ensure that the rural Party members can fully participate in the activities, so as to better understand the new policy content.

It is necessary to further enhance the legal literacy of rural Party members and cadres, strengthen the thinking of the rule of law, establish the authority of the law, strengthen the legal belief, and cultivate the ability to govern villages according to law. Rural anti-corruption practice in recent years has proved that the discipline in front, the current village established the rural supervisory committee, to give full play to the role of the existing rural supervisory committee, with the combination of party discipline and law to guide the rural governance system and the modernization of governance ability, not only an effective governance, but also a sustainable governance.

6.1.3 Implement the leadership core role of the village party branch in the village affairs

Strengthen the village party branch leadership core role, should always adhere to the political principle, not only to strengthen the party organization in the village, rural new community construction, also play the party organization in promoting the rural new economic organizations, new service-oriented social organizations and other private organizations, construction and strengthen the rural grassroots party organizations to play its strong political leadership and cohesion, to unified consensus to promote the realization of rural revitalization strategy. the implementation of the rural revitalization strategy involves all aspects of rural economic, political, cultural, social and ecological civilization construction, which objectively requires rural grass-roots Party organizations to enhance their political functions to improve their publicity, execution, leadership, mobilization and development power.

Community-level Party organizations should pay attention to the development of young Party members from the farmers, and inject fresh blood and vitality into the young development of Party organizations. the county level organization department shall change the backward appearance of the weak and weak collective economy by sending the first secretary of the competent and good organization; strengthen the funding guarantee of the village level party organization, promote the reasonable and effective operation of the party organization; select the selection of strong township leadership and promote

the implementation of rural revitalization.

The villagers 'committee is particularly important for the Party's line, principles, for the implementation of the national constitution, laws and regulations and national policies in rural areas, and for consolidating and developing the political situation of stability and unity in China. Democracy is a series of systems and procedures that ensure the freedom, equality and other rights of citizens, the core of which is the political participation of the people.

6.1.4 Implement the self-government power of village committees

Through the villagers' committee to publicize the national policies, laws and regulations, mediate conflicts and disputes, enhance the awareness and legal awareness of the masses, and maintain the stability and harmony of the jurisdiction. Major matters involving the construction of transportation facilities in the village, the distribution of collective income, and environmental sanitation construction have been discussed and approved by the villagers' congress, and the "one case, one discussion" is strictly observed. At the same time, the villagers should also take the initiative to participate in the management activities of the village affairs, attend the villagers 'meetings and the villagers' group meetings on time, and put forward their opinions and suggestions on the village affairs through the meeting or face to face with the village cadres.

6.2 WE WILL IMPROVE THE LEGAL SYSTEM FOR RURAL REVITALIZATION

6.2.1 Improve the legal system

Good law is the cornerstone of good governance, and a sound legal standard system is the premise for the perfect conclusion of the battle. Getting rid of poverty and improving the living standards of the people in poor areas lies not only in economic development. Only under the guidance and norms of the law can the economy develop steadily for a long time. Therefore, in order to make steady progress in the social and economic development of poor areas, we must establish a sound legal system.

First of all, formulate a programmatic legal system. Administrative subjects must have laws according to law to follow. Only under the supervision and deterrence of the law can the government behavior and civic behavior be better regulated. It will not only make up for the legislative gap in rural revitalization, but also help us fight poverty, improve people's wellbeing, and develop social programs.

Second, we will improve the system for social organizations to participate in rural revitalization work. Social organizations are a good helper for the government to carry out rural revitalization work and an important force for rural revitalization work. Therefore, how to regulate the participation activities of social organizations is also extremely important. We should standardize the activities through a series of systems, ensure that rural revitalization work is carried out in a standardized manner and protect the legitimate rights and interests of the people. Finally, we will improve the social security legal system. the social security system is one of the important systems

stipulated by the Constitution on social systems. We should also implement the Constitution in the rural revitalization work at the grassroots level, and give full play to the coordinated and interconnected role of targeted rural revitalization policies and other social security systems. It cannot only integrate the rural revitalization policy with the subsistence allowance system, but also combine the rural pension system, temporary assistance and medical assistance system and rural revitalization and development policies, so as to enhance the stability and order of the rural revitalization work.

6.2.2 Strengthen the legal connection and design

We will strengthen the overall design of strategic legislation and policy systems for rural revitalization, promptly revise and abolish unsuitable laws and regulations, give full play to the role of legislation in ensuring and promoting rural revitalization, and legalize effective rural revitalization policies. At the same time, local governments should proceed from the actual needs of local rural development, formulate local regulations and regulations to promote rural revitalization, and improve the legal guarantee system related to agriculture. Improve and clarify the system design of the subject, object and responsibility of the "collective" and the determination of each collective member. Through legislation, the internal mechanism of "village and enterprise integration" is clearly established, and we should give full play to the role of the "two committees" of the village branches in the peasant collective economic organizations with rural land ownership. Clarify the boundary of social organizations members and members of collective economic organizations of rural people, and clearly stipulate which personnel are members of collective economic organizations and enjoy village collective economic rights and interests in the form of laws and contracts.

Formulate measures for the management of rural homestead in accordance with the Civil Code, Land Law, the Promotion Law on Rural Revitalization and other laws and regulations, realize the "separation of the three rights" of homestead at the legal system level, and adjust the rights and obligations of all parties in the transfer and transfer of the right to use homestead. At the same time, in the legal system level of poverty alleviation and rural revitalization of the two strategies, to ensure the timely transformation of effective policies into legal system norms, and to realize the effective connection between relevant policies and legal system norms.

6.3 STRENGTHEN THE NORMS AND SUPERVISION OF LAW ENFORCEMENT

6.3.1 Improve the law enforcement systems and mechanisms

We will establish and improve the strategic law enforcement systems and mechanisms for rural revitalization, effectively improve the capacity and level of law enforcement, and strengthen the authority of the law in safeguarding farmers' rights and interests, standardizing market operation, providing agricultural support and protection, addressing the ecological environment, and resolving social conflicts in rural areas.

Gather different law enforcement agencies, become a "power assembly", break the usual law enforcement division mode, different law enforcement departments are no longer limited to the original functions, responsibilities, and professional, mainly on the daily law enforcement problems, functional cross areas and border fuzzy zone for comprehensive law enforcement, form the law enforcement mechanism at the grass-roots level with Chinese characteristics.

We will strengthen the construction of the rural law enforcement system, implement the relevant responsibilities of the rural law enforcement system, standardize the rural law enforcement procedures, punishment standards and punishment discretion, and make the rural law enforcement refined, specific, operable and practical. We will improve the supervision and management mechanism of rural law enforcement, and establish systems for complaints, reporting, assessment, evaluation, supervision, and accountability of rural law enforcement. We will further improve and strengthen the role of community-level political power organizations, and form a reasonable and effective supervision mechanism for upper and lower levels.

6.3.2 Improve the rule of law thinking of grass-roots cadres

Further accelerate the grassroots party and government leading cadres using the rule of law thinking and way of consciousness and ability, make the spirit of the rule of law, the rule of law consciousness, legal knowledge into conscious consciousness and spiritual literacy, improve administration according to law, decision-making, in accordance with the law's ability, enhance the use of the rule of law thinking and way to promote the development, the ability to resolve social contradictions. Every year, the rural registered law enforcement personnel are trained, so that they can have rich legal knowledge and solid professional knowledge, and improve their law enforcement ability and level. Strengthen the pre-job training for new law enforcement personnel, and pass the training examination as the prerequisite for the issuance of law enforcement certificates.

6.4 ADHERE TO THE COMBINATION OF THE RULE OF LAW WITH AUTONOMY AND THE RULE OF VIRTUE

6.4.1 Integrated development of rule of law and rule by virtue

Rural revitalization of the "rule of law" nature is fundamental, is the key, is the key, but autonomy and virtue, the rule of law and autonomy, the rule of virtue, the rule of law is the rule of virtue is the rule of law in rural society, "sandwich" activated the rural governance synergy, mechanism and effective creativity, also strengthen the rural governance in the grassroots party organization organization leadership and villagers independent participation, build and perfect the meet people's growing needs for a better life of rural governance practice path.

Village rules and regulations are an important embodiment form of grass-roots democracy. Only when the village rules and regulations are established in accordance with the law and observed by the villagers in accordance with the law, can the villagers effectively realize their self-management, self-service, self-education and self-supervision.

6.4.2 Implement the construction of local customs and civilization

The construction of rural civilization is not only an important part of rural revitalization, but also an important driving force and soft power of rural revitalization. To strengthen the construction of local customs and civilization, we should not only inherit the excellent traditional culture, but also give full play to the leading role of advanced culture. the revitalization of village faith and ethics is an important basis of rural spiritual revitalization. By making the use of village intangible cultural heritage resources, rebuild the village spiritual tradition. For example, through the construction of rural cultural facilities and activity places, such as cultural room, film screening hall courtyard and dam, rural library, etc., to enrich the cultural life of the masses.

By vigorously promoting the core values of social subjects, guide the rural people to improve their sense of identity with the core values, and form a good fashion of knowing honor and disgrace, upholding integrity and promoting harmony in the Spring Festival, Dragon Boat Festival and Double Ninth Festival to inherit high-quality traditional culture.

The new village sages are the main body of rural construction and rural governance in the new era, and their core role is to reshape the civilized local customs and gather the neighbors. By setting up filial piety and the elderly love relatives, love and dedication, aggressive, bold entrepreneurship of the typical demonstration figures (village sages), influence the people around, to build a good local customs. Through the construction of a vibrant rural civilization system, to strengthen the rural revitalization strategy of the legal guarantee camp good environment.

6.5 STRENGTHEN THE PUBLICITY OF POPULARIZING THE LAW

6.5.1 Enhance the pertinence of popularizing the law

Enhance the pertinence and effectiveness of the rural law popularization work through various means, We should bring laws and regulations to the hearts of rural people, Should be demand-oriented, As far as possible to subdivide the objects of the law, in line with the actual production and life of the rural people, Aiming at the different needs of different groups of rural people, Realize the precise supply of legal services, Let the work of law popularization to achieve practical results, If the civil Code is publicized by combining examples of rural life, Form a consciousness of consciously abiding by the law, Starting from the life of rural people and the hot spots of social and people's livelihood, Carry out targeted publicity activities to popularize the law, To mobilize the rural people to participate in the work of popularizing the law to the greatest extent, Improve their awareness of legal rights.

Enhance the rural masses respect law usage ideological consciousness and behavior consciousness, use the

thinking and the rule of law to solve problems, resolve contradiction behavior habits, guide the rural masses in proper way, by means of law, with a rational attitude, reasonable and legal settlement of disputes, for the full implementation of rural revitalization strategy to provide a good under the rule of law environment.

6.5.2 Expand the ways to popularize the law

Develop diversified and personalized of the franco-prussian products, make full use of traditional and modern means and various forms, to carry out a variety of franco-prussian activities, leave no "dead Angle" and "blind area", solve the confusion of rural masses, problems and even resolve disputes, improve the depth of the franco-prussian, breadth and effect, meet the needs of different groups.

Rural law enforcement personnel should strictly enforce the law, put an end to adopting "movement law enforcement" and "selective law enforcement" by sacrificing the principle of the law, establish the authority of the law, raise people's awareness of awe for the law, and make the spirit of the rule of law deeply rooted in the hearts of the rural people.

6.6 STRENGTHENING THE SUPPLY OF PUBLIC LEGAL SERVICES

6.6.1 Improve the popularization of legal aid and assistance

Deepen the reform of comprehensive judicial responsibility system, the legal aid and judicial assistance to the countryside, further improve the efficiency of the judicial organs, reduce judicial costs, intensify agricultural case execution, such as rural contracted land, rural land "separation", farmland requisition involving major interests of farmers, fully safeguard the legitimate rights of all kinds of rural revitalization.

6.6.2 Expand legal services for public welfare

For the public welfare legal services provided to rural people, a mechanism of government purchase and compensation for rural legal services shall be established, according to the workload of legal services and the level of legal services, a reasonable part of legal service income, so as to reduce the cost of villagers' legal services. Organize rural people to rural legal counsel, public legal services, law firms, legal services and legal service studio for the corresponding annual assessment, and the assessment evaluation for excellent legal services and service agencies to give certain material rewards or spiritual rewards, to encourage them to improve the service level and practice ability, contribute to the rural legal service system construction, rural revitalization strategy escort.

6.6.3 Deepen and improve the system of legal understanding people

We will continue to strengthen the implementation of the system of legal savvy people, give full play to the role of community-level Party organizations as a fighting fortress and the vanguard and exemplary role of Party members, and rely on Party organizations to comprehensively promote the selection, training, use and management of "legal savvy people". We need to be demand-oriented and serve the people. Guided by the needs of the people for the rule of law, we will cultivate "legal understanding" and

"legal understanding" who serve the masses, focus on solving legal problems in their daily production and life, and improve the rule of law literacy. We must adhere to multi-party participation and cooperation. We will coordinate and integrate all kinds of resources, and strive to build a working mechanism for cultivating "legal understanding people" with multiple departments and the active participation of social forces, so as to form joint efforts. We must adopt classified policies and pay attention to practical results. We will follow the objective law of building the rule of law at the grassroots level, refine work measures, expand the coverage of work to local conditions, and promote the training of "legal intellectuals" according to the actual situation, so as to make the work more targeted and effective.

6.7 STRENGTHEN THE FITNESS OF THE PEOPLE'S COURTS IN HANDLING DISPUTES IN RURAL AREAS

6.7.1 Reduce the judicial costs for rural migrant workers

Migrant workers are the main force of today's economic construction, and a huge and special group in Chinese industrial construction team, making great contributions to Chinese infrastructure construction and economic development. How to safeguard the legitimate rights and interests of migrant workers is related to the smooth progress of building a modern socialist society and the construction of a law-based countryside. At present, the rural judicial cost is high, which is manifested in the complex grass-roots judicial procedures, the court is far from the masses, ineffective implementation and other problems. Therefore, we must reform the grassroots judicial system carried out to lower the judicial threshold. At present, the courts at all levels have formed a special leading group to deal with the cases of wage arrears for migrant workers, giving priority to the quick trial and handling of cases of unpaid wages.

6.7.2 Improve the system of handling cases

We will strengthen circuit handling cases and mediation, in factories, mines, construction sites and other migrant workers' labor sites, on-site mediation and local trial, so as to facilitate migrant workers to file lawsuits and solve problems.

We will vigorously carry out circuit trials, and bring law to rural areas, campuses, enterprises, and judges with enterprises. As the form of circuit trial becomes more and more common, it also plays a more and more vital role in the process of the rural rule of law construction. It works together with various forms of law popularization activities to provide a steady stream of power for the construction of the rural rule of law.

6.7.3 Give full play to the role of the township people's courts

People's courts have been dispatched to towns and townships to encourage and facilitate villagers to actively seek judicial help and obtain judicial relief when infringing on their legitimate rights and interests. Taking advantage of the geographical advantages of the people's courts located in rural areas, it can provide timely legal help and comprehensive legal basis support for the construction of the rural rule of law. It will become a

powerful driving force in the rural construction of the rule of law, and escort the construction of the rule of law in rural areas.

The participation of township courts in social governance can promote the combination of the rule of law and the rule of virtue. From the history of the development of Chinese law, the social standardization of morality has played an important role to be ignored in the process of maintaining social order. As a lasting legal consciousness, this moral concept has unknowingly become an important criterion in grass-roots social governance. Through solving one case after another, the people's court has gradually integrated the governance policy of combining the rule of virtue and the rule of law into the hearts of the villagers, so as to improve the legal awareness of the villagers, internalize them in heart and externalize them in practice, so as to promote the construction of the rule of law in rural areas.

7. SUM UP

"We should strive to overcome the adverse impact of the COVID-19 epidemic, and make more arduous efforts, " Xi said at the two sessions. In the context of the rule of law, in the process of consolidating and expanding the achievements of poverty alleviation, we must form a sound institutional support and legal guarantee, so as to provide a good backing and foundation for poverty governance.

Using the rule of law to consolidate poverty crucial achievements, has an important effect, rising to the legal level can make poverty process more standard, can solve the chronic ills, also echo the requirements of a modern socialist country under the rule of law, with a strong legal guarantee, rural revitalization will continue to advance and move forward. the masses live and work in peace and contentment, officials enforce the law in accordance with the law, society is stable and orderly, and the old countryside.

Combined with the reality of Henan, under the background of priority development of rural exploration in Henan to consolidate expand the process of rural rule of law guarantee concrete measures, to strengthen the strategy of rural revitalization, promote rural revitalization has strong theoretical and practical significance, at the same time, is also the related research field further extension and expansion.

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Risk and Response of Small Enterprises in International Business Work

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Abstract: the scale of small enterprises in China is constantly expanding, and small enterprises, as an important force in China's social and economic development, play a very important role in increasing employment and promoting economic development. With the development of economic and social development, small enterprises also have some problems in their development process, such as some problems in small business in international business work. This paper mainly analyzes the risks of the current small enterprises in the international business work, and puts forward the corresponding preventive measures on this basis.
Keywords: Small business; International business; Risk response

INTRODUCTION

China's small enterprises are developing faster and faster, and the scale is also in the process of continuous growth, small enterprises have now become an important force in China's economic growth, playing a very important force. However, in the process of its development, there are also many problems, such as the management of small enterprises themselves, and some problems in international business. If these problems cannot be solved in time, it will affect the long-term development of small enterprises in China's small enterprises and economy.

I. RISK OF SMALL ENTERPRISES IN INTERNATIONAL BUSINESS

1.1 POLICY RISKS

In the context of economic globalization, the economic exchanges between other countries in the world are getting deeper and deeper. At the same time, the trade friction between the world is also more and more fierce, with the anti-dumping cases, some countries use of technical trade barriers, and some countries in order to protect their market, for foreign goods use of tariff trade barriers, especially developed countries in using technical trade barriers to at the same time, still with higher domestic product regulations and product standards to excessive exclude other foreign competitors [1]. For example, when some small enterprises in China export eggs to a certain country, they encounter very harsh conditions, especially their strict quality and technical restrictions, which make many enterprises discouraged. For some eggs in China, there are more than 300 monitoring projects in the field of eggs. There are even strict requirements and monitoring on the source of eggs, laying hens and even the relevant feed and planting process used by laying hens in the breeding process. Not only in the product field, small enterprises are facing difficulties, in other technical fields, China's photovoltaic products also face a lot of technical trade barriers.

Developed countries have not only restricted China's product export in terms of product quality, but also restricted the qualification of product production enterprises, which is also the difficulties faced by China's small enterprises in the international business work [2]. Trade in the domestic market, small enterprises pay more attention to the quality of the product itself, but in the international market, small enterprises need to combine their own scale, capital, cost, management and so on comprehensive consideration, strengthen the enterprise qualification certification management, which can effectively avoid its risks in the process of international business policy.

1.2 TRANSACTION RISKS

Small enterprises face a high trading risk when conducting international business activities. the distance between the two parties is very far, and they are not familiar with the current trade practices. the way of trade is also different between different countries. Due to the complicated way of business trade, there is also a very obvious difference between small business trade and other domestic trade. Small businesses also need to involve many departments when conducting international business activities. For example, customs department, banking department, insurance department, commercial inspection department, transportation department and other departments and so on. Small businesses also spend a lot of time and energy on their relationships between these departments. For small enterprises in our country, especially those who have just carried out international business activities, trading risk is one of the big risks, if small enterprises in international business activities, ignore the risk, so it is likely to be because of some mistakes in trading, bring immeasurable losses to their own enterprises. Therefore, when China's small enterprises in international business activities, or refer to the way of domestic trade, payment on delivery, require the other party to pay again, but often the subject of international trade think that such trading mode is unreasonable, so small enterprises will lose this international trade opportunity. Either the small enterprises in the international trade activities, blindly accept the other party's unreasonable trading methods, or unreasonable payment methods, so that some malicious illegal foreign businessmen to defraud goods or money. For example, a small enterprise in our country in a European company to export 2000 tons of peanuts, according to the delivery of payment, the result after the goods arrived at the local, to check the peanuts contain aflatoxin refused to pay, and the goods in the local, these improper trading, to China's small enterprises for international business activities brought a lot of risks.

1.3 MARKET RISKS

In the past, China has cooperated more with other countries in the United States, Japan and the European Union. Because the import and export market is relatively concentrated and unified, it is easy to form since the market relationship. With the deepening of economic globalization, business activities in some countries in China have spread throughout many countries and regions in the world. However, some small enterprises in China still rely on exporting commodities at too low prices to attract the market, or rely on increasing the export volume to attract the market. Traditional import and export trade to our country's traditional market has been excessively saturated, so our country's small enterprises in order to win some market share, it is easy to fight a price war, stalemate, this is not only not conducive to the development of small enterprises in our country, and it is easy to appear sniclam, fisherman gain, in the end, the loss is still small enterprises. In addition, the fluctuations of the exchange rate in the international market and the RMB appreciation and other factors also make China's small enterprises face more risks when facing international business.

2. EFFECTIVE COUNTERMEASURES TO PREVENT AND AVOID INTERNATIONAL BUSINESS RISKS

2.1 ESTABLISH QUALITY AWARENESS AND FAMOUS BRAND AWARENESS

When carrying out international business activities, small business in our country should establish the concept of winning by quality, and build their own market advantages to win more market share, so as to truly set a steady foothold in the international market. In the 1980s, some of China's international trade, more emphasis on export foreign exchange, when the international business activities, more attention to the strategy of winning by quantity, through the price war to quickly open the international market, this way of trade has brought certain risks to Chinese enterprises. In particular, when some enterprises in China adopt the high-consumption and inefficient production mode for production, it brings a lot of economic losses to the enterprises. With the increasing competition between China's international trade, China's small enterprises should change from the previous price concept to pay attention to quality in conducting international business activities. Some small enterprises in our country should also use the power of certain high and new technology, in the process of production, using some of scientific and technological achievements, innovative to create some new products, gradually build their own brand, and on the basis of deep processing of products, gradually improve their own product quality, so as to better adapt to the development trend of the international market.

At present, when international business activities are becoming more and more complex, some markets in the United States and the EU have set up mandatory product qualification standards. Small enterprises can only enter the international market only when they produce product standards that meet international trade. This is a technical barrier to international trade set up by developed countries. In view of this, our country's small enterprises should actively adopt some international standards, in accordance with the higher standards for the corresponding product production activities, with the power of science and technology, constantly improve the current product quality standard grade, so as to through enough strength to break through the current developed countries set up some technical barriers in international trade, to quickly open the international market, help small enterprises quickly occupy market share [3]. In short, China's small enterprises should pay attention to their own brand development strategy, create innovative brands, constantly improve their own products quality, and reduce some risks in international business activities.

2.2 IMPLEMENT MARKET DIVERSIFICATION, MULTI-DIRECTIONAL, AND BUILD A MULTILATERAL TRADING SYSTEM

China has a vast territory, but there is also a serious imbalance in the economic development level of different regions. the eastern region of China is relatively developed, and the eastern region is constantly introducing foreign investment and technology. the quality of some products in eastern China has reached the world's advanced level. However, most of the commodities produced in the central and western regions of China, very few can enter the developed countries. Therefore, small enterprises in the central region of China in international business activities, should actively change the development strategy, according to their own actual situation, will produce their own products corresponding to the market demand of developing countries, China's small enterprises can choose some and our country development level, especially with China's industrial structure complementary developing countries, bilateral international business trade activities. This is to better avoid the fierce competition in the traditional market, so we can carry out diversified market development strategies to realize a multi-directional multilateral international trade system.

2.3 TAKE THE ROAD OF SPECIALIZATION AND DIFFERENTIATION

China's small enterprises cannot blindly carry out corresponding activities before they carry out international business and trade activities. When carrying out trade activities, they must do corresponding research and analysis on the international trade market in advance. Small enterprises should choose their own suitable target market as the entry point of their own products. In addition, small enterprises should constantly examine their own economic strength, product strength [4]. When carrying out international business and trade activities, small enterprises should actively adjust their internal production activities of enterprises according to the current professional division of labor, especially constantly developing in the field of enterprise operation optimization. Small enterprises in the international business trade activities, after full market research and target market selection, can concentrate their limited resources for professional good product production, in the process of product production and processing, should also continue to innovation, with the help of the current high-and new science and technology, in a professional way of

production. In addition, small enterprises in the process of production, should use the core technology, and constantly improve the core competitiveness of their own enterprises. Enterprises in the process of product production, should strictly follow the corresponding " I have things while others don't. when they prosessed, mine are new. When they got new things, mine are better. Even if they got the best, mine are unique. " enterprise production and operation strategy, so can in the current international business activities, constantly improve their core competitiveness, truly out of a specialization, differentiation, promote the effective sustainable development of small enterprise itself.

2.4 FOLLOW INTERNATIONAL TRADE PRACTICES AND ACT IN STRICT ACCORDANCE WITH THE BASIC OPERATING PROCEDURES OF IMPORT AND EXPORT TRADE

China's small enterprises should be in strict accordance with the corresponding international trade practices. International trade practices are the rules and general rules that must be followed by the relevant countries formulated by international organizations to participate in international trade in the process of conducting international business trade. Now, in international trade, international trade practices have been unanimously recognized by the majority of both sides, so it is widely used and in the current international trade activities. China's small enterprises to carry out international business and trade cooperation, must also be strictly in accordance with the current international trade management related operations, such as in the process of signing the relevant trade contracts, delivery of goods and goods settlement, should follow the international trade practices [5]. At present, small enterprises in international business trade activities, should deal with their own credit vouchers and related data documents, using "bank credit"

goods settlement between the two sides, so as to better ensure its "documents consistent" and "only consistent", at the same time with the help of "bank credit", both sides can also guarantee goods money can timely payment. Small enterprises should pay attention to the international business trade, so they should avoid the use of "commercial credit" for goods settlement, so that there is a great risk. If it is necessary to do, they must use it and pay attention to the credit risks of export participation in time, so as to effectively avoid the commercial risks existing in international trade.

CONCLUSION

To sum up, China's small enterprises in facing a lot of risks in international business work, in order to effectively deal with these risks, small enterprises can by setting up the quality consciousness and brand consciousness, the implementation of diversified market main body take professional and differentiation way of risk to avoid, promote their own better development.

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Research on Practical Talent Training Mode of Elderly Nursing Under School-Enterprise Cooperation Mode

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Abstract: As an important part of the construction of hospital talent team, the cultivation of practical talents of elderly care talents is related to the development of health undertakings in China. At the present stage, there are some deficiencies and defects in the training of practical elderly nursing talents in China, such as backward teaching concept, insufficient investment in teaching funds, outdated teaching content, and imperfect training standards. Based on this, in order to be able to better pension care practical talent training, promote for the people's life health and safety service quality, this paper will be based on university-enterprise cooperation mode, the hospital nursing care practical talent training mode, hope to be able to hospital pension care practical talent training to provide certain reference.
Keywords: School-enterprise cooperation mode; Elderly care; Talent training

1. THE SIGNIFICANCE OF CULTIVATING PRACTICAL TALENTS IN ELDERLY CARE UNDER THE SCHOOL-ENTERPRISE COOPERATION MODE

1.1 REQUIREMENTS OF AGING

With the continuous improvement of China's economic level, social welfare and medical security have made great progress and improvement, and the national life expectancy is increasing year by year, but then China is facing the severe challenges brought by the population aging. At present, the development of geriatric care is far behind the aging of the population, and the World Health Organization predicts that 35 percent of China's population will exceed 60 by 2050, becoming the worst aging country in the world. With the aggravation of the aging process, the gap of nursing practical talents is increasing, and the supply of practical nursing talents is in short supply. In order to be able to meet the needs of the people's pursuit of life, health and safety, cultivate professional service spirit, medical humanistic care, empathy, have good communication ability, learning innovation ability and other professional ability, has a solid basic knowledge, pension care professional knowledge and skills of pension care practical talent is a top priority.

1.2 THE TREND OF SCHOOL-ENTERPRISE COOPERATION

School-enterprise cooperation is an inevitable trend of practical talent training for elderly care in China, and also the key to the training work. School-enterprise cooperation is an operation mechanism of market and social demand. Through the advantages and resources of schools and enterprises, it is an inevitable trend to jointly train practical talents to adapt to the economic and social development and meet the needs of enterprises. For example, the training of practical talents in nursing care under the school-enterprise cooperation mode cannot only promote practical talents in nursing to improve their professional quality, but also improve the overall medical service level of the hospital. Hospital attaches great importance to endowment care practical talent training can make pension care practical talents attaches great importance to the improvement of their own quality, by actively participating in different levels of professional skills training to improve their professional ethics and professional quality, the process of self-improvement will bring self-value satisfaction, enhance the sense of belonging to the hospital, so as to further promote the realization of hospital endowment nursing practical talent training effect.

2. CURRENT SITUATION OF THE PRACTICAL TALENT TRAINING MODE OF PENSION NURSING UNDER THE SCHOOL-ENTERPRISE COOPERATION MODE

2.1 SHORTAGE OF PRACTICAL TALENTS FOR ELDERLY CARE

For a long time, there are insufficient and unbalanced development contradictions in the training mode of practical elderly nursing talents under the school-enterprise cooperation mode in China. Developed areas have more practical elderly care talents than less developed areas, and it is easier to retain practical elderly care talents. For hospitals below the county level, the quality of practical talents of nursing is generally not high, and the practical talent of nursing is seriously insufficient, which brings certain resistance to the development of hospitals. In addition, it is worth mentioning that the basic hospital not only pension care practical talent training, introduce, retain, and in the pension care practical talent handover also has certain problems, the older generation of pension care practical talents retired, just entered the pension care practical talents lack of experience, it also increases the difficulty of cultivating pension care practical talents.

2.2 THE QUALITY OF PRACTICAL TALENTS IN PENSION CARE IS NOT HIGH

At the present stage, for most hospitals, the people engaged in elderly care work are mainly doctors with certain qualifications, and there is a serious lack of

practical young elderly care talents, leading to a fault in the backbone team of elderly care. In addition, due to the development of practical nursing talents in their own reasons, there may be resignation and job-hopping, which leads to the large mobility of talents between hospitals, and the practical nursing talents have the characteristics of instability. In addition, due to the recruitment of certain qualifications or ability of pension nursing practical talents need hospitals to improve the salary, some hospitals to reduce hospital operating costs, will be in the signboard of some low quality level, low salary requirements of pension care practical talents.

3. THE PRACTICAL TALENT TRAINING MODE OF PENSION CARE UNDER THE SCHOOL-ENTERPRISE COOPERATION MODE

3.1 BACKWARD TEACHING CONCEPT

Because the training of practical old-age nursing talents under the mode of school-enterprise cooperation is a new major produced with the social needs, and it appears later compared with other medical majors, so there are some deficiencies in the development of specific majors. School-enterprise cooperation mode endowment nursing professional requirements in terms of professional personnel training, attach importance to the application and practical training, but due to the long formation of "heavy theory, light practice" teaching concept, and practice teaching conditions and insufficient objective conditions, led to the pension nursing professional in talent training and practical needs.

3.2 INSUFFICIENT INVESTMENT IN TEACHING FUNDS

As a new major, pension nursing major needs to invest certain funds in the preparation of teaching equipment. the nursing major needs a professional laboratory. Although the laboratory construction cycle is short, the teaching instruments and equipment in the laboratory need to be purchased, configured, transported and installed, especially the large teaching instruments and equipment, and the cost of these preparation process is high. However, due to the limited funds of the school, it is impossible to only invest a lot of funds in the nursing major, which leads to the lack of teaching conditions for the nursing major, which seriously affects the quality of talent training.

3.3 THE TEACHING CONTENT IS OLD

Subject to many factors such as the construction of elderly care teaching materials and school teachers, there are some problems in the training of practical elderly care talents, such as outdated teaching content, serious disconnect between theory and practice, and fuzzy students' job needs and career development. In particular, due to the lack of teaching content of advancing with the Times, so lead to the school training pension nursing practical talents and hospital units need pension nursing practical talent gap, it is easy to cause pension care practical talents learned knowledge and skills after graduation to the development of the industry, brought resistance to their successful employment. In addition, the information society requires hospitals should fully rely on the Internet information endowment care practical talent training, but most hospitals are still just copy before

pension care practical talent training plan, ignore the information technology in the application of pension care practical talent training, is not conducive to hospital pension care practical talent training.

3.4 THE TRAINING STANDARDS ARE NOT SOUND

In the formulation of practical talents standards, there is the problem of ignoring the actual situation of the hospital. Due to the lack of training standards according to the actual level of practical talents in the hospital elderly care, resulting in the problem of disconnection from the actual situation in the specific implementation of the training standards, resulting in a greatly reduced training effect. In addition, there is still a problem of a single training standard for practical talents in elderly care, most of which only pay attention to the cultivation of professional knowledge and skills, but ignore the ideological and moral level of practical talents in elderly care.

4. SUGGESTIONS FOR CULTIVATING PRACTICAL TALENTS FOR ELDERLY CARE UNDER THE SCHOOL-ENTERPRISE COOPERATION MODE

4.1 INNOVATIVE TALENT TRAINING PLAN

The innovative talent training program first needs to accurately cultivate the orientation of practical elderly nursing talents under the school-enterprise cooperation mode. Elderly care practical talents not only need to have excellent professional knowledge and technology, but also should have noble moral character, only the ability and morality are in a high level, can be called "elderly care practical talents". Therefore, in the endowment care practical talent training orientation, first need on the basis of full research, determine the hospital endowment care practical talent training objectives, training specifications (including quality, knowledge and ability), training basic conditions, and in the process of personnel training, not only need to strengthen for their professional knowledge training, should also pay attention to improve their ideological and moral level. Talent training program is a programmatic and guiding document for talent training. A complete talent training program can provide a guarantee for the smooth development of teaching work. Whether school, or hospital, in the school-enterprise cooperation mode of pension nursing practical talent training program formulation and implementation process, according to the professional training objectives, knowledge structure and curriculum characteristics, using innovative thinking, thinking and research conforms to the characteristics of pension nursing professional teaching mode and teaching methods, by establishing a stable teaching order and teaching framework, provide power for pension nursing practical talent training, achieve training goals, improve the teaching quality.

4.2 SCHOOLS AND HOSPITALS TO BUILD TALENT TRAINING PLATFORMS

Because schools in the process of pension nursing practical talent training, subject to objective conditions, there may be backward pension nursing equipment facilities, and the hospital as the first line of the medical work advantage, medical technology and pension care equipment, schools can strengthen cooperation with the hospital, build talent training platform, using hospital

advanced medical technology, medical equipment as teaching support, in order to cultivate more and better pension nursing practical talents, help them better adapt to the job after graduation. Specifically, hospitals with the ability to cultivate practical talents in related nursing can undertake the clinical theory teaching of school nursing, further improve students' cognition of major, and improve their own knowledge level and practical application technology. For hospitals, the increasing change of nursing care technology also requires nursing care related medical staff to learn and update their knowledge. Due to the hospital has certain limitations in talent training, so also can strengthen cooperation with relevant professional colleges, explore the new mode of hospital endowment nursing practical talent training, in order to realize coordinated development on the "medical, teaching, research", through breakthrough innovation mode of new cooperation, cultivate more pension nursing practical talents and hospital development provides new breakthrough.

4.3 PAY ATTENTION TO THE COMBINATION OF PRACTICE AND THEORETICAL STUDY

Practice is the only standard to test the truth. In the process of cultivating practical talents in elderly nursing under the mode of school-enterprise cooperation, we need to pay attention to strengthen the practical content. Clinical practice is an important stage of pension nursing practical talent training, because the clinical internship time is longer, so hospitals and schools need according to the actual needs of the industry, scientific and reasonable arrangement of internship, can according to the actual situation of pension nursing, reasonable overall planning, different groups in different time arrangement for pension nursing professional internship, ensure that make full use of hospital space at the same time, meet the needs of students' internship. In order to ensure the smooth development of the internship, it is necessary to formulate detailed rules and regulations, strict management, and also have corresponding examination or requirements. Interns should strictly fulfill the relevant requirements of the nursing department, be strict with themselves, and constantly improve their theoretical level and practical ability. In addition, it is also necessary to improve the internship standards of nursing interns, comprehensively improve the key points of nursing interns, and establish a feasible employment mechanism is the necessary requirement to optimize the construction of hospital nursing practical talent team. For pension care interns, the hospital should implement a scientific and effective assessment mechanism in accordance with the internship standards, incorporate personal quality and professional ethics into the evaluation indicators, promote the construction of the examination, conduct open and transparent selection and investigation of interns, recruit excellent practical talents for pension nursing, and enrich the hospital medical team.

4.4 IMPROVE THE STANDARDS FOR PERSONNEL TRAINING

Hospitals need to improve the training system of practical nursing talents under the school-enterprise cooperation mode, and establish a practical talent pool for elderly care. the talent management department of the hospital can, according to the responsibilities and characteristics of the medical talents, clarify the objectives and direction of the training program of the elderly care professionals, formulate the talent training plan according to the actual situation of the elderly care practical talents, and organize an expert group to supervise and manage it. In addition, it is necessary to strengthen the training and publicity of practical elderly care talents, and investigate and supervise the implementation of the training program, so as to ensure that the trained practical talents of elderly care not only have excellent personal moral quality, love and dedication spirit, but also have a high medical level and service achievements. In addition, hospitals should encourage practical elderly care talents to carry out internal and external exchange and cooperation, create a platform for foreign exchange and cooperation, regularly organize practical elderly care talents to go out for further study, learn advanced elderly care technology, and enhance the quality level of practical elderly care talents. And, the hospital can establish a system of rewards and punishment, to participate in the talent training of pension nursing practical talent achievement fair review, to reward personnel with outstanding achievements in training achievements, to strictly punish illegal personnel, to strengthen the effect of pension nursing practical talent training.

CONCLUSION

Under the background of the population aging and the industrialization of the elderly care service, it is an inevitable choice to train the practical elderly care talents to meet the social needs. Under the mode of school-enterprise cooperation, the training of practical nursing talents is not a handful, which requires the accumulation of time and the implementation of measures. Only when schools and hospitals take action together, the training of practical talents in nursing can have a qualitative leap. Hope the hospital from innovative talent training scheme, schools, hospitals build talent training platform, pay attention to the combination of practice and theoretical study, improve the talent training standard four aspects, cultivate an excellent endowment care practical talent team, help the development of health undertakings in our country, escort for people's life, health and safety of the people.

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An Analysis of Narrative Time in Letter From an Unknown Woman

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Abstract: *Letter from unknown woman* is a novel by Stefan Zwei who excelled at probing into woman's psychological activities. This novel adopts a carefully designed narrative time strategy, such as the use of analepses, prolepses and repeating narrative, which is greatly delicate to depict the unknown woman's psychology and racily shows a woman's passion, lust, and loneliness.

Keywords: *Letter From an Unknown Woman;* Gérard Genette; Narrative Time

INTRODUCTION

Literature is an art that unfolds and completes in time. As Lessing argued in *Laocoon*(1766)*,* painting can only depict the singular moment, whereas poetry always depicts the object in succession. Here, we should understand the word "poetry" as literature in general. Novel belongs to narrative literature. According to Genette's *Narrative Discourse*(1980:33)*,* it involves two kinds of time - the time of the thing told(story time) and the time of the narrative(narrative time). *Letter from an Unknown Woman* is a novel by Stefan Zweig. Published in 1922, it tells the story of an author who, while reading a letter written by a woman he does not acquaint, gets glimpses into her life story.

The academic research on this novel is mainly divided into four aspects. Firstly, academics would interpret it in terms of the 20th-century western literary theories, such as Freudian psychoanalysis or existentialism. Secondly, *Letter From an Unknown Woman* bears great significance for the feminist research from the perspective of patriarchy. Thirdly, scholars would explore the film adaptation of this novel from the interdisciplinary field of visual art and literature. Fourthly, scholars would study its unique narrative characteristics. This paper attempts to use Genette's narrative time theory in *Narrative Discourse* to analyze the novel *Letter From an Unknown Woman.*

1. ORDER IN *LETTER FROM AN UNKNOWN WOMAN*
Where there is a novel, there is always a clock in it. In the world of fiction, the sequence of events is usually presented in chronological order. However, in order to construct the plot or reveal the theme, novelists would try to adjust the order of novel at the level of narrative discourse. According to Genette(1980:35), the study of time order is to "compare the order in which events or temporal sections are arranged in the narrative discourse with the order of succession these same events or temporal sections have in the story. " That means, to compare the temporal order in narrating the story and the actual chronology of the story.

Anachrony is one of the traditional resources of literary narration. In Zweig's classic love novels, Zweig often uses the way of "time distortion" to depict female images who possesses the fiery and persistent love. In *Letter From an Unknown woman,* Zweig also uses anachronies to depict a spoony woman. the novel begins with Mr. R receiving a letter when he returns to Vienna. There is no name on it and no sender's address. In that letter a woman tells the writer that she loves him, has always loved him from the time when she was a shy and scrawny girl. She describes how they have met many times and how he didn't recognize each time. Without revealing her name, she succeeded in spending three nights with him. Then pregnant, she lost her job and had to give birth in a refuge. Resolved that their child should have a good life, she becomes mistress of many rich men but would never marry because she never changed her love for the writer. However, in the 1918 flu pandemic, her child died and she fell ill after losing her hope of life. She wrote this letter to confess her heart for the writer.

The narrative order of this novel is roughly as follows:
①Mr. R, returning home to Vienna, finds a long letter from an unknown woman.
②The unknown woman told Mr. R that her child died yesterday.
③The unknown woman wrote this letter to confess her heart for Mr. R.
④ The woman recalled that there were mean and quarrelsome people living in the apartment before Mr. R moved into their building.
⑤The woman's first encounter with Mr. R when she was 13 years old.
⑥The woman moved to Innsbruck when she was 16 years old and she told Mr. R again that her child died last night.
⑦The woman returned to Vienna at eighteen and her three-night affairs with Mr. R.
⑧Mr. R disappeared for two months and the woman said again that her child died yesterday.
⑨Pregnant, the woman lost her job and had to give birth in a refuge. Besides, the woman said that her child had died for the fourth time.
⑩The woman became the mistress of the rich and her reencounter with Mr. R.
⑪For the fifth time, the woman mentioned that her child had died.
But the sequence of story should be as follows:
A. There were mean and quarrelsome people living in the apartment before Mr. R moved into their building.
B. the woman's first encounter with Mr. R when she was 13 years old.
C. the woman moved to Innsbruck when she was 16 years old.

D. the woman returned to Vienna at eighteen and her three-night affairs with Mr. R.

E. Mr. R disappeared for two months.

F. Pregnant, the woman lost her job and had to give birth in a refuge.

The woman became the mistress of the rich and her reencounter with Mr. R.

G. the woman's child died of illness.

H. the woman wrote a letter to reveal her whole life to Mr. R.

I. Mr. R, returning home to Vienna, finds a long letter from an unknown woman.

From the above analysis, we can come to the conclusion that the novel begins with the analepses. However, when entering the narrative part of the strange woman, the novel follows the chronological order. Moreover, there is little sign of prolepses. This article would discuss analepses first.

1.1 ANALEPSES

According to Genette(1980:49), there are two types of analepses: external analepses and internal analepses. External analepses, by the very fact that they are external, never at any moment risk interfering with the first narrative, for their only function is to fill out the first narrative by enlightening the reader on one or another "antecedent". and internal analepses may have the problem of interference since their temporal field is contained within the temporal field of the first narrative.

At the beginning of the novel, Mr. R, returning home to Vienna, finds a long letter from an unknown woman. This part of narrative belongs to the internal analepses for the novel covers the time range from the unknown falling in love Mr. R at 13 to Mr. R receiving the letter. This part of analepses poses a puzzle to the reader: Mr. R received a letter in a strange handwriting with no signature or address. Who on earth is this letter from? and the salutation of the letter is: " To you, who has never known me. " This remark intrigued Mr. R, not to mention readers. At this point, readers must be eager to read the rest of the letter and get to know the secrets of the protagonist because it is human nature to pry into other people's privacy. We have to admit that this novel has a very artful entry point. Thus, Zweig's extraordinary narrative talent is revealed. Moreover, as Richardson, the leading figure of epistolary fiction, once said, " one technical advantage of epistolary form, in addition to its "novelty", was that in contrast to narration, letters use the present tense, thus inducing in readers a sense of immediate involvement and anticipation (Martin 2006:129). Using epistolary style, *Letter From an Unknown woman* also goes against the norm of novels, which can make readers find everything new and fresh.

Then the narration that there were mean and quarrelsome people living in the apartment before Mr. R moved into their building belongs to external analepses because it happened before the woman met Mr. R. According to Genette(1980:56), recalls have the persistent function of modifying the meaning of the past occurrences after the event, either by marking significant what was not so originally or by refuting a first interpretation and replacing it with a now one. By contrasting the gentleness of Mr. R

with the vulgarity of the former tenant, this part highlights how the emergence of Mr. R has made a difference in the woman's life. As the lines of the movie version of *Letter From an Unknown woman* say, "everyone has two birthdays, the day of his physical birth and the beginning of his conscious life. " for the woman in this novel, the appearance of Mr. R is the beginning of her real life. Life, before she met Mr. R, is full of barren.

1.2 PROLEPSES

For the plot of this novel as a whole, there is little sign of prolepses. A close reading of the text, however, reveals some examples of prolepses. Prolepses refer to the representation or assumption of a future act. (Genette 1980:67) Todorov(1969) argues that the prolepses are in some ways the plot of predestination. For example, the song "Lifelong Mistakes"in *A Dream of Red Mansions* sets Jia Baoyu's life destination at the very beginning. In *Letter From an Unknown woman,* the salutation of the letter " To you, who has never known me", (Zweig 2013:2) in fact, also indicates the protagonist's fate of lifelong love but not own. In addition, the end of the woman was already revealed in the opening words of her letter. "*But you should only know my secret when I am dead, when you will no longer be obliged to reply, if what is now shaking my body with its chills and its fevers really is the end*". (Zweig 2013:3) This sentence shows that the woman is already dead when Mr. R received the letter. the tragic fate of the unknown woman is doomed from the beginning.

2. FREQUENCY

From the above, we know that when entering the narrative part of the unknown woman, the novel adopts the chronological time, which is more conducive to us to grasp a complete time line. As the narrative in the letter goes deeper and deeper, the mystery is revealed step by step. Like peeling an onion, even if people burst into tears, but also cannot help but insist on reading to the end. When the woman narrates her story through time, she inserts five narratives about the death of her son successively.

a. My child died yesterday - for three days and three nights I fought with Death over this small, tendering being, for forty hours I have sat beside his bed while the flu wracked his poor, hot body with fever.

b. My child died last night - now I shall be alone again, if I really have to continue to live.

c. My child died yesterday - he was also your child. He was your child, my beloved, the child of those three nights, I swear to you, and one doesn't lie in the shadow of death.

d. Our child died yesterday - you never knew him. Never, not even in a fleeting chance encounter did you glance touch on this blooming little being, your being.

e. My child is dead, our child - now I have no one left in the world in whom I can continue to love him, but you.

These five sentences all told the same event with stylistic variations. This kind of narrative belongs to the repeating narrative (narrating n times what happened once). (Genette 1980:115) in the novel, each time the woman recounts an event that is too painful for her to bear, she turns to mention the death of her child. For example, when she had to move out of the writer's city, when the writer disappeared, and when she endured abuse in the hospital,

the woman would turn to say her child was dead. These five narratives, although the content is same, the feelings become stronger each time. These repetitive narratives hint at the breakdown of woman. In fact, her son is just a substitute for Mr. R in the end. the importance of her son becomes more prominent because she cannot get the love of Mr. R. the death of the child was the last straw for the woman. So she decided to die alone and tried to use her last words to awaken even the slightest memory of her in Mr. R's mind. Through repeating narrative, Zweig presents us with an image of a woman who is infatuated with love. To this unknown woman, love is her destiny. She shapes her entire life behind it.

CONCLUSION

Zweig is a writer who is very good at exploring woman's psychological activities. *Letter from unknown woman* is one of his representative works. He takes the experience of the unknown woman as the basic frame of the story and takes letter as the artistic carrier to convey the feelings of the Unknown woman. the use of analepses, prolepses and repeating narrative in this novel is very delicate to depict the unknown woman's psychology. This novel incisively and vividly shows a woman's passion, lust, and loneliness, and deserves to be a classic romance novel.

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An Analysis of Ruth's Growth in the Housekeeping

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Abstract: Marilynne Robinson is known as one of the epoch-making American writers of our time. the number of her works is not particularly large. There are mainly "Gilead Trilogy", *Gilead, Home, Lila* and so on. Among them, her first work *Housekeeping* cannot be ignored. It has become a classic work and plays an important role in contemporary American literature. *Housekeeping* is about a traumatized family in a remote town. It reveals the sense of fragmentation and the sense of wandering in the heart of the family after trauma. Loneliness is the most obvious theme.
Keywords: *Housekeeping*; Ruth; Loneliness

INTRODUCTION

Marilynne Robinson (1943-), one of the greatest novelists of our time. She was born in the Idaho, the western United States. There are the vast territory and beautiful scenery. At the same time, Robinson grows up in a devout Christian family and is familiar with the Bible. the mysterious nature and the strong religious family atmosphere have an important impact on Robinson's literary creation. After her first work *Housekeeping*(1980) was published, she was nominated for Pulitzer Prize and won PEN/Hemingway Award. These awards affirmed her honor and status in the literary world. After that, Robinson did not publish any works for 24 years until she published *Gilead* in 2004, which won the Pulitzer Prize and the National Book Critics Circle Award in 2005, and this work was listed as his favorite novel by then President Barack Obama. *Home* published in 2008, *Lila* in 2014 with *Gilead* constitute the trilogy of Gilead.

Marilynne Robinson is the representative of American literature after Hawthorne, Melville, Hemingway and Faulkner. She has an important position in contemporary literature. Foreign researches on her are more abundant than domestic researches. Since the publication of *Housekeeping*, it has been the continuous studies about this novel, from the feminism, eco-feminism, religious thought to the current binary opposition between individuals and communities. In addition, it also studies Robinson's political thought, life attitude and so on. Domestic researches on Robinson are not particularly rich, which may be related to her silence of more than 20 years after the publication of her first work. They mainly studies the religious thought, feminism, vagrant lifestyle and trauma in her works.

As the first work of Marilynne Robinson, *Housekeeping* shows the important influence of early education and living environment on Robinson. the novel contains a large number of descriptions of ecological environment and religious elements. the language is exquisite and meticulous, showing a slow and distant rhythm and implication. *Housekeeping* mainly tells the growth process of the two orphan sisters Ruth and Lucille, whose mother gets suicide, are raised by a succession of relatives in the town of Fingerbone, Idaho. Their transient aunt Sylvie comes to take care of them after the death of their grandmother. Though playing the role of housekeeper, Sylvie remains her living habits as a strange drifter. Grown up in Sylvie's vagrant unconventional lifestyle, the two sisters finally choose different life paths. the narrator of the story, Ruth, is at home with this way of life and the isolation from society. By contrast, her sister Lucille wants to lead a socially normal life. the intervention from society finally leads to the breakdown of the family. Two sisters lead different lives as they wish. Although this novel is Robinson's early work, its importance cannot be underestimated. In 2003, the novel was named "the 100 greatest novels of all time" by the *Guardian Unlimited* and selected as one of "1923-2005 100 best English novels" by *Time*. This paper focuses on Ruth, one of the protagonists in the novel, and analyzes her complex growing environment to interpret her awakening consciousness and life choice.

1. GROWING UP IN LONELINESS

Housekeeping is an outstanding novel, according to Alex Engebretson, its significance resides in three facets. First, the novel is about "spiritual development" deeply related with "religious traditions"; Second, it "appropriates and refashions tropes and stylistic tendencies from American Romanticism"; Third, it offers "a female-centered representation of the American West".

As Robinson's first work, *Housekeeping* shows her obvious writing style. In the novel, the main scenes are concentrating in the family which is not compatible with the town, and the life scope of the characters is also limited between family members and few friends. Besides, it contains a lot of biblical stories and the religious implication in the novel. Although the characters in the novel have different lifestyles and personalities, they all embody a remarkable feature: loneliness.

Ruth has lived in a lonely environment since her childhood. Her mother, Helen, leaves her hometown Fingerbone and gives birth to Ruth and her sister Lucille. However, they have never seen their father and the only trace they know is a letter torn by their mother from the father, and "that was all we knew of our father"(Robinson, 1980:40). Her mother is silent and alienated, on the way to Fingerbone, "We fought and counted horses and cemeteries, and she never spoke to us once"(151). Then, one day, she settles the two sisters on the bench in screened porch and drives into the lake without hesitation. As if it is a repeat of history, the train slides like a snake into the bottom of the lake where Ruth's grandfather's

soul is buried. After a few years, the daughter Helen's limbs are also integrated with the lake water. the sense of broken family needs the rest of the people to pursue and heal themselves with their whole lives.

The loss of her grandmother and the arrival of her aunt Sylvie make the two sisters feel even more lonely. Sylvie is an unredeemed transient. She is used to sleeping in shoes, putting the dead animals, jars and newspapers in the living room. She lies on the park bench with a lot of people passed by. She doesn't care about the sisters' truancy. the three of them keeps company with each other, but they lack communication from the heart. the loneliness of the inner world caused by the death of relatives gradually accumulates, and they indulges in the memory of the past and relatives. In Sylvie's unconventional housekeeping, Ruth is quiet and introverted, but she drifts away from the life of the small town. She is afraid of receiving the eyes of the outside world, which makes her nowhere to hide. Being an invisible person can be regarded as a comfort to her.

2. STRUGGLING IN LONELINESS

"Through all these generations of elders we lived in one house"(3). the house with bad natural environment and leaving alone and far away from others seems to be indifferent, but in fact they are lonely. Ruth and her sister Lucille have more and more differences, and gradually begin to have different life choices. Ruth is quiet and has the sense of inferiority. In order to retain her sister Lucille, she returns to school, and strives to have good grades. But when Lucille leaves them, Ruth chooses family and Sylvie. She accompanies Sylvie, roaming the island and climbing the train. To Sylvie, she never thinks that the drifters climbed in the train as stealing, "you just find yourself an empty place, out of everyone's way, no harm done"(131). Ruth who lives with Sylvie struggles with the memories of the lake in Fingerbone. Roaming on the lake, as if she entangles with the remains of relatives in the lake. the broken family brings Ruth a desperate struggle. She longs for her mother's touch, even though her mother brings her endless loneliness. But as long as her mother is alive, she will complain, resent and eventually choose to forgive. the life of a family of three generations seems to be cursed. the death of her grandfather and Helen makes them fall apart, only choose to moving from town to town. In the Old Testament, "Lot's wife was salt and barren, because she was full of loss and mourning, and looked back"(120). Just like Sylvie and Ruth, the incurable past makes them struggle in memory. They live in the past, and think that "the force behind the movement of time is a mourning that will not be comforted"(149). the lake takes away the life of her grandfather and mother, so it gives her peace and memory. Beside the lake, "however sad and wild, are clearly human"(149). Similarly, in her heart, home is never broken.

3. RUNNING AWAY IN LONELINESS

Sylvie's unconventional education has finally attracted the attention of the town. She is no longer the most qualified housekeeper. To reassure the town, they tidy their house, pull up their hair, match their clothes, and cast about constantly for ways to conform their lives to the

expectations of others. But after all, before the hearing, they both know that they have to leave, and vagrancy is their final choice. They burns down the house where three generations live in, as if they do not let others touch their unique memory. That house, which is stashed like a brain, its relics is pawed and sorted and parceled out among the needy and the parsimonious of Fingerbone. It also seems that they want to put down their broken memories before they escape, because "even things lost in a house abide.. many household things are of purely sentimental value.. such things are not themselves. They are transformed into pure object, and are horrible, and must be burned" (161). However, Ruth's escape and vagrancy are just more lonely and indulge in memories forever. "I recall that the eye of the lake is my grandfather's, and that the lake's heavy, blind, encumbering waters composed my mother's limbs.. unhallowed. For families will not be broken"(150). Ruth and Sylvie embark on a complicated vagrancy, rambling, complicated and aimless. They still pay attention to Fingerbone, grandmother's house, and miss Lucille, but the memories are incurable and untouchable. "does not watch, does not listen, does not wait, does not hope"(168). For Ruth, she has been waiting and expecting all her life. Choosing to be a drifter is to let her indulge in the past.

CONCLUSION

The novel *Housekeeping* ends with Ruth and Sylvie's transient life. It breaks away from the conventional restrictions on women in traditional society. Sylvie's unconventional housekeeping and the final choice of the Ruth, both represent Marilynne Robinson's criticism and challenge to the traditional female identity. However, she does not point out that being a drifter and leaving home are the right life choices. She has no intention of creating character opposition. In this novel, the male is aphasic and the perspective is focused on the images of women. This novel not only focuses on women's survival dilemma, but also discusses the relationship between man and nature and between man and man in detail, which reflects the author's religious thought and has an important impact on contemporary society.

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The Application of Viktor Frankl's Logotherapy in Clay by James Joyce

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Abstract: Joyce is one of the representative writers of the "stream of consciousness" novels. *Dubliners* is Joyce's first work, and *Clay* is one of the stories about women being marginalized in the complex social circumstances in the early twentieth century. Famous psychologist Viktor Frankl was a miracle of the 20th century. Based on his own experience and the experiences of others in the camp, he pioneered "logotherapy", finding the meaning of life for those people who are in distress. Viktor Frankel thinks that there are three ways finding a meaning in life: work (doing something meaningful), love (caring for others) and courage that overcome difficulties. This paper tries to analyze how Maria in *Clay* pursues her own value and finds the meaning of life from above three ways in a harsh environment.
Keywords: James Joyce; *Clay*; Maria; logotherapy

1. INTRODUCTION
1.1 INTRODUCTION TO JAMES JOYCE
James Joyce was one of the greatest writers of the 20th century and one of the founders of post-modern literature. His works and the thought of "stream of consciousness" have a great influence on the literary world. He was born in Dublin, Ireland. His main works include *A Portrait of the Artist as a Young Man*, *Ulysses*, *Finnegans Wake*, and *Dubliners* etc. *Dubliners*, a collection of the short stories was published in London in 1914 and attracted generations of readers for its simple, concise and vivid language. *Dubliners* depicts the life of the lower middle class of Dublin in the early twentieth century, with paralysis and death throughout the book. It consists of fifteen stories that shows the author's life in different stages.
Clay is the tenth of the *Dubliners*, showing the life of Joyce's adulthood period. Maria is a kind and delicate woman. After the break-up at home the boys had got her a work in the laundry. She is quite responsible for her work and kind to others. Thus Maria has won great praise of her friends. Once they have quarrels, she is glad to help them. Maria loves life very much. She is fond of growing flowers and plants, and delivering her happiness to others. Despite Maria is no longer young, she still live delicately. Before visiting friends, she always dresses her up in detail. She has lived alone for years and still had expectations for love. Maria is a very independent woman who earns her own living. Joe and Maria have been friends for years. She always selects gifts carefully before visiting them. on the way to Joe's house, the cake was stolen by a so-called gentleman. Despite such a little episode, they still had a pleasant night. the party ended with a song that Maria sang. In the early twentieth century, women's opportunities were strictly restricted. They married rarely and some even very late. Maria is a small miniature of the women at that time. Despite the difficult life of women, Maria still has a positive attitude toward life. She is a woman with a free spiritual will.

1.2 INTRODUCTION TO VIKTOR FRANKL'S LOGOTHERAPY
Psychiatrist Viktor Frankl's memoir has riveted generations of readers with its descriptions of life in Nazi death camps and its lessons for spiritual survival. During the Nazi era, his whole family was imprisoned in Auschwitz. His parents, brother and wife, all died in the gas chamber, and only his little sister and he survived. Frankel combined his own experience with academic work, creating 'logotherapy" and finding the meaning of life for those people who are in despair. At the time of Frankl's death in 1997, *Man's Search for Meaning* had sold more than 10 million copies in twenty-four languages. A1991 reader survey for the Library of Congress that asked readers to name a "book that made a difference in your life" found *Man's Search for Meaning* among the tenth most influential books in America.
In the book *Man's Search for Meaning*, Viktor Frankl points out that according to logotherapy, we can finding a meaning in life through three different ways: by creating a work or doing a deed; by experiencing something or encountering someone, and by the attitude we take toward unavoidable suffering. the first, the way of achievement or accomplishment, is quite obvious. the second way of finding a meaning in life is by experiencing something such as goodness, truth and beauty --by experiencing nature and culture or, last but not least, by experiencing another human being in his very uniqueness by loving him. the third way of finding a meaning in life is by suffering. Frankl's core philosophy is that life is not what Freud preached--simply praying for happiness, not what Adler taught--pursuing just for power and wealth. People live in search for the meaning of life.

2. FINDING A MEANING IN LIFE THROUGH THREE DIFFERENT WAYS
2.1 FINDING A MEANING IN LIFE FROM MARIA'S WORK
Maria has found her own value from her work. She loves her work very much, and she is extremely responsible for it. the cook has a good expression on her. "The kitchen was spick and span: the cook said you could see yourself in the big copper boilers. the fire was nice and bright and on one of the side-tables were four very big barmbracks. These barmbracks seemed uncut; but if you went closer you would see that they had been cut into long thick even slices and were ready to be handed round at tea. Maria had cut them herself. "
Maria has got a sense of independence by work. "After the

break-up at home the boys had got her that position in the Dublin by Lamplight laundry, and she liked it. " When in the tram, "she arranged in her mind all she was going to do and thought how much better it was to be independent and to have your own money in your pocket. "

2.2 FINDING A MEANING IN LIFE FROM LOVE

Maria is the embodiment of truth, goodness and beauty. She is very popular with women and a veritable peace-maker. She was always sent for when the women quarrelled over their tubs and always succeeded in making peace. Even her matron had a good opinion of her. "And Ginger Mooney was always saying what she wouldn't do to the dummy who had charge of the irons if it wasn't for Maria. Everyone was so fond of Maria. "

Maria always puts others into consideration and is happy to help others. Because Maria lives alone, Joe and Alphy had wanted her to go and live with them; but she would have felt herself to disturb them though Joe's wife was ever so nice with her. Moreover, she had become accustomed to the life of the laundry. Joe was a good fellow. Maria is a good-hearted lady. She had ever nursed Joe and Alphy. Joe was very grateful to Maria and used often say: "Mamma is mamma but Maria is my proper mother. "

Maria is good at discovering the goodness in others. "She used to have such a bad opinion of Protestants but now she thought they were very nice people, a little quiet and serious, but still very nice people to live with. " Maria is a devout Catholic and keeps dressing for mass on Sunday morning every week.

Maria knows that it is necessary to love oneself. Though Maria lives alone, she is fond of spending some time dressing herself up carefully before visiting others. After work, she would go into her little bedroom. "Then she took off her working skirt and her house-boots and laid her best skirt out on the bed and her tiny dress-boots beside the foot of the bed. She changed her blouse too and, as she stood before the mirror, she thought of how she used to dress for mass on Sunday morning when she was a young girl; and she looked with quaint affection at the diminutive body which she had so often adorned. In spite of its years she found it a nice tidy little body. "

Maria loves life very much. "She had her plants in the conservatory and she liked looking after them. She had lovely ferns and wax-plants and, whenever anyone came to visit her, she always gave the visitor one or two slips from her conservatory. "

Maria has her own views on life--life is full of quarrels and it is rich and colorful.

When Maria was going to visit Joe, she could not help thinking what a pity it was Alphy and Joe were not speaking. They were always falling out now but when they were young they used to be the best of friends: but such was life.

Love is the only way to touch others' heart. It will make everyone more happy. We certainly should not only love others, but also learn to love ourselves.

2.3 FINDING A MEANING IN LIFE FROM SUFFERING

Although Maria has been single for years, she still yearns for love. For years Maria's friend, Lizzie Fleming said Maria was sure to get the ring, and Maria's grey-green eyes would sparkled with disappointed shyness. on the way to visit her friends, Maria met an elderly gentleman in the tram. "He wore a brown hard hat; he had a square red face and a greyish moustache. " Maria, full of passion for love at that moment, thought he might be a colonel-looking gentleman and "she reflected how much more polite he was than the young men who simply stared straight before them. " At last, to our surprise, Maria's cake turned out to be stolen by that so-called gentleman. However, Maria has a positive attitude towards life. Though she was no longer young, she still thought herself a nice tidy little body. In the end of the novel, Maria sang *I Dreamt that I Dwelt*, and "when she came to the second verse she sang again: "*I dreamt that I dwelt in marble halls/ With vassals and serfs at my side/* and *of all who assembled within those walls/ That I was the hope and the pride. /"I had riches too great to count, could boast/* of *a high ancestral name, /But I also dreamt. which pleased me most. /That you loved me still the same.* "From these words, we can see that despite the ups and downs of her life, Maria is still hopeful about the future.

We must not forget that, even in seemingly hopeless situations, even in the face of unchangeable doom, people can also find the meaning of life. We cannot change our destiny, but we can change our attitude towards an unchangeable destiny. Thus, the suffering also makes sense.

CONCLUSION

This paper interpret Viktor Frankl's logotherapy by analyzing how Maria in *Clay* pursues her own value and finds the meaning of life through three ways: work (doing something meaningful), love (caring for others) and attitude we take toward unavoidable suffering. Despite Maria's suffering, she still has hope for life. While Maria tries to live her own life well, she also conveys her kindness to others. We should know that life is meaningful. People should abandon the intrusion of the environment, and learn to pursue the meaning of life. In the patriarchal society, women's life is restricted everywhere, which is forced by the times. Nowadays, we should also give more attention to women. Women themselves should also be self-reliant.

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Research on Cpr and Aed Skills Training and Application for College Students

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Abstract: In recent years, as the number of cardiovascular deaths is increasing year by year, it is extremely important to popularize and train cardiopulmonary resuscitation (Cardiopulmonary resuscitation, CPR) and automatic external defibrillator (Automated External Defibrillator, AED) to master relevant skills and carry out relevant first aid measures in emergency. Methods: Based on the public elective course of "Common emergency technology" of Huanghe S&T College, a questionnaire survey was conducted on non-medical students and a statistical analysis of the data obtained. Results: the study showed that the etiology of cardiac arrest (SCA) among non-medical students increased from 58(19.21%) to 213(71.7.72%), and the awareness of rescue time increased from 66(21.90%) to 254(85.70%), and the understanding of CPR and AED increased significantly (<10% before teaching and> 75% after teaching), and the gap had statistical significance (P <0.001). After teaching, 268 people (97.98%) said they could use the technology in emergency situations after receiving training in the knowledge and skills of CPR and AED. Conclusion: Through the popularization of training, we can improve the cognition of the rescue time and rescue technology of cardiac arrest and master the relevant first aid skills, which can provide relevant first aid to win time for life rescue.
Keywords: Non-medical college students; CPR; AED; Skills training; Popularization and promotion

INTRODUCTION
Cardiac arrest (sudden cardiac arrest, SCA) refers to the phenomenon of sudden heart arrest and loss of effective blood discharge function under the influence of various factors, resulting in ischemia of all body organs and hypoxia, and then leading to sudden death and high mortality rate [1]. Patients with cardiac arrest receiving automatic external defibrillator combined with cardiopulmonary resuscitation can effectively improve the success rate of recovery and greatly shorten the treatment time of patients [2]. Therefore, mastering the relevant first aid technology is crucial for the first aid in cardiac arrest. the 2015 Heart Association CPR guidelines proposed the concept of a "survival chain"[3] It includes five key links: (1) early identification of cardiac arrest and the emergency response system; (2) immediate high-quality CPR; (3) rapid defibrillation; (4) basic and advanced life support; (5) post-cardiac arrest care. the first three are the key to the "survival chain". About 550, 000 cardiac arrest occurs every year in China, with more than 70 percent occurring outside hospitals. [4] China has only 0.2~0.3 automatic external defibrillators (Automated External Defibrillator, AED) per 100, 0 00 people, far lower than the demand than 550, 000 cardiac arrests per year, and the number of

AED is significantly lower than other countries (393.7 in Japan, 198.9 in the US, 25.6 in the UK, 44.5 in Australia and 17.6 in Germany)[5]. Therefore, increase the release of AED, popularize the method of non-professional personnel to use AED, improve the general public's understanding of AED, accelerate the promotion process of AED, and win more time for the rescue.

1. OBJECT AND METHOD
1.1 SURVEY OBJECT
In this survey, 308 college students from the Huanghe S&T College were selected to conduct experimental research on ordinary college students without medical and related professional background and without professional first-aid knowledge training. Through the theme of "common first aid technology" and the combination of theory and practice, the feasibility and scientific process of the experiment are guaranteed. During the training process, students are demonstrated and guided to master the judgment standards, rescue time, operation steps and operation points of CPR and AED operation, assess one by one and simulate the situation, so as to achieve the real assessment environment and objectively evaluate the operation level of skills. the results of the experiment were compared by collecting questionnaires trained in CPR and AED courses. the survey was conducted from March 25, 2021 to December 9, 2021.

1.2 INVESTIGATION METHOD
This study adopts the convenient sampling method, investigates through the "Questionnaire Star" platform, and relies on the public elective course "common first aid technology". Before training, 302 valid questionnaires (308 were issued, effective recovery rate 98.05%), and after training, 297 effective questionnaires were recovered (308 were issued, effective recovery rate 96.43%) were recovered.
Inclusion standards: (1) College students in non-medical and related majors in Huanghe S&T College; (2) have not received professional first aid training; (3) participate in the study of knowledge and skills related to CPR and AED; (4) fully fill in the questionnaire and answer the questions for more than 40s;

1.3 SURVEY CONTENT
The contents of the knowledge questionnaire about CPR and AED include: (1) cognitive situation of etiology and prevention of SCD; (2) cognitive situation of knowledge and skills related to CPR and AED; (3) cognition of AED distribution sites; and (4) willingness to apply knowledge and skills related to CPR and AED;

1.4 ANALYSIS
The Excel format was exported using the Questionnaire Star " platform and the data were analyzed using SPSS 19.0. Counting data were obtained using a chi-square test,

with P <0.05 as statistically significant gaps.

2. RESULTS

2.1 COGNITION OF RESCUE TIME AND KNOWLEDGE AND SKILLS RELATED TO C PR AND A ED

For the "golden four minutes" rescue time of cardiac arrest, the degree of knowledge, application and understanding of CPR and A ED before operation methods was statistically significant (P <0.001), and the degree of understanding after training was higher than that before training, see Figure 1.
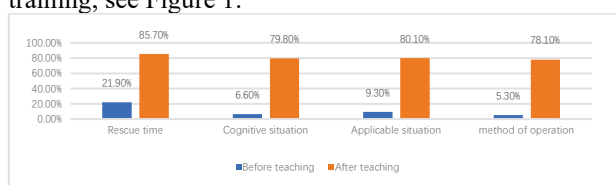
Figure 1. High proportion of the understanding of the knowledge and use skills related to CPR and AED

2.2 COGNITION, LEARNING AND APPLICATION WILLINGNESS OF A ED SITE DISTRIBUTION

Heart arrest often occurs in public places outside the hospital, with high incidence places mainly public sports places, large shopping centers, transportation hubs (such as airports, railway stations, subway stations), etc. According to the survey, more students believe that A ED should be placed in crowded places, such as malls, airports, railway stations, subway stations, schools, but A ED in public sports places (43.87%). See Figure 2.

Figure 2. Recognition of where the A ED should be placed
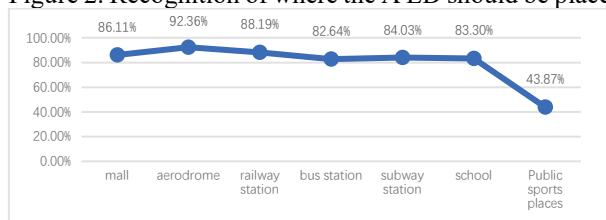
The results of the pre-training survey showed that 298 people (98.68%) were willing to receive CPR and AED related knowledge and skills training, only 3(0.99%) were reluctant and 1(0.33%) did not. According to the survey results after the training, 188 people (63.30%) said they were willing to carry out relevant emergency aid in an emergency, 103 people (34.68%) said they were willing to launch assistance but were concerned because they learned that the CPR might cause secondary damage, and six people (2.02%) said they were reluctant to launch first aid.

3 DISCUSSION

3.1 IMPROVE THE COGNITION AND MASTERY OF THE FIRST-AID SKILLS OF SAC, AND STRENGTHEN THE DISSEMINATION AND POPULARIZATION OF THIS TECHNOLOGY

Patients with out-of-hospital cardiac arrest have a high mortality rate and many uncertain factors. When cardiac arrest is found, CPR starts immediately and AED is used to obtain the time for advanced life support treatment. the 2015 American Heart Association Heart Association (AHA) CPR and Cardiovascular Relief Guidelines recommend that AED can be obtained immediately in the event of cardiac arrest, with defibrillation as soon as possible, otherwise CPR should start immediately and defibrillation occurs immediately after the device is available for use. For each 1min delay in defibrillation time, patient survival will be reduced by 7% to 10%[6]. If electrical defibrillation was not received for 10 min, patient survival decreased to almost 0[7]. Increasing awareness of SCD, timely identification of SCD and first aid measures to improve patient survival.

For CPR and AED, China's related knowledge and skills is still at a low level compared with some developed countries. Norway added CPR to its daily classes in 1965, and more than 90 percent of its residents have been trained in CPR [8]; Some schools in the United States advocate taking CPR education as its teaching curriculum, stipulating that the high school graduation certificate can only master the relevant first aid operations of CPR and AED [9, 10]; in Denmark, CPR education is mandatory in schools, with the national public unarmed CPR rate of 41% and a more than threefold survival increase in cardiac arrest patients [9]. However, Chinese residents 'awareness of CPR and AED is generally low, residents' mastery of CPR is less than 1%, and the rescue success rate of out-of-hospital cardiac arrest patients is less than 1%[11]. Because there is no systematic cardiopulmonary resuscitation training system for current students, the cognitive rate of CPR and AED is not high. After training, the understanding of non-medical college students and higher knowledge of CPR, AED increased significantly (both> 75%), and the proportion of higher understanding of CPR and AED increased to 78.1%. Let college students master the knowledge and AED related CPR knowledge and first aid skills, so that they can carry out relevant first aid in emergency cases, to win time for life rescue.

3.2 MASTER THE THEORETICAL KNOWLEDGE OF CPR AND AED, ELIMINATE PSYCHOLOGICAL CONCERNS, AND ENCOURAGE MORE PEOPLE TO LEARN FIRST-AID TECHNOLOGY

Understand the knowledge of CPR and AED, master the emergency judgment method, eliminate the psychological concerns of the use of equipment, maximize the use of the golden rescue time, and improve the rescue survival rate.

For current students, the school can regularly conduct first aid knowledge courses and skills training, and invite relevant medical staff to conduct on-site teaching to improve their awareness of relevant knowledge. For the society, the Red Cross, hospitals, emergency centers and other relevant institutions can regularly push emergency knowledge through WeChat public account, Weibo and TikTok, and encourage more people to participate in pre-hospital first aid. For those who have mastered this skill, they are encouraged to guide more people around to understand and learn relevant knowledge of first aid, to carry out relevant rescue in time, and can accurately guide others by telephone, etc. To face those who have not yet mastered this skill, they are guided to seek help by phone calls and dare to carry out assistance.

To sum up, through the knowledge popularization and skills training of CPR and AED for non-medical college students of Huanghe S&T College, it can improve their

cognition of SCA first aid time and first aid technology, and enable them to carry out relevant first aid in case of emergency. For college students to carry out first aid knowledge training, to point with face, make its family, friends understand and learn how to use and CPR, AED, so as to improve the penetration of CPR, AED, make more people in cardiac arrest, dispel concerns, so as to win more time for rescue, also drive more people actively participate in and support healthy China strategy, to practice the "healthy China 2030" offer their own strength.

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Analysis of the Path of the Inheritance and Promotion of the Yellow River Culture in Colleges and Universities

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Abstract: the Yellow River culture is an important part of the Chinese culture. the Yellow River culture also has a very rich era value at present. Inheriting and carrying forward the Yellow River culture is helpful to better inherit the Chinese culture and strengthen our cultural confidence. As the main position of cultural communication and inheritance, colleges and universities play a very important role in the current research of the Yellow River culture. This paper mainly discusses the main path of the Yellow River culture in the inheritance and promotion of universities.
Keywords: Yellow River Culture; Inheritance and Promotion; Development and Inheritance

INTRODUCTION
In the current society, universities, especially those in Henan, play a very important role in the process of inheriting and carrying forward the Yellow River culture. As the birthplace of Central Plains culture in Henan, there are many experts and scholars in Henan that have profound research on the culture of the Yellow River basin. Therefore, universities in the Yellow River basin have unique advantages in the inheritance and promotion of the Yellow River culture. Therefore, colleges and universities need to constantly emancipate their minds, broaden their own ideas, and use diversified means and methods to study a complete set of teaching modes of inheritance and carrying forward the Yellow River culture, and give full play to the major advantages of colleges and universities in the promotion path [1].
The Yellow River culture is mainly represented by the farming culture of the Yellow River basin. the development of the Yellow River culture is deeply rooted in the people in the Yellow River basin. In the long-term agricultural life, the majority of the people have formed certain farming techniques, folk culture and folk art. Some intellectuals will systematically summarize these technologies and cultures and inherit them with the help of generation after generation, which has formed a long-standing Yellow River culture. Colleges and universities in order to better carry forward the Yellow River culture, should be systematically in the school to carry forward the local excellent culture curriculum, let the students in the region's culture has a deeper, systematic understanding, let students love the Yellow River culture, in the process of study and work in the future, can also aspire to be the practitioners of the Yellow River culture and communicators.
1. THE THEORETICAL BASIS FOR INHERITING

AND CARRYING FORWARD THE YELLOW RIVER CULTURE IN COLLEGES AND UNIVERSITIES
1.1 INTEGRATING THE YELLOW RIVER CULTURE INTO COLLEGE EDUCATION IS THE CALL OF THE TIMES
Universities in the Yellow River basin, especially those in Henan Province, should pay attention to the in-depth excavation and inheritance of the Yellow River culture. the relevant government departments have also issued relevant policies to promote the corresponding topic of the continuous inheritance of the Yellow River culture. Universities in Henan have distinctive Yellow River cultural characteristics, and can also play a unique role and advantages in protecting and carrying forward the Yellow River culture at present [2]. In the process of carrying out the construction of corresponding disciplines, universities in Henan can nourish the culture and infiltration with the help of Yellow River culture for students from different majors and disciplines. the Yellow River culture should become an important cultural label when college students graduate in Henan province, which will help the Yellow River culture to play a better advantage in the present era, and help the Yellow River culture and Henan local culture to continuously export and communicate between culture.
1.2 INTEGRATING THE YELLOW RIVER CULTURE INTO COLLEGE EDUCATION IS THE NEED TO PROMOTE THE RISE OF CENTRAL CHINA
At present, the education of colleges and universities is an important base for China to cultivate high-quality talents. In the process of their education, colleges and universities can constantly arm the current college teenagers with the current socialist core value system to help them cultivate the normal three views on the basis of inheriting the excellent Chinese culture. Colleges and universities in Henan region should take serving the regional economy and inheriting and carrying forward the characteristic culture of Henan region as an important part of their education. After thousands of years of development, the Yellow River culture has formed an excellent spirit of the Chinese nation, containing ethics and values deeply rooted in the people's psychology in the Yellow River basin. Colleges and universities in Henan region should pay attention to the inheritance and promotion of the Yellow River culture, so that college students can fully accept the education and training of the Yellow River culture, which can better help students in Henan universities to shape their Yellow River spirit of unremitting self-improvement. With the help of the Yellow River culture, Henan universities can cultivate the central plains students thick

feelings, cultivate the new era students sense of responsibility, help youth firm cultural confidence, let teenagers cultivate the correct world outlook, the outlook on life, values, let the Yellow River culture into the Henan universities in the process of local economic development, let education power the rise of central strategy.

1.3 INTEGRATING THE YELLOW RIVER CULTURE INTO COLLEGE EDUCATION IS TO PROVIDE CULTURAL SUPPORT FOR THE BUILDING OF LOCAL UNIVERSITIES WITH DISTINCTIVE CHARACTERISTICS

The Yellow River culture contains a very rich cultural connotation. the Yellow River culture itself is a multi-level and multi-dimensional cultural community. the Yellow River culture contains rich economic, politics, art, philosophy, religion, morality and other content, and its cultural forms and cultural styles are also rich and diverse. In its long-term development process, the Yellow River culture has gradually formed the cultural spirit of unremitting self-improvement. In the development process of the current college education, we should pay attention to the goal and the core of education. With the help of the excellent Yellow River culture in the region, the Yellow River culture can constantly nourish Henan students from different regions and even different countries, so that they can feel the spiritual power of the Yellow River culture by constantly learning the connotation of the Yellow River culture. In the future, students from Henan universities can better inherit the current cultural blood and carry forward the advanced culture of the Yellow River to the world. In order to build themselves into first-class universities with distinctive characteristics, universities should pay attention to the cultivation of cultural connotation and the cultivation of national responsibility and historical mission guided by socialist core values.

2. RESEARCH ON THE ROLE OF HENAN UNIVERSITIES IN INHERITING AND CARRYING FORWARD THE YELLOW RIVER CULTURE

2.1 UNIVERSITIES IN HENAN ARE THE VANGUARD OF MINING AND COMBING THE YELLOW RIVER CULTURE

China's higher universities themselves have incomparable advantages in conducting cultural research and academic scientific research. Universities in Henan have a large number of experts and scholars to study and integrate the Yellow River culture, as well as high-quality teacher teams, which can fully increase the research on the geography of the Yellow River culture, and also better highlight the important spiritual essence and value of the current Yellow River culture. Colleges and universities in Henan should dig deeply into the internal connotation and extension of the Yellow River culture, so as to attach importance to the historical status and important characteristics of the Yellow River culture in the process of education. Colleges and universities should attach importance to the establishment of the Yellow River cultural inheritance and development platform, academic exchange platform and learning position. Colleges and universities can carry out some Yellow River Cultural and creative parks by carrying out some cultural exchange and communication activities, and attract students' interest with some fresh information with the characteristics of the Times, and give full play to their innovation and imagination.

Henan colleges and universities in the process of carrying forward and developing the Yellow River culture, can invite some off-known Yellow River culture research scholars, and some intangible heritage, folk artists into school, can also learn from other countries and regions successful experience and model, so can establish a good learning atmosphere, also can more in-depth study of the real connotation and extension of the Yellow River culture. Colleges and universities can also carry out the distinctive "Yellow River Culture School" to explore the historical context and era value of the Yellow River culture.

2.2 UNIVERSITIES IN HENAN SHOULD BE THE LEADER IN PROMOTING THE YELLOW RIVER CULTURE

In the long historical process, the Yellow River culture has bred a very rich cultural content, which forms a part of the splendid Chinese culture. the Yellow River is not only our mother river, but also the cradle river that breeds Chinese culture. It is their own historical mission and responsibility to carry on and carry forward the Yellow River culture, continue the current historical context, explore the value of the Times, and enhance their cultural confidence. In this regard, the Yellow River region of the Yellow River can promote the Yellow River culture, colleges and universities can also carefully plan some Yellow River culture lectures, the Yellow River culture school, the Yellow River culture salon, attract more teachers and students interested in the Yellow River culture, let them close experience the Yellow River culture has a long history, extensive and profound [II]. Colleges and universities should also pay attention to the construction of a strong learning and research atmosphere, and constantly promote the culture of the Yellow River region through the campus publicity programs, or on-campus radio, school Internet collection and other platforms. With the help of the charm of the Yellow River culture, it can constantly nourish the body and mind of Henan universities, wash the students' hearts, let the students be infected invisibly, and set up the spirit of unremitting self-improvement. College students in Henan region should be deeply aware of their own important mission and responsibility of inheriting and carrying forward the Yellow River culture, and consciously shoulder the mission and social responsibility of becoming a strong cultural country and realizing the great rejuvenation of the Chinese nation. College students should conform to the current development trend of the Times, and bear in mind their own mission of the Times.

3. THE REALIZATION PATH OF UNIVERSITIES TO INHERIT AND CARRY FORWARD THE YELLOW RIVER CULTURE

3.1 GIVE FULL PLAY TO THE CULTURAL ADVANTAGES OF COLLEGES AND UNIVERSITIES

Colleges and universities play a very obvious role in protecting, inheriting and promoting the Yellow River

culture. In this regard, the Henan Provincial government has also issued relevant policies and held many meetings, constantly emphasizing the protection and inheritance of the Yellow River culture, which is related to the existence and development of the Chinese nation and the long-term peace and stability of the country. Colleges and universities should consciously undertake the great significance and great goal of protecting, inheriting and carrying forward the Yellow River culture [4]. Colleges and universities should bear in mind their great responsibilities, give full play to their own advantages, constantly cultivate the genes of the Yellow River culture, and promote the creative transformation and innovative development of the current Yellow River culture.

3.2 GIVE FULL PLAY TO THE ROLE OF THE YELLOW RIVER CULTURAL AND EDUCATION BASE

The culture of Henan region is a typical representative of the Yellow River culture. the languages, books, artworks, buildings, customs, religions and beliefs in the Central Plains are all important manifestations of the Yellow River culture. the Yanhuang culture, Shaolin culture, Da Song culture and Tai Chi culture in Henan region are all important ways and carriers for people to understand and understand the Yellow River culture. Henan colleges and universities in the development of the Yellow River culture classroom, should go with local to some cultural demonstration area and some cultural base for organic integration, carry out in-depth cooperation, lead college students to carry out situational experiential teaching, let the students in the subtle cultural environment, feel the heavy strength of the Yellow River culture, let the spiritual power of the Yellow River culture in Henan students' heart. the state is building the Yellow River National Cultural Park, which will provide a better learning place for universities in Henan to carry out on-site situational teaching of the Yellow River culture. Let the students intuitively feel the charm of the Yellow River culture.

3.3 ESTABLISH A LONG-TERM MECHANISM OF SCHOOL-SCHOOL ALLIANCE, SCHOOL-SCHOOL ALLIANCE AND SCHOOL-ENTERPRISE ALLIANCE

Universities in Henan should pay attention to the protection and inheritance of the Yellow River culture, which is to better inherit the genes of Chinese culture, but also to better build the current great cause of the Chinese nation community, in which universities assume an important responsibility. In the process of inheriting and carrying forward the Yellow River culture, colleges and universities should firmly grasp the three foothold of "protecting, inheriting and carrying forward well" the Yellow River culture, and give full play to their own advantages, so as to promote the creative transformation and innovative development of the Yellow River culture in colleges and universities. With the help of the current Internet technology, universities can also establish online classes, and carry out in-depth cooperation with other schools, colleges and cultural enterprises. Through the form of online classroom alliance, the relevant Yellow River cultural courses are constructed, so that universities can form a linkage mechanism and give full play to the

advantages of the alliance [5]. Colleges and universities should also constantly improve their own cultural facilities, establish a certain Yellow River cultural education park and research base, through the digital training center, carry out various forms of academic conferences and academic lectures, let students in the corresponding Yellow River cultural research and cultural research on the basis of the research, deepen the understanding and support of the Yellow River culture.

4. YELLOW RIVER CULTURE INTO TEACHING MATERIALS, CLASSROOM AND MIND

Colleges and universities should take the initiative to promote the Yellow River cultural thought into the teaching materials and into the classroom. Colleges and universities teachers should change their own education concept, facing the current social requirements, for the needs of cultivating compound talents, facing the needs of cultural power, in their own education goals and curriculum objectives constantly penetrate the connotation and significance of the Yellow River culture, guide students to voluntary, voluntary, independent in-depth study of the spiritual connotation of the Yellow River culture. Colleges and universities should pay attention to the Yellow River culture into students' moral education, cultural education, physical education, social practice education, so can use the important advantage of cultural recessive education, in all aspects of the Yellow River culture, play to the important advantages of the Yellow River culture, culture, culture, let the Yellow River culture in Henan students to improve their national consciousness, national feelings, the important carrier of cultural confidence.

CONCLUSION

In a word, the Yellow River culture is the core part of the Chinese culture and an important spiritual home for the Chinese nation to cultivate the spirit of unremitting self-improvement. Colleges and universities should pay attention to the inheritance and promotion of the cultural connotation of the Yellow River, and constantly inherit and carry forward the Chinese civilization and the Yellow River culture through education, teaching, practice and scientific research, which is also the reshaping and return of the Chinese spirit. With the help of the Yellow River culture, universities can cultivate students' noble values, strengthen their cultural confidence, and let students carry forward the Chinese spirit.

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An Archetypal Study of Santiago in the Old Man and the Sea

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Abstract: the *Old Man and the Sea* is one of Ernest Hemingway's representative works. It presents readers an intelligent, courageous and persevering old man, Santiago. Through the deep insight into Santiago's life and fishing experiences, it is not hard to find the fact that this old man bears resemblances to some mythological figures such as Odysseus and Heracles. In the Greek and Roman Mythology, Odysseus represents wisdom and perseverance and Heracles stands for strength and courage. Northrop Fyre's archetypal criticism provides readers with a new angle for the book. Thus, this paper tries to enrich the old man's image by analyzing Santiago's archetypes in the Greek and Roman Mythology.

Keywords: the *Old Man and the Sea*; Archetype; Odysseus; Heracles

1. INTRODUCTION

1.1 *THE OLD MAN AND THE SEA*

The Old Man and the Sea is one of Ernest Hemingway's greatest works. Published in 1952, it earned Hemingway the Pulitzer Prize for fiction in 1953 and the Nobel Prize for Literature in 1954.

Its story centers on an aging fisherman Santiago, who is involved in an epic battle with a giant marlin. Though the old man has a strong desire to catch fish, he has not got any fish for 84 days. the boy Manolin, who is Santiago's apprentice as well as the closest friend, is forced to leave the old man's boat by his family. and then the old man goes out to sea alone and takes his skiff far out into the deep waters of the Gulf Stream, where he meets the largest marlin that he has never seen before. With his great courage and perseverance, he struggles with it for three days and finally kills it. Unfortunately, on the return voyage, the big fish is hit by sharks. Though the old man has done his best to protect the body of the marlin, it leaves nothing but an skeleton.

1.2 ARCHETYPAL CRITICISM

The archetypal criticism is one of the most significant schools of criticism in the West, which gained momentum in the 1950s and 1960s. Its main founder is Northrop Frye, an Canadian literary critic and one of the most important literary theorists in the 20th century. It is widely acknowledged that the archetypal criticism comes from two sources, Carl Jung's analytic psychology and James George Fraser's anthropological theory. "In the practice of criticism, the archetypal criticism tries to discover the various images, narrative structures and character types that appear repeatedly in literary works, and find out the basic forms behind them. Critics emphasize the types of myths in the works. They believe that these myths are more basic archetypes compared with specific works. They have used a series of archetypes in the analysis, interpretation and evaluation of works. "[1]

Carl Jung makes a great contribution to the term "archetype" from the psychological perspective. Jung believes that the structure of mind or personality consists of three layers: the conscious, the personal unconscious and the collective unconscious. the collective unconscious is a "racial recollection that exceeded the individual and a kind of psychological aggradations that were passed from generation to generation. "[2] Jung calls the content of the collective unconscious archetype and he defines the archetype as follows, "the primordial image, or archetype, is a figure-be it a demon, a human being, or a process-that constantly recurs in the course of history and appears wherever creative fantasy is freely expressed. Essentially, therefore, it is a mythological figure. When we examine these images more closely, we find that they give form to countless typical experiences of our ancestors. "[3]

Frye moves the definition of archetype from the category of psychology to the field of literature and thus establishes the archetypal theory with literary archetype as the core. According to Frye, literature originates from myth, which contains all forms and themes of it. and Frye calls myth the archetype of literature. "The scholars of Archetypal Criticism believe that all the literary writers gain inspiration from the Bible, the old Greek and Roman mythology and legends when they create literary works among all the cultures and languages. " [4]

1.3 ARCHETYPAL CRITICISM AND *THE OLD MAN AND THE SEA*

As Hemingway's masterpiece, the *Old Man and the Sea* has gained wide attention since its publication in 1952. Different scholars have analyzed it from different angles. This paper tries to give it a new explanation under the archetypal criticism. As those writers who have been deeply influenced by the Bible and the Greek and Roman Mythology, Hemingway employs many archetypes in the *Old Man and the Sea.* But this paper mainly focuses on Santiago's archetypes in the Greek and Roman Mythology: Odysseus and Heracles. Through exploring the similarities between Santiago and Odysseus and Heracles, this paper is expected to help readers have a better understanding of the image of the old man in the book.

2. SANTIAGO'S ARCHETYPES IN THE GREEK AND ROMAN MYTHOLOGY

2.1 ODYSSEUS

Odysseus is the king of Ithaca and a great hero in the Greek and Roman Mythology, who has played a vital role in ending the ten-year's Trojan War. on his way to his homeland, he meets with all kinds of difficulties and adventures but finally reunites with his family. It costs him 10 years to return to his kingdom of Ithaca. Thus Odysseus is the embodiment of wisdom and perseverance.

in *the Old Man and the Sea,* Santiago is also an intelligent and persistent man. As Odysseus can come up with great ideas to escape from the Sirens' lure, the old man is able to catch the giant marlin partly by virtue of his wisdom. Before the old man starts to go out for fishing, Manolin is worried and asks him if he is strong enough now for a truly big fish. the old man says, "I think so. and there are many tricks. "[5:6] Old as he is, Santiago is always confident about fishing. When he is waiting for the coming of fishes, he is well prepared. "He looked down into the water and watched the lines that went straight down into the dark of the water. He kept them straighter than anyone did, so that at each level in the darkness of the stream there would be a bait waiting exactly where he wished it to be for and fish that swam there. "[5:16] Santiago has been fishing since he was a child. and in his own words, this work is something he was born for. As a fisherman, he is endowed with intelligence and wit. When he encounters the big marlin, he clearly knows how to defeat it. Long years of fishing experience enables him to gain a keen insight. By judging the environment around him, he can swiftly perceive where the big fish is. "The fish never changed his course nor his direction all that night as far as the man could tell from watching the stars. "[5:23] When the old man does not sure what the fish is going to do, he is not in a hurry to kill it but waiting patiently for a good opportunity. Santiago has been ready for changing his strategy at any time because of the fish's great size.

As Odysseus struggles on the sea for ten years before he gets back to his kingdom, the old man fights against the fish for three days, which can well demonstrate his great perseverance. When the fish's surging pulls the old man down on his face and makes a cut below his eye, he does not care and continues to fight with it. He says to the fish, "I'll stay with you until I am dead. "[5:25] Even though he holds the line with his shoulders and his left hand is cramped, he is reluctant to let the fish go. He can feel the sharp pain from the cord across his back from time to time, but he never gives up and consistently struggles with the marlin. In order to conserve energy, he forces himself to eat tuna. He hardly sleeps for three days and finally kills the big fish. When his skiff encounters the attacks of the sharks on his way home, he says "I'll fight them until I die". [5:57] for the old man, "a man can be destroyed but not defeated. "[5:50] in the face of strong opponents, he dares to challenge the limits of human life. It is his extraordinary intelligence and perseverance that enables him to win these battles.

2.2 HERACLES

Heracles is the greatest hero in the Greek and Roman Mythology. Born with great strength, he is the son of the god Zeus and the mortal Alcmene. Hated by Hera, the wife of Zeus, he is affiliated by murderous madness and sudden rages. To atone for his sins, Heracles is forced to perform twelve almost impossible tasks over the course of twelve years. All of them make him emerge as a victorious hero against unbelievable challenges. Thus he is a symbol of strength and courage.

Like Heracles, Santiago in the *Old Man and the Sea* can also be seen as the embodiment of strength, which can be

illustrated in his hand game with a great negro, the strongest man on the docks. "They had gone one day and one night with their elbows on a chalk line on the table and their forearms straight up and their hands gripped tight. Each one was trying to force the other's hand down onto the table. "[5:34] "They changed the referees every four hours after the first so that the referees could sleep. Blood came out from under the fingernails of both his and the Negro's hands and they looked each other in the eye and at their hands and forearms and the bettors went in and out of the room and sat on high chairs against the wall and watched. "[5:34] Though facing so formidable an adversary, Santiago never flinches. the match lasts a day and a night and ends with Santiago's victory. In this battle, Santiago shows his great strength and perseverance to readers.

Besides remarkable strength, the old man also boasts great courage, which can be revealed by his fighting with the giant marlin and the sharks. When the big fish emerges from the water, the old man " saw him first as a dark shadow that took so long to pass under the boat that he could not believe its length. "[5:44] "But he was that big and at the end of this circle he came to the surface only thirty yards away and the man saw his tail out of water. It was higher than a big scythe blade and a very pale lavender above the dark blue water. " [5:44] Through the portrait of the big size of the fish, readers can easily gain the image of a brave old man. No matter how strong the fish is, Santiago will never give in since he has the determination to fight until the end. Besides being an excellent hunter, he is a courageous defender as well. In the face of the attacks of the sharks, though he is almost exhausted after a long struggle with the giant marlin, he is not frightened and cowered. the first shark is a very big Make shark. "He hit it with blood mushed hands driving a good harpoon with all his strength. He hit it without hope but with resolution and complete malignancy. "[5:50] in the first battle with the shark, the old man has lost his harpoon and all the rope, but he soon encounters the next two sharks. "It was these sharks that would cut the turtles' legs and flippers off when the turtles were asleep on the surface, and they would hit a man in the water, if they were hungry, even if the man had no smell of fish blood nor of fish slime on him. "[5:53] Though clearly knowing how atrocious and violent his opponents are, Santiago bravely faces the challenge. For the old man, defending the giant marlin is not only to protect his fruit of victory, but also to prove his great strength and courage. on his homeward voyage, Santiago and the marlin are attacked five times in total. All these help shape Santiago's image: a strong and courageous man just like Heracles's in the Greek and Roman Mythology.

CONCLUSION

Archetypal criticism has played an important role in the history of literary criticism. It is of great use to help readers to understand the deep meanings behind the works. In the *Old Man and the Sea,* there are many archetypes deserving readers' attention. However, this paper mainly gives an analysis of Santiago's archetypes in the Greek and Roman Mythology. One archetype is Odysseus who

represents wisdom and perseverance. Just as Odysseus spends ten years on the sea where he overcomes all kinds of difficulties with his intelligence and perseverance, Santiago fights with a giant marlin for three days. Though the fish is stronger than the old man, he does well in playing tricks and waits patiently for a good chance to catch it. Exhausted as he is, he is still unyielding and continues to fight.

The other archetype is Heracles, who is the embodiment of strength and courage. Similarly, Santiago in the *Old Man and the Sea* is endowed with these qualities. His playing the hand game with the big negro and his fighting with the fierce sharks are good examples to prove it. When the fierce sharks comes to attack the big fish, the old man is exhausted. But in order to save his labor fruit, he gathers his energy again and work hard to fight against the sharks. After the harpoon is taken away by the first shark, he uses the knife tied to the oar to struggle with other sharks.

Through analyzing Santiago's archetypes in the Greek and Roman Mythology, readers can be deeply impressed by the image of Santiago. He is such an intelligent, tenacious and courageous man that he will never succumb to fate.

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Study on the Application of Immersion teaching in English Education

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Abstract: With the increasing strength of China's comprehensive national strength, China and the international exchanges are more and more close, the society needs more high-quality applied talents with excellent foreign language ability. After a lot of practice has proved that immersion teaching can make students achieve a balanced development of English listening, speaking, reading and writing ability, but also can cultivate students' unique English learning habits. In this regard, Chinese universities have done a lot of research in English immersion teaching.
Keywords: Immersion teaching; English education; Applied research

INTRODUCTION

There are still many shortcomings in the training of English applied talents in the current universities. In order to better solve the difficulties in the current talent training, the immersion teaching has begun to play more advantages in the English classes in colleges and universities. Immersion teaching refers to making students "immerse themselves" in the child An English classroom learning with the help of some teaching methods and educational methods. In this regard, English teachers in colleges and universities should also pay attention to the cultivation of students' English scene atmosphere in the process of teaching English single subject knowledge. [1] With immersion teaching mode, can let students cultivate a kind of English thinking, let the students in the process of daily education teaching, learn to use their own English thinking to think, at the same time, teachers should pay attention to the students' actual English ability, help every student in the actual learning process, form a unique English thinking ability. With the help of immersion English teaching, teachers can enrich their own classroom teaching content. Immersion teaching can also provide a carrier for after-class communication and learning between teachers and students, a carrier of language type, to build a benign teacher-student relationship between teachers and students.

Immersion English teaching is different from the traditional English teaching mode. It subverts the traditional foreign language teaching mode and breaks the thinking pattern, which has a good application in college English teaching classes and gives full play to great advantages. Based on this, Chinese universities have paid more and more attention to immersive English teaching. In particular, teachers in colleges and universities can exercise students' listening, speaking, reading and writing ability with the help of immersion teaching. Through the construction of certain situational teaching scenes, teachers can let students invest in the immersive teaching

process, so as to play the best effect. However, some problems are also encountered in English teaching. This paper mainly analyzes the problems and discusses the corresponding strategies on this basis.

1. PROBLEMS ENCOUNTERED IN THE ENGLISH EDUCATION CLASSROOM IN COLLEGES AND UNIVERSITIES

Immersion teaching is not originally originated in China, but the immersion teaching mode after a long process of development, its advantages are more and more obvious. After the introduction of immersion teaching was introduced into China, because of its novel teaching mode, breaking the traditional education and teaching concept, too much emphasis on immersive teaching characteristics, it is difficult for teachers and students to adapt to such teaching methods, so its popularization has also encountered many practical problems.

1.1 THE LACK OF AN INTERNAL EDUCATIONAL ENVIRONMENT

In recent years, China's education reform has been constantly introduced towards quality-oriented education, for some education models introduced from the West still have a certain rejection psychology, thinking that it may not adapt to the situation. In particular, the research on immersion education and teaching mode in Chinese colleges and universities is not deep enough. the theory of the immersion teaching mode and the relevant practical conjecture still need a lot of practice to demonstrate. If this mode is used for teaching, it is easy for teachers and students to not adapt to the situation. [2] the current English education and teaching system in China is deeply influenced by the traditional education and teaching. School teachers and parents still think more about how students can achieve better grades. the influence of China's traditional education model, schools at all levels and of all types have put the college entrance examination and the high school entrance examination in the most important position when training talents. Schools, teachers and parents still think most about students' learning ranking and academic performance. Teachers put the measure of students on whether to go to key high schools and top universities, which is their primary goal. Therefore, it is difficult to gain the attention of the reference of teachers and students, and cannot arouse the interest of teachers and students in learning. In the long-term learning mode, students do not pay attention to the surrounding learning environment and the classroom environment, and both teachers and students do not realize what role the environmental influence in the classroom environment can play in their own learning. Therefore, students do not pay attention to the improvement of their applied English ability, pay more attention to their

theoretical English knowledge, and more consider how to get good results in the examination. Under the influence of the traditional education mode, it is also difficult for students to fully immerse themselves in the current classroom education and teaching environment.

1.2 IMPROPER TEACHING METHODS OF TEACHERS

Throughout the current schools at all levels and of all kinds in China still adopt a large area of traditional education and teaching methods. Compared with the innovative teaching methods, most teachers still tend to adopt traditional education and teaching methods in the classroom. However, under the traditional classroom education and teaching methods, teachers only stand in the perspective of the theoretical knowledge of the teaching materials, to mechanically teach students some English grammar training, as well as students' English listening ability, oral English ability, English reading comprehension ability, English writing ability training. But in fact, students themselves are only mechanical acceptance of these knowledge, they do not understand the background behind these knowledge, do not understand how to use these grammar knowledge correctly in the correct situation, completely free of heavy aggression learning. For students, the purpose of English learning is only to prepare for the exam in the future, immersive teaching emphasizes the communication and communication between teachers and students through English, through the construction of English environment, subtly improve students' English application ability, so that students avoid mechanical and rigid learning. However, such a method of education and teaching is precisely incomprehensible to students who have accepted traditional educational ideas for a long time. They believe that such a learning method wastes time and is not conducive to the improvement of academic performance. In addition, immersive English teaching methods in our English classroom, the original teaching system is not perfect, most of the students in such an environment, it is easy to develop free loose character, for a long time, not only cannot play the advantages of immersion teaching methods, and it is easy to lead to bad teaching effect.

1.3 THE LACK OF TEACHERS FOR IMMERSION TEACHING

In China, the most critical factor for students to improve their learning effect should be teachers. At present, the level of English teachers in China is not very good qualified for immersion English teaching methods. At present, Chinese English teachers are not strong in ability, old ideas, and cannot keep pace with the Times, so such teachers are hardly qualified for the work of immersion English teaching. Therefore, in the introduction of immersion teaching mode, China also needs to make corresponding changes according to the actual situation of our country, cannot completely copy, should be according to the characteristics of teachers and the characteristics of students, make a certain improvement. When introducing the immersion teaching mode, teachers also need to form their own appropriate teaching methods according to their own characteristics. Looking at the successful cases of foreign immersion teaching mode, teachers and students need to really exchange knowledge at the ideological level, and teachers constantly guide students, so that students can improve their understanding ability and expression ability. But there are not many English teachers with such a teaching level in China.

1.4 THE OVERALL LEVEL OF THE STUDENTS IS POOR

Students play a vital role in English education and teaching. English teachers must fully understand the actual situation and actual characteristics of students in the English education and teaching activities for students, so as to make the correct teaching methods and teaching content according to the actual situation of students. In the traditional English teaching mode, teachers only pay attention to students' scores, and do not pay attention to the improvement of students' applied English ability. As a result, most of the students in China have many weaknesses in English listening and speaking, and different students' English ability is also insufficient. Generally speaking, the overall English level of Chinese students is poor. Based on this, if immersion teaching is hastily introduced in Chinese English classes, it is easy to backfire, reduce students' confidence in learning, but also affect students' academic performance.

1.5 THE TEACHING MATERIALS HAVE NOT YET FORMED A SYSTEM

The selection of immersion English teaching mode also needs supporting English teaching materials. China's traditional English textbooks are difficult to meet the diversified learning needs of the current classroom. If at present, the lack of appropriate and systematic professional English teaching materials, then the immersion teaching mode cannot be really carried out, because of the lack of appropriate English classroom, the effective carrier of harmonious communication and communication between teachers and students. Therefore, in order to introduce the immersion teaching mode, it is also necessary to innovate and improve the current English teaching material system in China, pay attention to the important role of teaching materials, and establish a complete and mature English teaching material system.

2. COUNTERMEASURES TO SOLVE THE DILEMMA OF IMMERSION TEACHING

In view of the difficulties of immersion teaching mode in our English teaching classroom, China needs to take some measures to solve these problems. In order to solve these problems, it is first necessary to find the deep cause of the problem, so as to better solve the problem, and to reduce the immersion teaching mode in China.

2.1 CREATE A GOOD TEACHING SCOPE

At present, the immersion education model has attracted great attention in China. In view of this, the relevant departments of the state have increased the investment in the immersion English teaching mode. By inducing some advanced experts and scholars in the field of immersion education and teaching, as well as the corresponding teaching equipment, some experts and scholars in China can conduct in-depth research of immersion teaching mode, so as to better promote the improvement and

development of immersion teaching mode in China. In terms of schools, teachers should also see the important advantages of the immersion teaching mode and create a certain platform for students. For example, through the whole English teaching environment, encourage students to communicate with teachers in English after class, so as to create a good language environment for students. Only in a certain good classroom atmosphere and classroom environment, students can be truly immersed in the teachers' classroom education and teaching. In this environment, students can subtly exercise their own oral communication skills, but also to form a good English thinking in the process of communication. Learning atmosphere is very important for the improvement of students' English learning ability. A good learning atmosphere can subtly affect people in the environment. Therefore, teachers should pay attention to the creation of a good classroom atmosphere and English communication atmosphere.

2.2 CHANGE THE TRADITIONAL TEACHING METHODS

In the process of current teachers' education and teaching practice, teachers' first thing is to change their own education and teaching concepts and pay attention to the advantages of immersive teaching mode. Teachers should stand under the guidance of the immersion teaching mode, create teaching materials, students and classroom, so that students can freely communicate and discuss in the classroom, but also cooperate to complete the teaching tasks assigned by teachers. the immersion teaching mode requires teachers to teach in English, therefore, teachers need to change the traditional teaching method to provide students with an interesting English learning atmosphere, exercise students' learning ability in this atmosphere, so that students can accept the correct language influence all the time. Teachers should change the traditional teaching mode, teachers should fully emphasize the important statements, and teachers should guide students to take the initiative to repeat the important knowledge points.

2.3 RAISE THE THRESHOLD FOR ENTRY OF TEACHERS

Teachers who adopt the immersion teaching mode must be good English teachers and teachers with good bilingual teaching ability. Teachers should also master the teaching method of the correct immersion teaching mode. In this regard, the relevant departments also need to raise the entry threshold of teachers when conducting the employment of teachers, and put forward higher requirements for teachers' teaching ability. the recruited teachers should be teachers with good teaching ability and rich bilingual teaching practice, so as to ensure the smooth implementation of immersion teaching. In addition, teachers should also have certain classroom atmosphere construction ability, classroom infection ability, love their own profession, and have a strong sense of professional responsibility.

2.4 FORMULATE SPECIAL IMMERSION ENGLISH TEACHING MATERIALS

Immersion English teaching requires supporting English teaching materials. Traditional English teaching materials can no longer meet the needs of the current society, and cannot meet the diverse learning needs of the current English classroom. Therefore, when relevant departments compile English textbooks, relevant departments need to compile new textbooks that adapt to the current national conditions of China and Chinese students. Education departments should also increase the investment in the content of textbook compilation to attract more experts and scholars to compile textbooks. In the process of compiling the textbooks, a complete set of immersive English teaching material system should be established. At the same time, Chinese culture and Chinese ethics should also be reflected in the English textbooks, so as to attract students' interest in learning and make the content of the textbooks better adapt to the current development trend of economic globalization. In the process of learning the textbook, students can fluently express the current content of Chinese culture in English. Teachers adopt the immersion teaching mode. Through dual-language teaching and dual-culture teaching, different cultures can communicate and collide, learn from each other, stimulate students' innovative thinking and innovative ability, let students find appropriate learning methods, and promote their own development.

CONCLUSION

In a word, China's immersive teaching reform should be constantly improved and developed in the needs of the Times. the application of immersion teaching mode in English education and teaching in China can meet the requirements of the current world foreign language teaching reform, and can also provide a good way and way for the cultivation of English applied talents in China. However, the current application of immersion teaching mode in China also has some problems that cannot be ignored. on the basis of solving the problems, we should pay attention to the immersion teaching mode of English, pay attention to the cultivation of students' foreign language communication ability, and pay attention to the cultivation of English talents needed by the society. Relevant departments also need to support the development of immersion teaching mode, create good teaching conditions for education, and promote the formation of good teaching effect.

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Ways and Value of Integrating Chinese Stories into College English Teaching

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Abstract: According to the fundamental task of cultivating people by virtue, combined with the ideas and methods of ideological and political construction of the curriculum, Chinese Stories should be integrated into college English teaching. the content and spiritual connotation of educating people should be deeply explored. Ideological and political education cultivate students' correct ideological concepts and behavior habits. By studying the basic connotation of English narrative teaching and clarifying the idea of Chinese Stories, this paper suggests strategies for integrating Chinese Stories into college English classrooms. In the new era of college English classroom teaching, to carry out educational activities based on Chinese Stories can effectively achieve the teaching goal of establishing morality and cultivating people within the course.
Keywords: Chinese stories; college English; story theme; story content; story connotation

1. THE BASIC CONNOTATION OF ENGLISH NARRATIVE TEACHING

Since the 18th National Congress of the (C_P) of China, the country has attached great importance to the construction of cultural power, emphasizing the need to tell the Chinese Story well, spread the Chinese voice well, and implement the strategy of cultural going global. Our country is an ancient civilization with a history of more than 5, 000 years of civilization. In the development of thousands of years, it has created a unique culture with many legendary figures, rich and diverse spiritual content. the theme, content and characteristics of the Story have the characteristics of great attraction, communication and appeal. the narrative related to China is called Chinese Story. From the perspective of time, it includes ancient, modern and contemporary stories. It includes myths and legends, fables, history, current affairs and all aspects of Chinese society. According to the guiding ideology of curriculum ideology and politics, based on the connotation of English narrative teaching, combined with the fundamental task of cultivating morality, teachers can integrate Chinese Stories into college English teaching, explore the connotation of educating people, and give full play to the value of educating people.

English narrative teaching is a teaching method that uses a narrative method to dig deep into the story resources with educational value to achieve the goal of educating people. Stories include political, economic, cultural, social and historical aspects. By narrating stories, relevant ideas and concepts, correct values are integrated into English teaching and it can achieve the goal of better educating people. the narrative teaching method used in English teaching in our country mainly introduces Chinese Stories, including legends, folk stories, historical stories, revolutionary stories, modernization stories, etc. It could deeply explore the Chinese spirit, ideological and cultural connotations contained in them, lead thinking and better improve the effect of educating people. the introduction of Chinese Stories into college English teaching can enhance students' cultural self-cultivation and promote Chinese culture to go out [1].

2. THE IDEA OF CHINESE STORIES ENTERING COLLEGE ENGLISH TEACHING

In college English teaching, the introduction of Chinese Stories and the organization and development of moral education require the construction of basic educational and teaching ideas based on the basic connotation and guiding ideology of curriculum ideology and politics. First of all, understand the training objectives of English teaching. It is necessary to establish the fundamental task of moral education, to form a sense of responsibility for telling Chinese Stories well, to cultivate the ability to tell Chinese stories, and to form a correct value orientation. Second, enrich the connotation of moral education and Chinese stories. President (X_JP) proposed: We should introduce not only the characteristic China, but also the comprehensive China; not only the Ancient China, but also the Contemporary China; not only the China's economic development, but also Chinese people and culture [2]. Therefore, teachers need to introduce stories with Chinese characteristics, historical stories, stories in contemporary economic construction, etc., to better enrich the teaching content. Finally, optimize teaching methods and innovate educational approaches. We must pay attention to the flexibility, diversity, interest, and richness of telling Chinese stories, deeply integrate Chinese stories into college English classroom teaching, and strengthen teacher-student interaction and student-student interaction. Teachers and students work together to explore the connotation of ideas, explore the Chinese spirit contained in it, and improve the effect of educating people.

3. THE WAYS FOR INTEGRATING CHINESE STORIES INTO COLLEGE ENGLISH CLASSROOM

3.1 CHINESE STORIES AS LEAD-IN

Based on the fundamental task of morality education, to better implement college English teaching, we must first pay attention to stimulating students' interest in English learning. Driven and guided by interest, students can participate more actively in English learning, acquire knowledge of vocabulary, sentence patterns, grammar, etc., improve their English learning ability, etc., and achieve the teaching goals of English courses. When Chinese Stories are integrated into college English teaching, the first step is to use Chinese Stories as Lead-in. Teachers can combine the themes of college English

teaching with the related themes of Chinese Stories, show them with the help of PPT courseware, pictures and texts. Students' thinking and discussion can be better imported into teaching. For example, the story of "Meng's Mother Three Moves" is a classic educational story in the history of our country. It tells that Mencius' mother, in order to choose a good environment for her children to study in a good environment, moved three times, and finally nurtured her children into Great Confucianism. This story can be related to the themes of English units such as education, the relationship between education and the environment, parental love, etc. Teachers let students translate the sentences, which can improve students' English reading ability.

3.2 VOCABULARY TEACHING WITH THE HELP OF STORY THEMES

In the glorious history of more than 5, 000 years, many good stories have been created. With the help of some words, the theme of the story can be pointed out, and some unique stories can also be introduced. In college English vocabulary teaching, teachers can use different story content to summarize the theme of the story, organize and implement vocabulary teaching; or extend the corresponding theme story based on an English vocabulary, so as to penetrate the education of ideological and moral concepts [3]. Take the theme of family values for example, teachers can prepare short stories about the family traditions of famous Chinese historical figures in advance, including "Sima Guang teaches his children well", "Ji Hongchang does not forget his father's instructions", and "Feng Zikai opposes the cultivation of 'little adults'. In Ancient China, the famous family members paid great attention to the construction of family value when they cultivated their children and kept their families in order. Based on these short stories, teachers tell the vocabulary of family value, let students talk about their own family value, improve the effect of vocabulary teaching. Combined with the theme of "honor", for honor-related vocabulary such as "honour; credit; glory; honourable reputation", teachers can introduce ancient and modern stories of maintaining honor, which can improve the effect of vocabulary teaching.

3.3 STORY VIDEOS FOR INTEREST CULTIVATION

Traditional stories are a kind of oral history, a beautiful China with the imprint of the times, and they often express the yearning of the working people for a better life. Stories of Ancient China can be integrated into college English classrooms, not only through oral narration, pictures and texts, etc., but also through videos. Through the vivid description, it can bring students a variety of sensory stimulation, which can better attract students' attention. It can also arouse students' active thinking and discussion, stimulate and cultivate students' interest in learning [4]. According to the theme of college English teaching, teachers can prepare video resources related to Chinese culture in advance. By playing the story video, first mask the letters, let the students review the content of the story by looking at the picture, and then play the full version of the video. For example, teachers can first select story clips from the BBC's documentary "The Story of China", which

includes the discovery of oracle bone inscriptions, the story of Confucius, the Maritime Silk Road, Kaifeng Picture Scrolls, etc. According to the content of these stories, teachers help students explore the background information and ideological connotation of the story, determine the educational theme, and integrate it with the unit theme of college English. Teachers can also play some video clips of Chinese stories told in pure Chinese, let students try to translate them into English, and record the voice into the video, which can effectively improve students' English language use and expression ability. Folk tales such as "The Cowherd and the Weaver Girl", historical stories such as "Apologetics for Guilt", and modern stories such as "Learning from Comrade Lei Feng" can all be translated into English by students.

3.4 STORY CHAPTERS FOR READING ABILITY IMPROVEMENT

Reading ability is an indispensable basic ability in language learning. In English teaching, we should also pay attention to improving students' reading ability. Chinese stories are introduced into college English teaching. Teachers can integrate colorful story chapters. By assigning independent reading tasks, students are required to complete reading within the specified time through independent reading and cooperative exploration, translate the full text, and tell and discuss stories with each other. Finally, teachers make comments and summaries based on students' performance. For example, according to the historical story "Talking about Soldiers on Paper", teaching activities can be carried out in combination with the theme of "practice brings true knowledge"; in combination with the historical story "Mulan Joins the Army for Her Father", teaching activities can be carried out in combination with the theme of "Family and Country Feelings"; "Helping the seedlings grow" can be combined with the theme of "down-to-earth", etc. In the story of "Hua Mulan Joins the Army for Her Father", teachers can use Disney animation films to introduce chapters such as "Hua Mulan is a heroine who joined the army instead of her father and is described in a famous Chinese poem called Hua Mulan Ballad. ", for such long and difficult sentences, teachers first let students read, analyze, and translate independently, and finally encourage students to conclude: Hua Mulan is a heroine who joined the army instead of her father. In a Chinese song called "Mulan Ballad" Described in famous poems.

3.5 MINING THE CONNOTATION OF THE STORY AND INFILTRATING THE SPIRITUAL CONNOTATION

In college English teaching, teachers should also pay attention to creating an active English classroom environment, so as to attract students to actively participate in classroom learning and inquiry, which can improve the efficiency of English classroom teaching. With the help of Chinese stories to carry out college English teaching, teachers can choose Chinese stories that reflect the Chinese spirit and have educative connotations, create story performance scenarios, and induce students to actively participate in the display of scenarios, so as to improve students' language expression ability. By

exploring the relevant spiritual connotation, the corresponding spiritual quality of students can be cultivated. For example, the stories that best embody the Chinese spirit are Chinese myths and legends. In the long history, our ancestors created myths and legends that have been passed down to this day, including Pangu Creating the World, Nuwa Creating Man, Shennong Tasting Herbs, Jingwei Reclamation, Kuafu Chasing the Sun, Yugong Moving Mountains, etc. Teachers can choose these stories and prepare English resources to guide students to act out stories. With the help of these myths and legends, it cannot only improve students' English expression ability, but also allow students to perceive the Chinese nation's continuous self-improvement and endless national spirit, and realize the Chinese nation's endless entrepreneurial pursuit and endless spiritual vitality.

4. THE VALUE OF CHINESE STORIES IN COLLEGE ENGLISH TEACHING

First, it enriches the content of English teaching. China has a long history and splendid culture. Many Chinese stories have emerged in the more than 5, 000 years of civilization history. These stories are not only vivid, but also have rich spiritual connotations. According to the fundamental task of cultivating people by virtue, combined with the ideological and political concepts of the curriculum, introducing corresponding Chinese stories and carrying out thematic teaching activities can enrich the content of English teaching.

The second value is that is can cultivate students' interest in learning. Chinese Stories have diverse themes and rich connotations. Teachers cannot only allow students to read independently, but also introduce new lessons with the help of Chinese stories, carry out themed teaching activities, and appropriately integrate Chinese stories into unit teaching. Micro video can attract students' attention, stimulate and cultivate students' interest in English learning.

The third one is that this way can improve the effect of moral education. Chinese Stories often have profound spiritual connotations. Incorporating them into college English teaching and carrying out thematic teaching activities related to moral education can better cultivate students' correct ideological concepts, make them form good moral character and behavior habits, and promote students' comprehensive developing.

To sum up, based on the fundamental task of cultivating people by virtue, and under the guidance of the ideological and political education of the curriculum, students can benefit a lot from this way. Teachers should introduce rich stories according to the theme of English teaching. Colorful Chinese stories are displayed through graphic courseware, vivid and intuitive micro-videos, etc., so as to improve students' knowledge reserve and language expression ability, and cultivate students' good spiritual character.

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Talking About the Student Community Activities in Higher Vocational Colleges To Serve the Growth of Students

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Abstract: At present, the Student community in Higher Vocational Colleges is the platform for students to show their talent, to grow and to practice their profession, and also to improve the comprehensive quality of students. Taole Home community activities are conducive to the growth and development of students, encourage college students to actively participate in community activities, develop interests, strengthen professional learning, enhance Student community and innovative capabilities, and at the same time give a sense of mission to cultural heritage, the construction and management of the community centers on serving the growth of the youth, and the community activities are the incubators of the Student community practice.
Keywords: Professional; Student community ctivities; Growth

1. THE TAOLE HOME STUDENT COMMUNITY TO ESTABLISH A COMPLETE ORGANIZATIONAL STRUCTURE

At present, the student associations in colleges and universities have become the main positions for students to show their talent, improve their comprehensive quality and self-growth. At the same time, the activities of student associations have become an important way for the liberal education of colleges and universities, and play an extremely important role, take Zibo Vocational Institute Taole Home student community as an example to talk about college student community activities serving the growth of teenagers.

Taole Home student Community of Zibo Vocational College was established in October 2010. It is a professional association sponsored by the Ceramic and colored glaze art department, as a typical case of serving the growth of teenagers, the Association has participated in the Fifth National Exhibition of the achievements of Higher Vocational Colleges and obtained "The best style association". the association has set up its president, vice-president, office, Publicity Department, Outreach Department and Organization Department, the President and vice-presidents shall be in charge of the system, and all departments shall coordinate and jointly carry out relevant work. There are more than 100 members of the society. the activities of the society mainly include Ceramic Art Exhibition, appreciation, ceramic experience and ceramic arts exhibition.

2. THE DEVELOPMENT OF STUDENT COMMUNITY ACTIVITIES PLAYS THE ROLE OF THE SECOND CLASSROOM

The Independent Study of the second class activities of the college students in vocational colleges is of great significance to the growth and development of the college students. the college mass organization activities are not only beneficial to the cultivation of the student personality and comprehensive quality, it is more conducive to the cultivation of student subjectivity in learning. [1] During the 12th Ceramic Fair, the instructor of the society took the students to the ceramic fair and carried out a unique practical activity of the society, relying on the platform of the international exhibition, to Broaden Student horizons, the Taole Home Student Community relies on the advantages of geography. Every year, the society instructors take students to the pottery fair to participate in performances and study. Let the students learn about the world ceramics in Ceramics Fair. Broaden Student horizons, in such a special classroom, the rich ceramic culture atmosphere for each community students are immersed in, more in-depth understanding of ceramics. Enhance the professional level of the members of the association, but also increase the professional pride of the members of the association.

As the second classroom for students majoring in study, the undigested knowledge of students in the classroom, the better communication and communication of students in the student community activities, the promotion of student study, and the extension of student classroom, the activity of Taole Home Student Community is a kind of activity which is the extension of student learning, it provides a convenient resource for students to further study their professional knowledge, and the ceramic glass art department actively encourages associations to participate in professional activities such as the ceramics expo, activities to enhance the professional skills of members of the student community and the ability to integrate with society. 2020 will be the 10th time for the association to participate in the Pottery Expo. "Let the Pottery Fair become a stage to test our achievements and a starting point to serve regional economic development" is a good heritage of the association. In the past ten years, the association has come out of a number of high-quality technical talents needed by the Ceramic glaze industry. During the period of ShanDong province becoming a highland jointly built by the province and the Ministry and the construction of "double universities" of Zibo Vocational College, the participation of pottery Fair will play a positive role in strengthening the integration of the university and city, realizing the complementary advantages and win-win development of the local

economy, serving regional economic development hand in hand, and improving the platform for enterprises to choose and employ people.

3. STUDENT COMMUNITY ACTIVITIES FOR COLLEGE STUDENTS INNOVATION, MASS ENTREPRENEURSHIP TO BUILD A DRILLING PLATFORM

Innovation and entrepreneurship are the driving force and source for China's prosperity and prosperity. Colleges and universities strive to provide a platform for students to practice innovation and entrepreneurship and improve their innovation and entrepreneurship ability. Universities transfer innovative ideas and entrepreneurial spirit to students anytime and anywhere. With the help of student associations, we actively carry out various themed activities on innovation and entrepreneurship to stimulate students' entrepreneurial consciousness and cultivate their entrepreneurial spirit. the student community activities are the incubators of student pioneering practice. the student Community in higher vocational colleges is a group of students organized according to their interests and hobbies. Most of them are composed of students of different majors and grades, part of the activities of Tao Taole Home student community are more embodied in providing a platform for college students to start their own businesses. the Taole Home student community Society organized the exhibition of Ceramic Ornaments and arts and crafts, and the students made various kinds of ceramic ornaments and arts and crafts. Piece by piece ceramic works show the student strong professional quality, so that the vast number of teachers and students came to watch in awe, visitors rushed to buy. the development of the activity inspired the students to train the concept of one-stop production and service in the design, production, packaging and marketing of their works. In the following design, different products and marketing strategies were designed according to different levels of customer groups, in particular, the design can highlight the regional cultural characteristics of the jewelry. the activities of mass organizations have opened up a new drilling platform for college students to start their own businesses.

4. COMUNITY ACTIVITIES PROMOTE CAMPUS CULTURE, PROMOTE LOCAL CHARACTERISTICS AND INHERIT CERAMIC AND GLAZED CULTURE

Many campus cultures are embodied in campus activities. These colorful campus activities can strengthen the interaction between students and teachers, and show the connotation of campus culture in the process of activities. [2] Student community activities can convey the unique campus culture of the school to teachers and students. Student associations give full play to the function of education and service, enrich campus culture and create a new situation of moral education. Through efforts to create connotation and taste of community culture, make it become the main position of campus culture construction, the important carrier of student quality development. Student association is the active group of campus culture and the main force of campus culture construction. Club activities not only satisfy students' entertainment needs, but also enrich students' extra-

curricular life. Student associations break through the inherent mode of class management in structure and provide a new environment for the growth of students. Students of different grades and majors communicate with each other and learn from each other through associations and organizations. There is cooperation and division of labor in activities, which makes it easier to form a relaxed and free atmosphere. In cooperation and competition, young students have a sense of security and a sense of achievement, which is more conducive to the healthy development of students' body and mind. Carry out a variety of healthy and beneficial club activities, with independent, novel, diversity of activities to meet the students' sense of independence, so that students from the multi-dimensional knowledge of the pursuit of satisfaction, so that some of their psychological contradictions to a certain extent to alleviate and eliminate, promote their physical and mental health. Through the development of community activities, not only cultivate students' progressive consciousness, collective concept and spirit of unity and cooperation, but also develop educational implication in the rich and colorful activities, so that students' moral sentiment has been exercised and promoted, and then serve the healthy growth of teenagers. Professional student community activities can promote local characteristics while promoting campus culture. Zibo is a famous ceramic city in China, and ceramic glaze culture is the local characteristics of Zibo. the professional student community activities organized by Taole Home student community not only promote the campus culture of Zibo Vocational College, but also promote the local characteristics of Zibo. Taole Home student community often organizes some experience activities for primary school students, for example, the ceramic art experience activity of "childlike innocence praising the motherland to the party" jointly carried out by the Department of ceramic and glazed art, Zibo news broadcasting and XiangRuiYuan primary school District invited the old political commissar of the army to tell the members of our society about the history of the party and the origin of the party flag and emblem in combination with his own experience, and gave them a vivid patriotic education lesson, Then, members of the club guide primary school students to experience the national flag, party flag and other ceramic art, give play to the role of colleges and universities in serving the society, inherit the function of local culture, and continue to pass on the excellent traditional Ceramic and glaze culture through the activity form of "old hands holding big hands and big hands holding small hands". the association carried out "Our Festival - Mid-Autumn Festival" two history education achievements, intangible cultural heritage into the community activities. the members of the association brought the recently created clay sculptures of yimeng Mountain little soldiers and porcelain plates of (M_ZD)'s poetry to qianfo Ge community, Yongan Street, Zhoucun District. the community residents paid tribute to them. the society integrates the party history education and other red education into the society's ceramic works creation, and uses the traditional Chinese holidays to enter the

community. [3] First, it promotes the excellent traditional Chinese culture and enhances the community residents' understanding of the excellent intangible cultural heritage. Second, to serve the community to carry out Party history education and enhance the people's patriotism and love of the Party. Third, it plays a positive role in guiding teenagers to love China and resist "overseas festival". Led by red, the party history and national history education is integrated into the education and work creation of the members of the society.

Community activities carry forward the culture of Tao and Liu. the "Passing on the torch"fashion show of the Tao Le Homeland Ceramic Association took part in the cultural tourism promotion of "Meeting the old capital of Qi". the "Passing on the torch"fashion show made its debut, with more than a dozen sets of clothing with its unique cultural language, telling the story of the long and unbroken history of Zibo's porcelain and coloured glaze, the audience can fully appreciate the charm of Zibo's ceramic art. Under the guidance of the Association instructors, the Association members collected the famous glaze, typical utensil and classic pattern of Zibo porcelain in different historical periods, which helped the teachers to complete the design of the "Passing on the torch"fashion show. the collection shows the unique cultural charm of the pottery and porcelain culture of Zibo. Activities fully explain the community to promote local characteristics, inherited the culture of pottery and Ryukyu, play a role in cultural education.

The activities of students' associations in higher vocational colleges play a very important role in serving students' growth, cultivating students' creativity and improving students' comprehensive quality. Under the new situation, the activities of college students'associations will give full play to their own characteristics and advantages in order to cultivate high-quality, high-skilled and high-quality talents.

Professional student community activities in higher vocational colleges are conducive to the growth of students. Community construction and management focus on serving the growth of teenagers, encourage college students to actively participate in student community activities, closely combine professional student community activities with classroom teaching, cultivate interest, strengthen professional learning and enhance students' entrepreneurial and innovative ability. Professional student community activities provide a platform for college students to start their own businesses. They are an incubator for students' entrepreneurial practice. They not only enrich campus culture, but also promote local characteristic culture, and strive to create all-round talents with high-tech skills in line with society.

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College English Mobile Learning: Autonomy and Practice

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Abstract: Conventional education is known as face-to-face education. However, with the development of Emerging Technologies, there is no doubt that the smart phones is the most successful educational tool to have appeared in a long time. It combines and integrates text, audio and video with interaction amongst participants. To evaluate the effective of mobile learning, this paper first investigates the autonomy of college students. Through investigation and research methods, this paper proves the effectiveness of mobile learning from different perspectives. A student who cannot use a mobile network is functionally denied access to an impressive and growing range of learning possibilities, even if that student owns a physical device. This paper can support the provision of robust and affordable especially in educational institutions such as schools, universities, and libraries for English mobile learning.

Keywords: Mobile learning; Autonomy; English learning

1. INTRODUCTION

Mobile learning (M-learning) has been a new learning model in the 21st century. After the educational method of face-to-face teaching, distance learning, and e-learning, now it has come to a new stage: mobile learning. It realizes ubiquitous learning with the rapid development of wireless networks and multiple functions of mobile devices. With mobile devices, such as smartphones, laptops, Pads, etc., people are able to learn anywhere at any time, without the restriction of time and space (shown in Fig. 1). the places where people used to learn are expanding from the classroom and library to the outdoors, cafes, even buses and subways. Moreover, people can learn according to their own learning paces. So, mobile learning has become more and more popular in recent years.

Fig. 1 Mobile devices

After the worldwide spread of the COVID-19 in 2020, many students cannot study as they used to do. Their learning routine has changed in a short time. They are not allowed to come to their schools, let alone to get classroom teaching. Under this circumstance, education via the Internet becomes an essential way of learning. Teachers give lectures via visual classroom like Zoom, and students receive instruction at home with a desktop computer or other devices that can connect with the Internet. According to Cisco's survey, "From 2014 to 2019, the growth rate of global mobile data traffic is three times that of desktop computers. " the Pew study found that today one in five American adults are "smartphone-only" Internet users. They own a smartphone but do not have traditional home broadband services [1]. It means that if learners rely on the desktop, they may not be able to continue learning at home. Many families don't have a desktop computer in China, but almost every family has at least one smartphone, making mobile learning possible for Chinese students.

2. LITERATURE REVIEW

Mobile learning is a new learning model based on digital learning combined with mobile network technology. Mobile learning has dramatically changed the way people learn.

2.1 Definitions of mobile learning

Mobile learning has become a hot topic in the field of education. Lots of scholars have made a thorough study on mobile learning and gave different definitions of it. Though various definitions of mobile learning have been put forward, they can be divided into two categories: one emphasizes technology, and the other focuses on learning mode.

Most researchers believe that the basic feature of mobile learning is mobility, which is a combination of mobile technology and education. In this view, mobile learning is viewed as learning using mobile devices such as laptops and mobile phones [2-3]. Some researchers hold the view that the study of mobile learning should not only stress the devices but also discuss how mobile learning can bring changes to learners' learning methods. This point of view has resulted in some definitions that emphasize learning mode instead of learning technology [4-5].

2.2 Mobile learning in China

M-Learning project was jointly launched by the Learning and Skills Development Agency (LSDA), Centre of Research in Pure and Applied Mathematics (CRPAM), Cambridge Training and Development Department (CTAD), Ultra lab in the UK, and Sweden's digital learning companies Lecando AB. the project started in October 2001 and aimed to promote learning with mobile technology [6].

In September 2020, China Internet Network Information Center (CNNIC) released its 49th Statistical Report on Internet Development in China. According to the report, "China had 940 million netizens, and its Internet penetration had reached 67.0% as of June 2020. the number of mobile Internet users in China has researched 932 million up to June 2020. the proportion of China's netizens accessing the Internet via their mobile phones has

amounted to 99.2%. the proportions of Chinese netizens accessing the Internet through mobile phones, desktop computers, laptops computers, TVs and tablet computers were 99.2%, 37.3%, 31.8%, 28.6% and 27.5%, respectively. the per capita weekly online duration of China's Internet users was 28.0 hours. As of June 2020, the user size of online education was 380.60 million or 40.5% of China's total netizen population; the number of mobile learning users had reached 376.68 million, making up 40.4% of mobile Internet users. "(CNNIC, 2020).

Under the influence of the Internet, mobile high-speed networks, big data and cloud computing, MOOC, flipped classroom, khan academy, multimedia and other new teaching methods emerging in education have brought a huge impact on the development of the traditional field of education [7]. Thus, personalized, convenient, interactive and flexible mobile learning mode has become one of the most important learning methods in an explosive information era. M-learning has a great potential for expanding learning opportunities for college students than traditional board and chalk learning or other kinds of electronic learning [8].

3. METHODOLOGY

The literature review has provided us a better understanding of the major researches on mobile learning, as well as the research gaps which motivated the present study. the aim of this section is to give an overview of the experimental design employed in this paper.

3.1 Research purpose and hypotheses

The literature review in Section 2 suggested an inadequate understanding of how learner autonomy can be fostered through new technology and mobile learning in the Chinese tertiary EFL (English as a Foreign Language) learning context. This situation provides a rationale for further study on a theoretically and empirically supported pedagogy for autonomy through mobile learning in this context.

Based on this understanding, the present paper intends to develop 1) a model of language learner autonomy with mobile learning in the Chinese tertiary learning context; 2) a valid measurement of autonomy that is conceptually framed within the model described above.

Three main hypotheses were proposed in this study:

1) Chinese college students are willing to adopt new methods to learn English with their daily used mobile devices.

2) EFL learner autonomy can be effectively improved with the application of mobile learning.

3) the learning model proposed in this study contributes to the effectiveness of the EFL learning program and sheds light on the practice and operation of EFL learning in the Chinese tertiary context.

3.2 Participants

The participants are college students in Shaoyang University, which is a middle-sized comprehensive university in mid-south China. Ranking 409 in 2020 among more than 1000 colleges and universities in China, Shaoyang University enrolls about 5000 new students from all over the country every year, now it has more than 27, 000 undergraduates and postgraduates. Unlike the top

universities in big cities, Shaoyang University attracts mediocre students whose National College Entrance Examination (NCEE) scores are much lower than those in key universities. Accordingly, the average English proficiency of the students at Shaoyang University is not good. Many of the students are poor at English speaking and listening, let alone academic writing. At Shaoyang University, College English is a compulsory course for all the first-year and second-year non-English majors, offering four hours of classroom instruction in intensive reading and listening every week. the characteristics of College English teaching at Shaoyang University, as in most colleges and universities in China, are large class sizes, teacher-centered and whole-classroom structure. the students are taught in a traditional way, such as a fixed learning pace for all the students at the same time, lack of freedom of choice for students, lack of concern about individual differences, a summative assessment conducted at the end of the semester, and an extreme dependence upon the teacher. Thus, the students lack enough motivation for English learning.

In order to get a more comprehensive and full-scale investigation about college students' application of mobile learning and their state quo of learner autonomy, questionnaires will be sent out to students from different majors (literature, business, science, mathematics, and so on) and different grades. According to the result of the questionnaire, 30 students will be selected to participate in the experimental mobile teaching model.

4. INSTRUMENTS

Research instruments implemented in this study include two questionnaires, a pretest, a posttest, and interviews. the questionnaires are mainly to investigate students' attitudes towards mobile learning, and their EFL learner autonomy. the pretest and posttest are used to test the students' English proficiency and trace the changes in the development of students' autonomy. the interviews aim to get a deeper understanding of the research questions, which complements the survey results. Both quantitative and qualitative approaches were used in this research. the two quantitative data-collection instruments used in this research are two questionnaires and English proficiency tests. Qualitative data are collected from teachers' journals, student learning logs, student interviews, and open-ended questionnaires to help understand those that might not necessarily surface in the quantitative data and complement the more quantitative approaches.

4.1 Questionnaires

In this research, two questionnaires will be sent out to the students at Shaoyang University, one is about the state quo of mobile learning among college students and the other one is about the students' EFL learner autonomy. A software called Wenjuanxing is used as a tool to send out the questionnaires and collect the data.

Wenjuanxing is a free online platform providing users with a series of powerful and user-friendly services such as the online design of questionnaires, data collection, custom reports, and survey results analysis. Compared with traditional survey methods, Wenjuanxing has the advantages of friendly interface, quick data collection and

automatic data analysis. It is a widely used software by a large number of companies and individuals in China. Wenjuanxing presents an interface that is easy to design questionnaires, supports 49 question types, provides an information bar and pagination bar, and can set scores for options. After the questionnaire is created, the users can directly publish it and select relevant attributes, such as questionnaire classification, description, general level, access password, etc. Then the link of the questionnaire can be sent to the target people via email, WeChat, QQ, Weibo, etc. Shortly after the questionnaire is filled, the data can be directly collected online, and then be classified and cross-analyzed. the users can view or download the questionnaire results at any time, and the results can be exported to Word, Excel, or SPSS, etc.

The first questionnaire is to investigate the college students' state quo of mobile learning and their attitudes towards it. There are altogether 34 questions which are divided into six parts. the second questionnaire is on the college students' EFL learner autonomy.

4.2 The pretest and posttest

A pretest and a posttest will be used to trace the changes in the development of students' autonomy between the intervention and control groups. the pretest and posttest are designed to exam the students' English proficiency, including their listening, reading, and writing ability. In order to make the tests more reliable and valid, the pretest and posttest are of the same pattern with the same number of questions.

There are four parts to the tests. the first part is Writing. the students are allowed 30 minutes to write an essay according to the given tips and demands, and the essay should have at least 150 words. the score ratio of this part is 15%. the writing part assesses students' ability to express in English on familiar topics, and requires students to be able to express their personal opinions on general issues. It is required that the point of view is clear, the words are appropriate, the language is fluent, and the writing strategy should be used well.

The second part is Listening Comprehension. the students are expected to understand speeches, reports and academic lectures with simple content and familiar subjects. the speaking rate of the listening materials is 140-160 words per minute. This part includes three sections: In section A, students will hear two long conversations. At the end of each conversation, they will hear four questions. Both the conversation and the questions will be spoken only once. After hearing the question, the students must choose the best answer from the four choices marked A), B), C), and D). In section B, students will hear two passages. At the end of each passage, they will hear three or four questions, and they are required to answer the questions according to what they hear. In section C, the students will hear three recordings of lectures or talks followed by three or four questions. Also, they must choose the best answer from the four choices marked A), B), C), and D). the Listening Comprehension assesses the students' ability to obtain oral information, including understanding the main idea, getting important facts and details, acquiring implicit meaning, judging the communicative function of the utterance, and understanding the speaker's viewpoint and attitude.

The third part is Reading Comprehension. the students are allowed 40 minutes to finish 30 multiple choice questions in three sections. This part comprises three sections: vocabulary comprehension, long text reading comprehension, and careful reading comprehension. the length of the passage for vocabulary comprehension is 250-300 words, for long text reading is 1200 words, and for careful reading is 400-500 words. the score ratio of reading comprehension is 35%, of which vocabulary comprehension accounts for 5%, long text reading comprehension accounts for 10%, and careful reading comprehension accounts for 20%. In section A, it is the vocabulary comprehension with a passage of ten blanks. the students are required to select one word for each blank from a list of choices given in a word bank following the passage. This section is to test the students' ability to use vocabulary. In section B, the students will read a long text with ten statements attached to it. Each statement contains information given in one of the paragraphs. the students are required to identify the paragraph from which the information is derived. Section C is carefully reading comprehension. There are two passages, each is followed by some questions or unfinished statements. the students should decide on the best choice after reading the passages. Reading Comprehension is to test the students' reading ability. They are supposed to be able to read English newspaper articles and other English materials on general subjects; read academic articles on more familiar subjects; and use reading strategies to help comprehension.

The fourth part is Translation. the students are allowed 30 minutes to translate a passage from Chinese into English. the length of the Chinese passage is 180-200 words. the score ratio for the translation part is 15%. the students are required to be able to translate a Chinese passage into English, with familiar subjects and medium language difficulty. the translation should express the meaning of the original text, with fluent language, clear sentence structure and appropriate words.

The students are required to finish the test in 130 minutes in the classroom. After the test, two teachers will go over examination papers and give scores. For the subjective items such as Writing and Translation, the teachers will score according to the scale of marks (see Table 1 and Table 2).

Table 1. the scale of marks for assessing Writing

scores	descriptions
14	The composition is closely relevant to the topic and well structured, basically has no language errors, or with only a few minor errors. the author expresses his/her ideas clearly, writes smoothly and coherently.
11	The composition is closely relevant to the topic, but with a few grammatical errors. the author expresses his/her ideas clearly. the writing is smooth.
8	The composition is relevant to the topic, but the thoughts are not clear enough. the text is barely coherent, and there are quite a lot of language errors, some of which are serious errors.
5	The composition is barely relevant to the topic, but with unclear expression of thoughts and poor coherence, and with many serious grammatical errors.

scores	descriptions
2	The composition is irrelevant to the topic, with disordered sentence structure. Most of the sentences have serious grammatical errors.

Table 2 The scale of marks for assessing Translation

scores	descriptions
14	The translation accurately expresses the meaning of the original text. the language is fluent, the structure is clear, and the words are appropriate. There is no mistake or only a few minor errors.
11	The translation expresses the meaning of the original text. the structure is clear, the language is smooth, but there are a few language errors.
8	The translation barely expresses the meaning of the original text. It is barely coherent, and there are many language errors, some of which are serious errors.
5	The translation only expresses the meaning of a small part of the original text. the translation has poor coherence, and there are quite a few serious language errors.
2	Except for several individual words or sentences, the translation does not express the original text's meaning.

In order to get a valid result, each examination paper would be evaluated twice by two teachers. If the scores given by the two teachers are different, the teachers will have a discussion about the examination paper and reevaluate it. Then the results of the students will be recorded and analyzed.

5. CONCLUSION

In summary, with the development of networking and informatization, English education is facing huge opportunities and challenges. Mobile learning has become an effective method for college teachers and students. Therefore, as a college English educator, you must take the initiative to meet the challenge and actively learn the concepts and teaching methods of informatization. It is necessary to pay full attention to the promotion and development of English mobile learning mode. Based on the current situation of mobile English learning at university, this paper further analyzes the problems existing in mobile English learning. Only by facing up to the problems and shortcomings in the development and promotion of English mobile learning can we build the development direction of English mobile learning for the future.

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The Importance of Classroom Culture Construction in Student Management in Universities

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Abstract: Class is the basic organizational form of college students, and it is the primary organizational carrier of self-education, self-management, and self-service for college students. Meanwhile, class construction is also an essential platform for counsellors to carry out ideological and political education and is one of the central tasks of counsellors' work. Class culture is the material and spiritual humanistic power formed in the class education unit and the group of students in the class, which can show the unique spiritual style of a class and influence the students. As a group cultural phenomenon of university students, class culture is constituted by the common spirituality, cultural concepts, psychological state, and value choices of class students and is a display of the comprehensive outlook of contemporary university students. the article conducts a preliminary discussion on the functions of class culture construction and the ways of class culture construction. It puts forward the importance of class culture construction in higher vocational colleges.
Keywords: College student management; Campus culture; Class culture construction; Class cohesion

1. INTRODUCTION

The Opinions on Further Strengthening and Improving Ideological and Political Education of College Students by the Central Committee of the (C_P) of China and the State Council points out that class is the basic organisational form of college students and is the main organisational carrier of self-education, self-management, and self-service of college students. [1] Meanwhile, class construction is also an essential platform for counsellors to carry out ideological and political education and is one of the central tasks of counsellors' work. According to the document, we realise that the class is the grassroots unit of student education and management and where students learn and live together. Class culture is the material and spiritual humanistic power formed in the class education unit and the group of students in the class, which can show the unique spirituality of a class and influence the students. Contemporary university students have some distinctive characteristics. They reject the cramming system, emphasise self-awareness and pay attention to ideals, beliefs, and personal interests. They also identify with the mainstream while emphasising individual independence. the characteristics of contemporary university students have put forward new requirements for the education work of universities, which also makes the construction of class culture more important. As a group cultural phenomenon of university students, class culture is composed of the common spiritual temperament, cultural concept, psychological state, and value choice of class students, and is the display of the comprehensive outlook of contemporary university students. the representativeness of class culture enables it to enhance class students' group consciousness and class cohesion. Therefore, the construction of class culture is significant in the management of students in universities. [2]

2. THE FUNCTION OF CLASS CULTURE CONSTRUCTION

Students are the main body of class culture construction, and the counsellor is the leader and conductor of class culture construction. A positive and healthy class culture can stimulate the vitality, creativity, and cohesion of the class and have a positive significance on the healthy growth of students.

2.1 GUIDING FUNCTION

The class culture can produce the effect of class management. Still, it is different from the rigid class management method, but through the spiritual pursuit, values, moral codes, and ways of interaction shared by all students to truly guide the concepts and behaviours of college students. In other words, a good class culture can fully mobilise students' initiative and transform the external force of education into the internal self-education force of the educated. [3]

2.2 COHESIVE FUNCTION

The cohesive function of culture is evident. A nation exists because of its unique national culture, and a country can stand among nations because of its unique national culture. Class culture also has such a cohesive function. At present, the class concept is impacted by the reform of the credit system of university education and the new situation, new environment and new characteristics of society. By shaping group culture, it is possible to cultivate a sense of identity, responsibility and belonging among class members and establish a class philosophy and cultural atmosphere that class members commonly accept.

2.3 DISCIPLINE FUNCTION

On the one hand, the class culture can form an institutional binding force in the explicit form of rules, directly regulating the behaviour of class students. on the other hand, the spiritual culture of the class is the shared values, ideals, beliefs, and moral feelings of the class members, which can set up commonly accepted goals and guidelines for the class students. Therefore, the generated power of concepts will impact the students' psychology, form group psychological pressure and psychological driving force,

thus inadvertently restraining the behaviour of the class members.

3. THE WAYS OF CLASS CULTURE CONSTRUCTION

Class culture is both a common concept and a way of life of the class, which is gradually formed and constantly developed and perfected in class members' interaction and integration of teachers and students. Students are the main body of class culture construction, but the "steering wheel" of class culture construction should be grasped by the counsellor, who should take the responsibility of guiding the direction of class culture construction and developing concepts for class culture construction, and lead student cadres and all students to work together to find ways to build class culture.

3.1 PAY ATTENTION TO THE CONSTRUCTION OF CLASS MATERIAL CULTURE

The class material culture construction belongs to the hardware construction in the class culture construction, which mainly includes the dormitory culture construction and classroom culture construction. It's the manifest representation of class culture. Most universities do not have fixed classrooms, so the construction of dormitory culture has assumed a vital function in constructing class material culture. In terms of dormitory culture construction, counsellors can guide students to make full use of the common space in their dormitories and create a unique space for class coexistence with space design, as far as the school regulations allow. For example, students can create unique class logos, set up class communication boards, put up class-themed posters or set up book reading areas in the common space of the class. There are many ways to build a dormitory culture. Still, making the most of the communal space is important to help students develop a sense of class community and collective attitudes and promote understanding and interaction between students. At the same time, a dormitory is a place where students live and is full of life. the construction of dormitory culture should focus on cultivating collective feelings, such as making a birthday list of classmates and a display area for class group photos to unite students' hearts with true feelings. For counsellors who have the conditions to build classroom culture they can refer to the concepts of dormitory culture construction while highlighting the thought leadership and learning orientation in classroom culture construction and making full use of physical space to expand the classroom construction room.

3.2 EXPAND THE CONSTRUCTION OF CLASSROOM NETWORK CULTURE

At present, the Internet is affecting the lives of contemporary university students more and more profoundly. Strengthening the construction of online ideological and public opinion positions, mastering the dominant power of online discourse, and forming a positive mainstream public opinion atmosphere have become new requirements for university ideological and political education in the new era. the work of counsellors should be carried out wherever students live. Therefore, it is an inevitable trend to include classroom internet culture in constructing classroom culture. In constructing classroom culture, the Internet space is both a tool for classroom culture construction and a venue for culture construction. We can make full use of the Internet to carry out online learning exchanges and learning discussions and realise two-way interaction between online and offline. We make full use of the information pooling and information transfer function of the Internet to show information on activities actively and learning to students to improve the efficiency of information dissemination and ultimately realise the purpose of promoting students' development with an excellent classroom network culture.

3.3 PAY ATTENTION TO THE CONSTRUCTION OF CLASSROOM INSTITUTIONAL CULTURE

The class system culture is to express the concept formed in the class in the form of a system and promote the clarity of the class concept and the scientific management of the class with institutionalization to serve the growth of students ultimately. For example, the Class Meeting System, the Class Fee Management and Use System, the Classroom and Dormitory Hygiene and Safety Convention, the Class Scholarship Evaluation Method, etc., should be established. the establishment of the class system can make the class run according to rules.

3.4 FOCUS ON CONSTRUCTING CLASS SPIRITUAL CULTURE

Class spiritual culture should be the core connotation of class cultural construction. In a sense, class material culture, network culture and institutional culture all start from class spiritual culture and are guided by the construction direction of spiritual culture. Counsellors should focus on the following points in constructing classroom spiritual culture. Firstly, clarify the common goals of the class. Identifying common goals points to the direction of all the class's work. the common goal of the class should include two levels of content, one is the common goal of student growth, that is, what kind of person we want to grow into, and the other is the common goal of class construction, that is, what kind of class we want to construct. By clarifying these two goals, we fully understand each individual's vision of growth and translate it into a collective vision of growth from which we can construct the class. Second, condense the class culture constructing concept. According to the common growth goals of the class, the class can refine the concept of class construction and further form the class motto, class slogan, and even the class emblem and class song, forming a whole set of class cultural identity, which can be fully integrated into the professional characteristics of the class and the characteristics of the students, and organically combined with the students' career planning goals. Third, optimise the class management model. the class management mode includes the working style of counsellors and student cadres and the way of carrying out daily work in the class. Whether the class management style is righteous, whether the class management is efficient, and whether the class activities are carried out effectively all shape the spiritual culture of the class and affect the students' identification with the class. Fourth, expand the platform for the construction of class spiritual

culture. As class spiritual culture is rich in connotation and there are various ways to achieve it, counsellors should continue to combine the new situation and new features in their practical work to develop various platforms for class spiritual culture construction. Create class cultural highlights, such as forming a class motto and composing class songs based on professional characteristics. Class spiritual culture construction is a unique path and is integrated into all aspects of classwork.

3.5 CAREFULLY CULTIVATE THE CLASS INTEGRITY CULTURE

Integrity education can rely on the system and feedback, but it should also depend on the power of culture. Cultivating a healthy and robust integrity culture in the class will become an essential positive force in the integrity work of counsellors, helping college students establish the correct concept of integrity through the influence of the culture. Counsellors can rely on the backbone of the class to set up an integrity culture publicity group and embed the integrity culture in the daily affairs of the class. They can also carry out extensive publicity online and offline through the new media platform, spread the concept of "no man can stand without credit" among students, which should be closely linked to the practice of socialist core values. Besides, use classroom bulletin boards to promote classroom moral models of integrity and take the lead in demonstrating and spreading positive energy.

In short, class culture is the vane of a collective spirit and the source of collective spiritual power. It shapes the overall spiritual style of the class collective and then has a profound impact on each student. Therefore, class culture construction is significant in student management and an effective way to strengthen and improve college students' ideological and political education under the new situation.

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Analysis on Atmospheric Overvoltage of Distribution Transformer and Its Protection

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Abstract: According to the wave process theory, the atmospheric (lightning) overvoltage analysis of distribution transformers is carried out. Through the equivalent circuit diagram, it focuses on the analysis of the causes of winding and insulation damage in the three processes of initial, oscillation and steady state. Introduce the commonly used "three points and one ground" distribution transformer atmospheric overvoltage protection method, including its principle and engineering practice.
Keywords: Overvoltage; Distribution transformer; Wave process

1. INTRODUCTION

According to the "National Standard of the People's Republic of China GB2900.15-82", the distribution transformer usually refers to the power transformer with a smaller capacity that is directly used for power distribution from a higher voltage to the last level of distribution voltage. In the "People's Republic of China Electric Power Industry Standard Power Transformer Operation Regulations DL/T 572-95", the distribution transformer refers to the voltage of 35kV and below, the three-phase rated capacity of 2500kV·A and below, and the single-phase rated capacity of 833kV·A and below. Transformers with windings cooled by natural circulation. the atmospheric overvoltage suffered by the transformer is due to the overvoltage induced on the transmission line when the transmission line is directly subjected to lightning strike or charged cloud discharge. Its value can reach 8~12 times of the rated phase voltage, which has a serious impact on the transformer.

2 ANALYSIS OF ATMOSPHERIC OVERVOLTAGE OF DISTRIBUTION TRANSFORMERS

2.1 CHARACTERISTICS OF LIGHTNING IMPULSE VOLTAGE WAVES

Transformers, transmission lines and cables are all circuit elements with distributed parameters. When a sudden change of voltage and current occurs at a certain point of the circuit, this change does not appear at other points immediately, but propagates from this point to other points in the form of electromagnetic waves at a certain speed. Impulse overvoltage wave caused by lightning strike is a kind of aperiodic voltage pulse with short duration (about tens of microseconds). Two lightning parameters in "Design Regulations for Overvoltage Protection of Power Equipment".

The peak value of lightning current I. the occurrence probability P of lightning current whose peak value is equal to or greater than I can be expressed by the formula(1).

$$\lg P = -\frac{I}{108} \quad (1)$$

For example, the lightning current whose peak value is equal to or exceeds 50KA is calculated by the above formula as a probability of 33%; while the lightning current with a probability of 50% is equal to or more than 32.5KA.

Lightning current waveform (as shown in Figure 1). According to the measured statistics, the lightning current wave front (wave head) time t_1 is mostly in the range of 1~5us, and the half-peak (wave tail) time t_2 changes in the range of 20~100us.
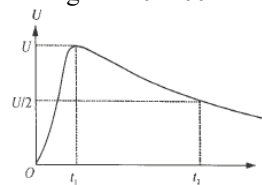
Figure 1 Lightning current waveform

2.2 WAVE PROCESS IN DISTRIBUTION TRANSFORMER WINDING

2.2.1 DISTRIBUTION TRANSFORMER ATMOSPHERIC OVERVOLTAGE EQUIVALENT CIRCUIT

Distribution transformer winding usually adopts continuous winding form Y/Y0 connection mode. When the lightning impulse voltage wave invades the transformer, if the wave head is regarded as a quarter cycle of the high-frequency periodic wave, when the overvoltage wave reaches the lead end of the transformer, it is equivalent to adding a very high frequency (up to ten times) of high voltages to the transformer. Since the transformer winding is an inductive element, there are capacitances between the primary and secondary windings and between the windings to the ground between the turns of the winding. the equivalent circuit of the transformer winding under the action of the power frequency voltage only includes the inductance and resistance of the coil and can ignore the capacitance. However, the capacitive reactance of the capacitor is very small and the inductive reactance is large at high frequency, so the distribution of the voltage along the transformer winding at high frequency depends to a large extent on the capacitive reactance. In addition, the conductance of the insulation due to high lightning voltages should also be consider.

The approximate equivalent circuit of a commonly used single-phase transformer in the case of overvoltage is shown in Figure 2. In Fig. 2, all the distributed parameters of each turn of the winding are represented by lumped

parameters. r1 L1 K1 and g1 are the resistance, inductance, capacitance and conductance of the high voltage winding; r2 L2 K2 and g2 are the resistance, inductance, capacitance and conductance of the low voltage winding; C1 and G2 are the high voltage winding the "ground" here refers to the tank wall; C2 and G2 are the low-voltage winding-to ground capacitance and insulation conductance, and the "ground" here refers to the "iron core"; C12 and G12 are the capacitors between the high and low voltage windings and insulation conductance.
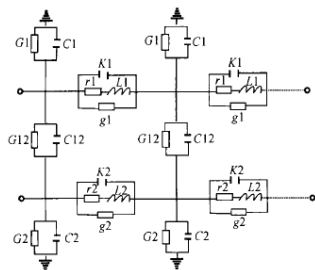
Figure 2 Equivalent circuit diagram of single-phase transformer under overvoltage condition

2.2.2 INITIAL VOLTAGE DISTRIBUTION

At the initial moment when the steep wave front just arrived, it is equivalent to a very high frequency voltage wave acting on the transformer. Since the current in the inductor cannot suddenly change, the inductive reactance is much larger than the capacitive reactance, and it can be approximated that each inductive branch is open, that is, no current flows in the inductor at the moment of t = 0. the value of each insulation conductance is very small and can be omitted. In addition, the capacitance C2 of the low-voltage winding to the ground is much larger than the inter-turn capacitance K2, so each K2 branch can be omitted. Therefore, the equivalent circuit at the instant of t = 0 can be simplified to the chain capacitor circuit shown in Figure 3. In the figure, C is the equivalent capacitance of the high-voltage winding to the low-voltage winding and to the ground (parallel capacitance of C1 C12+C2).
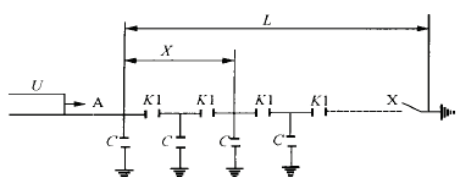
Figure 3 Chain capacitor circuit

Due to the small height of the winding, the instantaneous voltage is quickly distributed along the winding. This voltage distribution is called the initial distribution voltage. When the shock wave enters Due to the existence of the capacitance C to the ground, the current flowing through each inter-turn capacitance K1 is unequal, so the distribution of the voltage along the axial direction of the winding is not uniform. the closer to the head end of the winding, the greater the current and the greater the voltage drop.

2.2.3 STEADY-STATE VOLTAGE DISTRIBUTION AND OSCILLATION PROCESS

When the neutral point is grounded. Voltage changes over the time and the speed decreases, the inductive reactance becomes smaller, and the overvoltage wave passes

through the winding more and more. When t = ∞, the frequency of the voltage acting on the winding is zero, which can be Treated as a DC voltage, then the distribution of the voltage is determined by the resistance of the windings. Since the neutral point is grounded, the currents flowing through the windings are equal, and the voltage from the head drops uniformly to neutral, hence the steady state distribution of voltage along the winding Curve 2 in Figure 4. Since the steady-state distribution of the transformer winding potential is inconsistent with the initial distribution, there must be a transition process from the beginning to the steady state. This process has oscillation properties due to the energy conversion of inductance and capacitance. During the oscillation process, the voltage at each point of the winding has a maximum value as 3 in Figure 4. It can be seen from the curve shown in the figure that the maximum potential in the oscillation process will appear near the head end of the winding, and its value is much larger than the steady state value, which can reach 1.2 to 1.3 times of the amplitude of the incident voltage at the head end of the winding. In this way, the main insulation (the insulation between the winding and the casing) near the head end of the transformer winding is easily damaged.
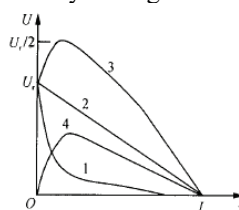
Figure 4 Voltage distribution and oscillation process when the neutral point is grounded
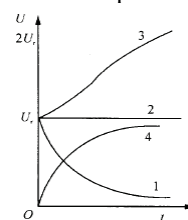
Figure 5 Voltage distribution and oscillation process when neutral point is isolated

When the neutral point is insulated. the voltage distribution is determined by the winding resistance after the moment when the rectangular wave head acts. Since there is no current or voltage drop in the neutral point insulation resistance, the ground potential of each point along the winding and the ground potential of the head end are equal to the incident voltage amplitude as shown in Curve 2 in Figure 5. the maximum value of overvoltage at each point of the winding during oscillation is shown in curve 3. It can be seen from the figure that when the neutral point is insulated, the maximum voltage will appear at the end of the winding (neutral point), and this voltage can be as high as about twice the amplitude of the incident voltage at the beginning of the winding. the main insulation at the end of the winding is easily damaged.

3. THE PROTECTION BY "THREE POINTS AND ONE GROUND" METHOD

In accordance with the overvoltage regulations: "The

high-voltage side of the distribution transformer generally uses a valve-type arrester to protect the grounding wire of the arrester, the neutral point of the low-voltage side of the transformer and the three points of the metal shell of the transformer should be connected to the ground. " in addition, in order to protect the transformer for the internal positive and negative conversion overvoltage, a zinc oxide arrester should be installed on the low-voltage side of the distribution transformer and the arrester should be grounded. the so-called "three points and one ground" wiring protection mode of distribution transformers.

3.1 "THREE POINTS AND ONE GROUND" WIRING PROTECTION PRINCIPLE

In this way, the main insulation (the insulation between the winding and the casing) near the head end of the transformer winding is easily damaged.

Assuming that the high-voltage side valve type (FS) arrester is independently grounded, the voltage to ground on the high-voltage winding when the lightning wave invades the transformer from the high-voltage side is U_c +IR. Among them, U_c is the residual voltage of the arrester, I is the impulse current, and R is the grounding resistance of the arrester. Because the impulse insulation level of the transformer is matched with the residual voltage U_c of the arrester, that is, only the impulse voltage whose value is not greater than U_c is allowed to act on the winding. Obviously separate grounding may damage the transformer insulation. Therefore, the ground of the high-voltage side valve type (FS) arrester should be grounded together with the transformer casing. In this way, the voltage drop on the grounding resistance will raise the casing to ground potential to IR_{ch}, which may cause insulation damage to the low-voltage winding. Therefore, the neutral point of the low-voltage winding (the neutral point is the breakdown fuse when the neutral point is insulated). ground terminal) is connected to the transformer case. That is, the "three points and one ground" wiring method. Analyze the wave process of the transformer's forward and reverse overvoltage before installing the zinc oxide arrester in the low voltage device of the distribution transformer.

3.2 MATTERS NEEDING ATTENTION IN ENGINEERING PRACTICE

The volt-ampere characteristic of zinc oxide arrester has excellent non-linear action, fast residual voltage and low residual voltage, and has obvious advantages over FS type valve arrester. If the lack of suitable arresters is considered in places where there are few lightning strikes, general low-voltage arresters and breakdown fuses can also be used, or the low-voltage porcelain bottle feet and the iron frame are connected to the neutral line for common grounding. the latter is equivalent to a protection gap, although it is simpler, but the protection effect is poor with higher discharge voltage.

There is an electrical distance between the transformer and the arrester. When the invading wave causes the arrester to act, the so-called distance effect will appear on the insulation of the equipment due to the propagation, refraction and reflection of the wave at this distance.

When the steepness of the intrusion wave is constant, the greater the electrical distance between the arrester and the transformer, the more the voltage on the transformer is higher than the residual voltage on the arrester. Therefore, the closer the arrester is to the transformer, the better (generally no more than 5m).

The low-voltage arrester is generally installed on the outside of the main switch or main fuse of the low-voltage outlet of the transformer. the high voltage side arrester is installed under the drop safety. the first reason is that the electrical distance is small and the protection effect is good; the second is that when the arrester quality is poor or the internal fault causes the is charge, the arc cannot be extinguished.

Minimize the grounding distance between the arrester and the transformer shell.

Install casing between the high-voltage bushing of the transformer and the lead wire of the arrester.

Limit the intrusion current amplitude. the porcelain bottles and iron feet on the 2 to 3 poles before and after the transformer should be grounded. Discharge gaps or arresters can be installed to reduce the amplitude of lightning current entering the transformer.

Grounding resistance. According to Chapter 8 of "Technical Regulations for Design of Overhead Distribution Lines" SDJ206-87: the grounding resistance of the grounding device of the transformer with a total capacity of 100kV·A or more should not be greater than 4Ω the grounding resistance of each repeated grounding device should not be greater than 10Ω for transformers with a total capacity of 100kV·A and below, the grounding resistance of the grounding device should not be greater than 10Ω. the grounding resistance of each repeated grounding device should not be greater than 30Ω and the repeated grounding should not be less than 3 places. the grounding body should be made of vertically laid angle steel, round steel or horizontally laid round steel, flat steel, etc.

4. CONCLUSION

According to the characteristics of lightning waves and the winding structure of distribution transformer. the method "three points and one ground" is widely used in power supply lines and building power transmission and distribution systems (TN-C-S). Through above analysis, both the forward and reverse conversion processes are caused by the inrush current in the low-voltage winding, which induces overvoltage in the high-voltage winding, which causes the transformer insulation damage. Therefore, measures such as transforming the low-voltage winding structure and installing balanced windings are also used to suppress the impact magnetic flux of the low-voltage winding and thereby suppress the forward and reverse conversion processes. From this, lightning protection transformers such as Y Zn11 connection, added balance winding LP and with closed controller BHQ. the new type of lightning protection transformer has good lightning protection effect but high cost and is suitable for special lightning protection requirements.

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Research on Performance Pay Reform of College Counselors

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Abstract: College counselor team guiding for students' growth is an important force for colleges to carry out college students' ideological and political education and students daily management. In view of the work characteristics of counselors, this paper deeply analyzes the particularity of counselor performance salary reform, and puts forward some suggestions for promoting the reform.
Keywords: Counsellor; Performance Pay Reform; Classification Management

1. THE PARTICULARITY OF PERFORMANCE PAY REFORM FOR COLLEGE COUNSELORS

As the focus of institutional reform and improvement in China, performance-based salary reform has been popularized in Colleges. the performance-based salary reform in Colleges involves administrative posts, full-time teachers, work and service posts and relatively special counselor posts that will be mainly discussed in this paper. the performance salary of college counselors is the work of establishing specific indicators and standards, and adopting scientific methods to evaluate the quantity and quality of counselors' work, and using the assessment results to carry out salary distribution management. [1]

In 2014, the Ministry of Education issued the document Professional ability standard of College Counselors (Provisional), which has clearly defined counselor profession as Counselors with the dual identity of teachers and cadres which are an important part of teachers and management team in Colleges. Being the backbone of college students' ideological and political education, college counselors are regarded as the organizers, executes and supervisors engaged in educating, managing and providing service to college students in their ideological and political development. Counselors should strive to become students' life mentors and close friends of healthy growth. [2] Therefore, we should strengthen the performance salary management of college counselors, and constantly improve the overall quality and level of counselors which has the profound realistic significance and far-reaching for the long-term development of colleges and universities.

1.1 COUNSELLORS HAVE MULTIPLE WORK TASKS AND STRESSFUL JOBS

The job responsibilities of counselors have certain complexity and particularity. Undertaking the ideological and political education, employment guidance, daily affairs management, mental health education and consultation of college students, college counselors are the backbone of college students ideological and political education. In the practice of colleges and universities, the work of counselors mainly includes three parts. Firstly, counselors carry out ideological and political education for students and lead them to establish a correct world outlook, outlook on life and values. Secondly, they complete the daily affairs management of students including admission education, class construction, selection and evaluation, employment guidance and other administrative work, and dredge students' problems in learning, emotion and life. Thirdly, they undertake certain teaching and scientific research tasks, completing the teaching of admission education, form and policy, career planning and other courses. Many colleges and universities have added evaluation indicators for the teaching and scientific research workload of counselors in the professional title evaluation and annual assessment. [3] The majority of counselors and teaching staff generally believe that their work tasks are heavy. They must be 24-hour online to handle the daily management of students. Counselors take greater risks, because their work requires high standards, and the stability and safety of students are very important. If a student is ill or has a problem that needs the help of a counselor, the counselor needs to rush to the scene at the first time, which have high management costs. Therefore, most counselors feel great pressure on their work and are not satisfied with the current performance appraisal indicators and standards.

1.2 POOR JOB STABILITY OF COUNSELORS

In recent years, the lack of enthusiasm and initiative of college counselors has gradually increased, such as resignation and job transfer. There are three main reasons for analyzing the transfer of counselors. There are three main reasons for analyzing the transfer of counselors. Firstly, in the post appointment, full-time teachers prefer posts related to their own majors, and generally do not choose counselor posts. Some colleges and universities stipulate that young teachers must act as counselors. But most of them hope to make achievements in their own specialty and research direction, or hope to enjoy the treatment of full-time teachers. Therefore, it deviates from its career development expectations. Secondly, colleges and universities have a three-year employment period. Some colleges and universities allow counselors to compete for positions after two employment periods. As the recruitment of counselors that most of them have different undergraduate and graduate majors is generally not limited to majors, as long as they can get the consent of relevant departments in the competition, they can transfer jobs smoothly. Consequently, some counselors have completed job exchange in this way.

Statistics show that more than 50% of counselors are engaged in student management that has nothing to do with their major. Counselors need more management skills such as interpersonal communication. It takes 1-2

years from being familiar with the counselor position to being proficient in management. the loss of counselors will lead to the increase of personnel management cost in Colleges and universities, which will be detrimental to the stable and healthy development of teaching staff.

2. SUGGESTIONS ON THE REFORM OF PERFORMANCE SALARY FOR COLLEGE COUNSELORS

The ideological and political education and daily management of college students are important part of the overall work of colleges and universities, which is an important part of realizing the goal of talent training. Colleges and universities should take advantage of the opportunity of performance-based salary reform to build a team of counselors who have always adapted to the needs of college talent training objectives under the new situation.

2.1 BASED ON THE REALITY OF COLLEGES AND UNIVERSITIES, SETTING THE POST PERFORMANCE APPRAISAL OBJECTIVES

Each university has long-term development goals and short-term tasks. the establishment of the overall performance appraisal system should be based on the actual situation of colleges and universities. Under the guidance of national policies, the performance appraisal goal of counselors should reflect the key work and serve the future development of colleges and universities. That is to add indicators related to the development of colleges and universities in the design of performance appraisal system, and improve the weight of such indicators. Counselors are encouraged to devote more energy to the performance creation related to the development of the college while performing their duties well. Just as some higher vocational colleges are carrying out the construction of Double High Plan, which is short for the Construction Plan of high-level higher Vocational Schools and Majors with Chinese Characteristics, the student management department should take the initiative to undertake the important task of construction, and design relevant assessment indicators and link them with performance salary to mobilize the enthusiasm of counselors to participate in the construction of key work.

2.2 CLASSIFYING MANAGEMENT OF POST, COMBINATION THE ASSESSMENT OF STUDENT MANAGEMENT DEPARTMENT AND SECONDARY DEPARTMENT.

It was put forward in the guiding opinions of the Ministry of education on deepening the reform of college teacher assessment and evaluation system that we should grasp the basic principles of assessment and evaluation adhering to the combination of classified guidance and hierarchical assessment and evaluation, which provides guidance for deepening the reform of College Teachers' assessment and evaluation system. Compared with full-time teachers whose job responsibilities are mainly teaching and scientific research, the counselor post serves student management. Compared with the teaching staff whose responsibilities are mainly administrative management, the counselor post undertakes certain teaching work and has the dual identity of administration and teaching. It

cannot only promote the post, but also realize the evaluation and employment of professional and technical titles. Therefore, the position of counselor should become an independent position outside the type of full-time teacher and administrative management.

In terms of the performance system design of post responsibilities, the college student management office should take the lead to refine the indicators and enhance the operability of assessment. At the same time, the work department based on counselors can better understand their basic work performance and innovation contribution in all departments (colleges) of colleges and universities. Therefore, the assessment authority should be delegated to the secondary department, and the relevant posts of each secondary department should be assessed together to share the performance results of the secondary department. However, it is worth noting that the assessment cycle of counselors should include semester assessment and academic year assessment, and be consistent with the issuance time of various commendations.

2.3 IMPROVING THE EVALUATION MECHANISM AND CLARIFYING THE SUBJECTS AND METHODS

The implementation of performance pay is based on the establishment of a scientific and reasonable performance evaluation mechanism. Colleges and universities should formulate a scientific and reasonable implementation plan in combination with the specific situation of the University. In the selection of assessment subjects, the comprehensive evaluation of self-evaluation, student evaluation, department evaluation, functional department evaluation and peer evaluation are adopted. In the selection of assessment indicators and standards, the multi-level and multi-dimensional assessment is carried out by focusing on quantification and combining quantitative and qualitative methods. For example, the assessment indicators of "class management ability" can be evaluated through the reward and punishment rate of students in the managed class, examination results, class discipline notification and other indicators. the dimension indicators of ideological and political work can be completed through quantitative "number of ideological and political education class meetings" and reverse assessment. If there is a problem with teachers' morality and style, a vote-down will be given, and the performance assessment will be unqualified.

2.4 COMPREHENSIVE TRADE-OFF, DYNAMIC ADJUSTMENT

The reform of Counselor's performance-based salary should realize the balance of the following three aspects. Firstly, we must balance between routine work and teaching and scientific research work. the multiplicity of counselors' posts requires them to become compound talents, but they should take the post work as the main content and cannot deviate from the core of student management. Secondly, the development of departments and colleges is uneven in colleges and universities. the number of students is different resulting in the problem that the ratio of counselors to students cannot meet the standard, which can be supplemented through more detailed and piecemeal work to ensure the basic workload

of counselors. Thirdly, the performance appraisal method should be able to balance the work performance of full-time teachers, administrative management and counselors, guiding the majority of faculty and workers to actively participate in the construction of the college with the system, and making dynamic adjustment in the process of system implementation.

3. CONCLUSIONS

The team of college counselors is an important force in the work of college students and a strong reliance for realizing the goal of talent training and maintaining the stability of colleges and universities. Under the background of performance-based salary reform, counselor assessment is directly related to the stability of teachers and development of counselors' professional ability. However, the assessment is a complex systematic project. Colleges and universities should do a good job in the assessment based on the practice of their own development and combined with the particularity of counselors' posts.

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Research on the Construction Path of Teaching Innovation Team in Vocational Education

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Abstract: In view of the current situation of the construction of vocational education teachers' teaching team, based on the framework of China's vocational education system, adhering to the people-oriented education and teaching concept, the integration of industry and education and the cooperation between schools and enterprises, this paper studies and practices from four aspects: the improvement of Teachers' ability, the construction of structured teaching team, the innovation of teaching mode and the innovation of team working mechanism, so as to create a team with reasonable structure the teaching innovation team of high-level vocational education teachers with distinctive characteristics has provided strong teacher support for comprehensively improving the training quality of compound technical and skilled talents.
Keywords: Vocational education; Teaching team; Construction path

1. INTRODUCTION

The construction of teachers is not only a systematic project, but also a long-term and continuous dynamic process. the cultivation of teachers' teaching team is not only the focus of teachers' team construction in higher vocational colleges, but also the key to highlight the characteristics of higher vocational education, cultivate students' innovation and practical ability, and carry out education and teaching reform. the teaching innovation team of vocational education teachers should always be student-centered, based on the needs of service industry and economic and social development, constantly pool the strength of schools, enterprises and schools, focus on the improvement of teachers' ability, the construction of structured teaching team, the innovation of teaching mode and team working mechanism, plan from a high starting point, implement high standards and promote with high quality, and build a team with reasonable structure. [1] the teaching innovation team of high-level vocational education teachers with distinctive characteristics promotes the teaching innovation team of teachers to better serve the high-quality development of vocational education, and also provides strong teacher support for comprehensively improving the training quality of compound technical and skilled talents.

2. TAKE MULTIPLE MEASURES TO IMPROVE THE FIVE ABILITIES OF TEAM TEACHERS

Three stage training to improve the education and teaching ability of team teachers. Provide basic teaching skills training for new teachers and carry out "one week, one month and one year" pre job training to make them "stand on the podium"; Teachers who have been in service for five years will receive comprehensive training in teaching skills and hold activities such as "teaching competition for young teachers" and "practical training for well-known enterprises" to make them "stand on the podium". [2] Teachers who have been in service for 8 years will be trained in teaching reform and innovation ability, and special activities such as "teaching design and innovation competition" and "curriculum ideological and political research and construction" will be carried out to make them "excellent in teaching". the "small platform" of the three-stage training brings together the "great force" of team teachers' construction. China teachers daily reported on the theme of "small platform shows the great power of incubating" double qualified "talents in Vocational Education". [3]

Work hard to improve the professional practice ability of team teachers. Based on the famous teacher's studio, the team undertook 23 school enterprise cooperation projects such as automatic polishing machine for ceramic hand mold and automatic control system for microporous resin high-pressure automatic grouting machine, transformed the projects into teaching carriers, and organically integrated knowledge and skills into specific school enterprise projects through skills tackling, apprenticeship and skill inheritance, It has greatly improved teachers' professional practice ability.

Famous teachers lead and improve the scientific research ability of team teachers. Adhering to the guidance of famous teachers, we have carried out special training on "Vocational Education Forum - emphasizing specialty, teaching and scientific research", special (online) training on topic application, teaching achievement award cultivation and other special (online) training activities, experts of China Society of Vocational and technical education and other training activities for more than 50 times. Special guidance has greatly improved teachers' scientific research ability. It has won one national vocational education team research project, two Shandong education science planning projects, seven action projects of the college's "double high plan" and five vocational education and teaching reform projects.

Team cooperation to improve the social service ability of team teachers. Taking technical problems as a breakthrough, teachers' service teams such as numerical control technology team, intelligent control team, technology application team and machinery manufacturing team have been established to solve 37 front-line technical problems for enterprises such as Xinhua medical and Shandong zhongbaokang, 13 patent achievements have been transformed, and the payment received is 36.41935 million yuan, which has been widely praised by cooperative enterprises and won the support of industry associations Many awards from enterprises. [4]

Echelon training to improve the information technology application ability of team teachers. the evaluation criteria of teaching reform ability at entry level, general level, expert level and research level are determined. Carry out special training on information-based teaching design, information-based teaching organization and implementation, digital teaching resource construction and information-based teaching research at different levels, and focus on Teachers' information-based teaching ability to restructure teaching resources, reconstruct teaching processes, reshape classroom ecology and reconstruct evaluation system from the three aspects of information ethics, information awareness and information ability, Comprehensively improved teachers' information literacy.

3. BUILD A TEAM COOPERATION COMMUNITY

Improve the working mechanism of division of labor and cooperation. Implement the team leader responsibility system and give people, money and material control. the modular teaching cooperation mechanism of combining self- selection and employment, collective lesson preparation, division of labor and cooperation, full-time and part-time cooperation has been implemented, and the team cooperation mechanism has been improved. [5]

School enterprise integration and building a community of shared future. Relying on the famous teacher studio and the innovation and inheritance platform of skills and skills, establish the resource information database of entrepreneurs and craftsmen (Masters). Employ industry leaders as part-time leaders and skill masters as part-time teachers. Carry out activities such as appointing high-level talents as "vice president of science and technology" and "double hundred" into the campus. Select outstanding entrepreneurs and craftsmen as industry professors, honorary professors and visiting professors of the college. Take multiple measures at the same time, deeply integrate schools and enterprises, and build a community with a shared future.

Inter school collaboration to build a development community. Relying on the high-quality development alliance of Eastern, central and Western Vocational Schools in the new era - the innovation team mutual learning and mutual learning exchange platform of Eastern, central and western vocational colleges, it has carried out extensive exchanges with 89 brother colleges at home and abroad in talent training, teaching mode, professional new technology and other aspects, expanding the extension of team construction and the synergy of professional development.

4. FOCUS ON MODEL INNOVATION AND LEAD CLASSROOM REFORM

Innovate the "5+n" modular teaching mode. To meet the talent needs of enterprise transformation and upgrading, based on the curriculum system of "platform+module+project" of electrical automation technology professional group, develop five special technical skill modules of mechanical design, electrical design, program control, measurement and data processing and industrial robot application and maintenance, reconstruct the modular teaching process,

and connect the curriculum content with professional standards, Connection between teaching process and production process. Develop n enterprise projects, full-time and part-time teachers' division of labor and cooperation, collective lesson preparation, joint design, collaborative teaching and research, "doing real problems", "doing real work" and "practicing real skills", so as to form a new form of classroom with novel teaching means, reproduction of work scenes and promotion of efficiency by information technology.

Create the ideological and political teaching mode of "three integration" course. Adhere to the combination of morality and technology, innovate and implement the curriculum ideological and political teaching mode of close integration of "system theory case", "hot topic specialization" and "base practice situational", and integrate ideological and political education into the whole process of technical skill training. Won 11 achievements such as provincial and above ideological and political Demonstration Courses. the classes and students led by the team teachers were awarded 277 honors such as provincial "excellent class collective" and "Qilu craftsman reserve talent".

5. IMPROVE THE TEAM MECHANISM AND OPTIMIZE THE MANAGEMENT SYSTEM

The "1+1" teacher growth mechanism of in school tutors+out of school tutors, full-time teachers+part-time teachers, old teachers+young teachers has been improved. the assessment and evaluation system of team key performance is developed and the project performance evaluation management is implemented. A normalized and sustainable performance evaluation, diagnosis and improvement, assessment and evaluation, incentive and punishment mechanism has been established to ensure the high-quality achievement of the construction objectives and tasks of teachers' teaching innovation team. Taking the lead in establishing the teaching alliance of electrical automation technology, and improving the inter school collaborative work mechanism. Optimize the team management system, build a division of labor and cooperation system for team members, and establish a normalized interactive communication mechanism to escort the building of a high-level structured teaching team.

6. CONCLUSIONS

Teachers are the driving force for the innovative development of vocational colleges. Accelerating the construction of a high-quality teaching team is undoubtedly an important way for vocational colleges to seek their own breakthrough. As a new form of teaching organization, teaching team is one of the key points of teaching team construction. After several years of development, the team has achieved fruitful results in team building, teaching and scientific research, integration of industry and education, social services and other aspects, and the quality of talent training has been significantly improved. It has built a national skill master studio, a national vocational education demonstration virtual simulation base and a Huang Danian style teacher team in Colleges and universities in Shandong Province;

Train 1 middle-aged and young expert with outstanding contributions at the municipal level or above, 1 provincial young skilled teacher and 2 famous teachers in China's electromechanical vocational education; Build a provincial famous teacher (Master) studio; Build a provincial "double qualified" teacher training base; 1 national teacher training; the teachers' teaching ability (skills) competition has won 10 awards, including one at the national level, two at the provincial level and two at the municipal level. 4 provincial and ministerial level projects such as Shandong Vocational Education and teaching reform project; 16 municipal projects of various departments; 28 patents were approved, including 8 invention patents; 4 achievements transformation projects were launched. Jointly build "Zibo Vocational College Siemens (China) intelligent manufacturing innovation practice base" with Siemens, and jointly establish "Xinjie automation technology application center" with Wuxi Xinjie Electric Co., Ltd. to integrate production, study and research, and cultivate high-quality technical and skilled talents.

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Research on the Management of College Students' Competition Activities

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Abstract: College Students' electronic design competition has been widely recognized by colleges and universities and society. Whether it can win the prize is mainly the competition between schools. However, there are a few students who can win the prize after all. How can we ensure that students can benefit from the major of the competition and win the prize at the same time? Through the author's experience of leading the team for many years, this paper puts forward that starting from the process, taking the process as the guide, carefully and steadily do a good job in all links of pre competition organization, fine competition and post competition summary. Practice has proved that the process based management mode of College Students' electronic design competition can make the majority of students realize the benefits brought by the electronic design competition. At the same time, it can also make outstanding students stand out, obtain good results in the competition, and even rush into the national competition to win prizes.

Keywords: College Students; Electronic Design Competition; Pprocess

1. INTRODUCTION

Organizing students to participate in various professional competitions, especially innovative competitions, is of great significance in stimulating students' learning enthusiasm, improving students' professional quality, cultivating students' innovative spirit and leading students to participate in social practice. [1] Under the background that China's economic development has entered the new normal, traditional enterprises are in urgent need of upgrading and transformation, and the state strongly advocates "mass entrepreneurship and innovation", it is of more practical significance to improve college students' professional ability and guide college students' innovation and entrepreneurship through competition.

The electronic design competition for college students is a discipline competition for college students advocated by the Ministry of education. It is jointly sponsored by the Department of higher education of the Ministry of education and the personnel department of the Ministry of industry and information technology. It is a science and technology activity for college students. It is held every two years and has been successfully held for many times since 1994. Its purpose is to promote and promote the reform and innovation of electronic information curriculum system and content, Investigate the school's level and ability in the field of electronic information, and cultivate college students' practical ability, teamwork ability and innovation ability. the National College Students' electronic design competition is divided into the National Organizing Committee and the provincial

competition committee. the provincial competition area is divided into three groups with colleges and universities as units, and the competition is divided into their own departments and higher vocational colleges, the semi closed form is adopted to complete the specified topics in a relatively concentrated time and place, including analog-to-digital hybrid circuit, single chip microcomputer, programmable logic device, EDA software tools, etc. colleges and universities attach great importance to the electronic design competition, invest a lot of human, material and financial resources, rely on the competition to promote teaching, teaching reform and scientific research, and improve the quantity and quality of students' employment. [2]

The competition of College Students' electronic design competition is becoming increasingly fierce, especially between schools. After all, there are a few students who can win the prize. How can we ensure that students can get benefits and benefits through the competition and win the prize at the same time? This paper puts forward a process-based organization and management mode of College Students' electronic design competition, starting from the process and guided by the process, Practice has proved that the process based organization and management mode of College Students' electronic design competition cannot only make the majority of students truly realize the benefits of the electronic design competition, but also make outstanding students stand out and impact various awards of the competition. [3-4]

2. PREPARATIONS FOR THE EVENT

Since the end of last century, China's Ministry of education has led two kinds of competitions. the former is four national professional discipline competitions with innovative practice characteristics, such as mathematical modeling, electronic design, mechanical design and structural design, and the latter is a vocational skill competition with skilled characteristics. the characteristics of the two kinds of competitions are proposition competitions. In the process of the competition, the goal is to complete the competition content on time and achieve the functional design, which has great constraints on thinking. In particular, the vocational skills competition is a competition for the proficiency of skills. Innovative competitions were held earlier in art competitions, such as advertising design competitions combined with market demand. In recent years, the rapid development of information technology has affected all aspects of production and life, and even touched the superstructure of politics, economy, culture and so on. Because of this, the related categories of competitions have been launched, such as e-commerce, Internet of things, mobile Internet, Internet plus, and so on.

[5] the characteristics of this kind of competition are the free proposition combining with the current economic situation. the key of the competition is to have divergent thinking and produce creative sparks that are in line with the development of the times.

The National College Students' electronic design competition is a comprehensive competition to investigate the professional knowledge and practical ability of college students. It is a high-level competition to test the school's school running ability. At the same time, it ensures that the students participating in the competition can gain and progress through the platform of the competition. the instructors accumulate experience through the competition to realize the sustainable development of the competition in the school and promote management through the competition the organization process of College Students' electronic design competition is divided into publicity, mobilization, registration, training, screening, strengthening, competition, reward and summary. Pre competition preparation includes pre competition organization and pre competition training. Pre competition organization includes personnel organization, fund organization, equipment and consumables organization. [6] Pre competition training is targeted high-intensity simulation training for students. Careful pre competition preparation is half of the success of the competition, so that each instructor and fellow students can gain something before, during and after the electronic design competition.

3. TEACHER AND STUDENT TEAM FORMATION

In the whole process of competition, the instructor should not only guide the students to think correctly, but also lead the students to make and debug, but also accurately understand the competition requirements and competition information, as well as some logistics work. If you want to win a prize in a competition, you should not only lack instructors, but also have a strong sense of responsibility and an accurate grasp of the connotation of the competition.

Good creativity and good projects are difficult to achieve good results without a good student team organization. Therefore, the team must have strong hands in technical implementation, and there must be no lack of experts in writing documents. Finally, students with good expression ability must explain, which is indispensable in several aspects. the team of Zibo Vocational College is composed of 2 teachers and 19 students. After the competition, it is concluded that reasonable organization can give full play to their strengths and ensure the smooth progress of the whole competition. Division of labor among team members. After the reasonable organization of participating college students, it is the problem of division of labor. Allowing each student to find a reasonable position in the participating group and assign work that can give full play to their strengths is also one of the basic conditions for winning the competition. of course, the division of labor should be considered when selecting the participating team members, but the division of labor after the quota should also be combined with the coordination between students and students and professional

coordination. Some students come from the specialty of electrical automation technology, have a thorough understanding of the architecture and connotation, and are responsible for the writing of documents and the explanation of PPT during the competition, while some students come from the specialty of mechanical electronics, have strong hands-on ability in software and hardware, and the production work is mainly undertaken by them. Logistics support. the process of preparing for the competition is generally long. the Department where the students are located generally has to undertake more complex logistical work, such as the use arrangement of instruments and equipment, the arrangement of competition funds, student participation subsidies, accommodation arrangements and so on, which is indispensable for the logistics support of the whole team. Students always have long-term or short-term goals or objectives, so material and spiritual incentives cannot be lacking. In terms of material, we can cooperate with enterprises and set up appropriate funds to encourage students to work hard; in terms of spirit, good creativity and good topic selection can promote students to produce innovative value, making the participating students feel that they have a head on the road of entrepreneurship. In the form of urgent transformation and upgrading of enterprises, schools and enterprises cooperate to design competition projects. After winning the competition, students can use this project to further deepen the work content of enterprises or carry out entrepreneurial activities, and gradually step into the spiritual realm of self realization.

4. EVENT PROCESS MANAGEMENT

Two weeks before the competition, the organizing committee distributed the single chip microcomputer and development platform for the competition to make the participating teams familiar with the development environment in advance. One week before the competition, the component testing instruments that may be used in the electronic design competition were announced. the instructor team estimated the possible problems and modules used in the competition according to the published component list. the instructor analyzed the components, List the detailed list of components that may be used in this competition and submit it to the device administrator for cleaning and summary. the insufficient parts shall be prepared and purchased immediately. the procurement shall ensure the device quality and eliminate the faults and interference caused by the device quality problems. Before entering the competition, the team debugged the equipment and equipment of the competition field, checked the list of components and analyzed the new components and unfamiliar modules with the guidance teacher, and made preparations for the competition.

The National College Students' electronic design competition in 2021 was originally started on August 4, but due to the changes of the epidemic situation, it was announced to be cancelled on the evening of August 3 and restarted until November. After four days and three nights of electronic design competition, on the first day, select

the topic, design scheme and specific circuit, receive the components and consumables, summarize and purchase the insufficient components immediately. on the second day, complete the software writing and part of the module circuit building. on the third day, complete the software and hardware joint debugging report writing. on the fourth day, complete the parameter test, Capable students complete the design of the play part. College Students' electronic design competition has promoted the teaching reform, improved the teaching level and promoted the scientific management of teaching, but there are also many problems that are difficult to solve; Instructors have high requirements for comprehensive quality and ability, high pressure, capable teachers are willing to engage in scientific research rather than competition, and lack institutional norms and encouragement; College Students' electronic design competition has become a competition between schools and school instructors, and even instructors directly replace students to participate in the competition, but in any case, students are the biggest beneficiaries of the competition.

5. SUMMARY

The electronic design competition not only plays a positive role in the cultivation of College Students' innovative ability, but also meets the thinking of enterprises in employing people. the competition cultivates the innovative practical ability. the innovative quality and ability of students in the competition have also been improved. the competition also has a positive impact on the students' mastery of comprehensive theoretical knowledge, which cannot be compared with classroom teaching. the positive influence of innovative thinking is relatively weak. After all, thinking cultivation is a long-term process. Improving the organization and management of the competition is conducive to give better play to the cultivation of the innovation ability of the competition.

The tutor's effective guidance in the electronic design competition has the greatest positive impact on the cultivation of students' innovative ability. In addition to the basic technical ability guidance, the tutor's guidance in the research direction and other professional aspects needs to further strengthen the practical ability. the internal motivation of school students participating in the competition is stronger than the external incentive. the school should formulate policies to mobilize the enthusiasm of students participating in the competition. For example, the insufficient or lack of supporting work related to the competition has a negative impact on the cultivation of College Students' innovation ability, which is not conducive to the integration and utilization of resources. In order to improve the effect of electronic design competition, it is suggested to establish a special innovation training room and create a community based on the training room to provide a good source of students for students' selection.

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Research on the Cultivation Path of Craftsman Spirit of Engineering Majors in Higher Vocational Colleges

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Abstract: "Promoting the spirit of craftsmen and cultivating craftsmen from great powers" has become the mission of the times of higher vocational education, It is a symbol of the soft power of vocational education culture. Engineering profession is very practical, Cultivating students to have the spirit of craftsmanship is particularly important. the article first analyzes the connotation of craftsman spirit, educational significance and factors that affect the cultivation of students' craftsman spirit, and introduces the training path of craftsman spirit of students majoring in engineering in higher vocational colleges.

Keywords: Higher Vocational Colleges; Engineering specialty; Craftsman spirit; Training path

1. INTRODUCTION

Craftsman spirit is not only a historical tradition of ancient craftsmen in China, but also the spiritual quality that engineers should have at present. At present, the education of engineering students in China needs the guidance of craftsman spirit, which needs to be substantially returned among the new generation of engineering students. Under the background that the state studies and formulates the implementation measures and supporting policies for the construction of world-class universities and first-class disciplines, the education of "craftsman spirit" supporting the discipline construction needs to be strengthened. [1] This requires a profound understanding of the value requirements of the cultivation of "craftsman spirit" of engineering students from the aspects of ideology, practical behavior and management, and through a scientific and reasonable cultivation path, let the craftsman spirit be internalized in the heart and externalized in the practice among contemporary engineering college students. In the report to the 19th National Congress of the (C_P) of China ((C-P-C)), General Secretary (X_JP) stressed the importance of "promoting the spirit of model workers and craftsmen, creating a social atmosphere of glorious work and a dedication to excellence". [2] the higher vocational colleges cultivate talents with first-line technical skills. Facing the new situation, it is an inescapable responsibility to enhance the adaptability of vocational education, accelerate the construction of a modern vocational education system, and cultivate more high-quality technical and skilled personnel and skilled craftsmen. It is an urgent task to carry out the artisan spirit education and cultivate the workers'sense of responsibility in the new era.

2. THE CONNOTATION OF CRAFTSMAN SPIRIT AND ITS EDUCATIONAL SIGNIFICANCE

2.1 THE CONNOTATION OF CRAFTSMAN SPIRIT

The interpretation of the connotation of craftsman spirit is different in academic circles. Although the connotation of craftsman spirit is not the same among experts and scholars, "Excelsior", "Devotion to work", "Innovation"and so on are recognized by most experts and scholars. Baidu Encyclopedia describes the basic connotation of craftsman spirit including dedication, lean, focus, innovation and other aspects of the content. This view represents the current basic view of the craftsman spirit. [3]

2.2 THE SIGNIFICANCE OF CARRYING OUT CRAFTSMAN SPIRIT EDUCATION IN HIGHER VOCATIONAL COLLEGES

(1)The need for economic restructuring and upgrading. With the adjustment of economic structure and the upgrading of industrial transformation, the ranks of high-skilled talents are difficult to adapt to the economic development in terms of quantity, structure and quality, there is an urgent need for a large number of skilled, innovative and composite "Artisans"who can adapt to technological progress and mode of production transformation to promote product quality optimization and technological innovation at the grass-roots level, so as to realize the magnificent transformation of Chinese manufacturing. [4]

(2)The Need for the Connotation Construction of Higher Vocational Education. the cultivation of "Craftsman spirit"is permeated through the whole stages of professional development, curriculum construction, experimental training, integration of production and teaching, according to the requirements of professional skills and professional qualities of different posts, through distinctive educational practice activities, continuous cultivation and molding, to enable students to truly understand the "Craftsman spirit"of the essence and value of the pursuit to achieve the connotation of talent training.

(3)The needs of higher vocational students for their growth and development. "Craftsman spirit"is the soul of vocational education and should be the spiritual pursuit of students. In the process of the transition from "Quasi-professional"to "Professional", the school needs to integrate the excellent professional qualities of the craftsmen of past dynasties into every link of education and teaching, so that students in the imperceptible perception of "Ingenuity"verve, serious study, assiduous study, and strive to "Big country artisan"career ideal. [5]

3. FACTORS INFLUENCING THE CULTIVATION OF ARTISAN SPIRIT IN HIGHER VOCATIONAL COLLEGES

3.1 STUDENT FACTOR

Influenced by the traditional concept, students in Higher Vocational Colleges believe that being a front-line worker does not need the spirit of innovation and research, as long as they complete their work tasks as required. In addition, higher vocational college students have their own characteristics, poor learning ability and lack the spirit of hard study. [6] in addition, influenced by family education, many students lack the spirit of hard work, these are contrary to the "craftsman spirit" of a big country.

3.2 SCHOOL FACTOR

When many vocational colleges set up majors, they closely follow the needs of social development. What kind of people the society needs, they set up what kind of majors and train what kind of people. However, in the process of talent training, it ignores the requirements of society and enterprises on the quality of talents, lacks the cultivation of students' love and dedication, tireless innovation and entrepreneurship, ignores the cultivation of students' professional spirit, and does not meet the requirements of the times of "craftsman spirit" proposed by the state.

3.3 SOCIAL FACTORS

Since the 18th National Congress of the (C-P-C), the state has attached great importance to the construction of the ranks of vocational, vocational education and technical talents. To a certain extent, it has promoted the development of vocational education and the construction of technical and technical talents. But parents still have a very different understanding of vocational education. Together with the influence of social impetuous atmosphere, the education of craftsman spirit appears more in the media propaganda film, craftsman spirit into each, the hearts of skilled workers still have a long way to go.

4. THE WAY TO CULTIVATE THE CRAFTSMAN SPIRIT OF THE STUDENTS OF ENGINEERING SPECIALTY IN HIGHER VOCATIONAL COLLEGES

4.1 THROUGHOUT THE WHOLE TEACHING PROCESS IS THE BASIC WAY TO CULTIVATE STUDENTS' "CRAFTSMAN SPIRIT"

Optimize teaching content and curriculum system, infiltrate the spirit of craftsmanship into teaching activities, highlight the "virtue" of craftsmen who "combine both morals and skills" in all aspects of teaching, increase the training and assessment of "craftsmanship", and change the focus on technical links, lack of internal quality training the model of educating people makes students feel the craftsmanship spirit in subtle ways, and strive for perfection to complete the learning tasks. Through course teaching, let students understand the craftsman and craftsman spirit, and its great significance to economic construction and social development.

4.2 SCHOOL-ENTERPRISE COOPERATION IS AN EFFECTIVE WAY TO CULTIVATE STUDENTS' "CRAFTSMAN SPIRIT"

The education mechanism of school enterprise cooperation is the focus of implementing the cultivation of craftsman spirit. Higher Vocational Colleges are the main places for enterprises to produce, manage, construct and serve, so the burden of cultivating "Artisan spirit"falls on the shoulders of higher vocational colleges. However, it is impossible to cultivate and mold the "Craftsman spirit"of students only by the efforts of higher vocational colleges. Although higher vocational colleges have the software and hardware conditions of simulation, but it is not a real enterprise after all, lack of real environment, more lack of strong corporate culture. and the cultivation of craftsman spirit not only depends on the accumulation of long-term practice, but also depends on the cultural edification of the enterprise. It is an important way to cultivate the spirit of craftsmen to carry out the cooperation between school and enterprise, let the students practice in the enterprise and feel the enterprise culture.

4.3 IT IS A NECESSARY WAY TO BUILD A HIGH-QUALITY TEACHING TEAM WITH CRAFTSMAN SPIRIT

The development of vocational education is inseparable from high-quality teachers, although the professional teachers of engineering have mastered the professional knowledge and professional teaching, their practical experience is still lacking in the context of Vocational Education in the new era, and there are still deficiencies in the inheritance of craftsman spirit. In addition to the continuous learning of professional teachers, enterprises also need to provide technicians in front-line production and manufacturing to participate in the cultivation of craftsman spirit. They and professional teachers form a team of high-quality teachers to guide both inside and outside the school. Professional teachers only carry out theoretical research in the school for a long time, and their practice of craftsman spirit is not solid enough. Therefore, teachers themselves should take craftsman spirit as the value goal and improve the teaching level. Enterprise teachers, on the other hand, pass on their craftsmanship spirit such as their pursuit and love for skills to students, and constantly cultivate students' craftsmanship spirit in teaching. As a guide for the cultivation of craftsman spirit, professional teachers are responsible for the cultivation of students' theoretical knowledge, and enterprise teachers are responsible for students' production practice. Through the construction of double tutorial system, give full play to the guiding role of craftsman spirit and implement the craftsman spirit.

4.4 CULTURAL INFLUENCE IS A FEASIBLE WAY TO CULTIVATE STUDENTS' "CRAFTSMAN SPIRIT"

Higher vocational colleges can carry out special activities around craftsman spirit.

(1)The implementation of the artisan cultural landscape upgrading project, forming a "Road one garden one square"echoed the theme of Artisan Culture Landscape, to promote artisan culture as a feature of the campus landscape, roads, buildings. Yu, cultural site naming work, so that teachers and students in every corner of the campus,

can personally feel the spirit of craftsmen as the core of the campus culture.

(2)The establishment of Lu Ban workshop, Mozi Creator Space, Xi Zhong Innovation Studio, to train students of fine work, innovation and creativity.

(3)In conjunction with the local cultural bureau and Museums, the artisan culture museum has been jointly built. Taking Mozi, Lu Ban and Xi Zhong as representative figures, the cultural resources of famous artisans and craftsmen in the local history have been deeply excavated, and the cultural development of local artisans has been sorted out, building the exhibition and Communication Base of Chinese artisan culture.

5. CONCLUSIONS

In today's society, the pace of life is accelerating day by day. the craftsman spirit can fully forge the students' temperament of "sinking" and "diving", and make continuous efforts to realize their self-worth in a down-to-earth manner. the cultivation of the craftsman spirit of the students majoring in engineering in higher vocational colleges is a great project, we need to explore the essence of "Craftsman spirit", enrich the training path, effectively integrate "Craftsman spirit"into personnel training and student education management, so that students can truly achieve the "Unity of knowledge and practice". Cultivate students to become high-quality, high-skilled applied talents that meet the needs of economic and social development, become the front-line reserve force of all walks of life in the future, and become the best inheritors and successors of the "craftsman spirit".

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On the Construction of Professional Skill Associations in Colleges and Universities and the Three-Level OTP Model of Innovation and Entrepreneurship Education

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Abstract: College student associations are the main carriers of college campus culture and an important symbol of the University. In the context of "mass entrepreneurship and innovation", relying on college student associations to carry out innovation and entrepreneurship education has important practical significance and broad development space.
Keywords: Higher vocational colleges; Innovation and entrepreneurship education; Professional associations

1. INTRODUCTION

Innovation and entrepreneurship education in Colleges and universities is an education to tap students' entrepreneurial consciousness, cultivate students' ability of self-development, and enable students to have the ability and psychological quality to engage in practical activities through innovation and entrepreneurship education and training, so as to finally achieve the purpose of changing jobs to job creation. [1] College associations are mass organizations that are formed voluntarily by students to meet their personal interests and carry out activities according to the articles of association. Community is an important carrier of campus cultural activities and the leader of the second topic in Colleges and universities. [2] the characteristics of spontaneity, interest and creativity of community are similar to the quality required by innovation and entrepreneurship education in Colleges and universities. Therefore, how to give full play to the function of the community and serve the innovation and entrepreneurship education of college students is a subject we must face.

2. CURRENT SITUATION AND EXISTING PROBLEMS OF COMMUNITY CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES

The research of this content also adopts the way of questionnaire survey. According to the survey results, this paper summarizes the current situation and existing problems of college associations, including but not limited to: (1) Poor autonomy of associations and insufficient funds for their construction; (2) Lack of innovative spirit of students and insufficient attention to professional guidance; (3) the management system of mass organizations is not perfect and the internal order is chaotic; (4) the organizational structure of the association is loose and lacks the ability of sustainable development. [3]

3. THE WAY TO IMPROVE THE DEFICIENCY OF COMMUNITY CONSTRUCTION IN EXISTING HIGHER VOCATIONAL COLLEGES -- ESTABLISHING PROFESSIONAL SKILL COMMUNITY

In view of the above problems existing in college associations, it is proposed to establish professional skill associations, voluntarily organize students who have a common interest in a certain discipline, major or research direction, appoint professional teachers as instructors, carry out practice, communication and discussion activities, and through self-organization and management, self-learning and self-exercise, Integrate the mastery of professional knowledge and the formation of professional skills into the community activities, so that the community members can extend from interest to ability cultivation, and form the comprehensive quality actually needed by the enterprise. [4]

4. EFFECTIVE MEASURES TO CHANGE THE CURRENT SITUATION OF ENTREPRENEURSHIP EDUCATION IN HIGHER VOCATIONAL COLLEGES

4.1 EFFECTIVE INTEGRATION OF PROFESSIONAL SKILL COMMUNITY CONSTRUCTION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

Firstly, it analyzes the role of professional skill associations in the development of innovation and entrepreneurship education in Colleges and universities, including but not limited to: Drive students' professional learning; Enhance employment competitiveness; Strengthen students' independent management; Cultivate the spirit of innovation and entrepreneurship; Improve the ability of social professional services. [5]

Secondly, it puts forward the idea of relying on professional skill associations to carry out innovation and entrepreneurship education in Colleges and universities, including but not limited to: strengthening the construction of community organizations and improving students' comprehensive quality; Introduce market competition mechanism and cultivate students' entrepreneurial consciousness; Encourage the development of entrepreneurial associations and improve the entrepreneurial service mechanism; Relying on entrepreneurial practice activities, establish characteristic community positions. the organic integration of innovation and entrepreneurship education and the construction of school professional associations, giving

full play to the power of school professional association education and promoting the optimization of school innovation and entrepreneurship education can highlight the advantages of talent training and make the talent training activities of Higher Vocational Colleges show a new development trend.

Finally, it puts forward the mode of carrying out innovation and entrepreneurship education in Colleges and Universities Based on professional skill associations, including but not limited to: Organize college students' entrepreneurship competition through the platform of professional skill associations; Rely on professional and skilled associations to transmit entrepreneurship education knowledge; Simulate the entrepreneurial environment of virtual enterprises through professional skill community activities.

4.2 THEORETICAL CONNOTATION OF "COMMUNITY TEAM PROJECT" THREE-LEVEL MODEL OF INNOVATION AND ENTREPRENEURSHIP EDUCATION

For the first time, the concept of "community team project" (OTP) third-order model is proposed. the specific concepts are as follows.

O refers to organization, t refers to team and P refers to project, which is an innovation and entrepreneurship education model based on professional skill associations, with innovation and entrepreneurship teams as the carrier and driven by innovation and entrepreneurship projects.

Secondly, the framework of OTP third-order model is constructed.

OTP three-level model creates an innovation and entrepreneurship development platform for students by organizing and carrying out various innovation and entrepreneurship activities. In this process, the most important thing is to give full play to the main role of professional skill associations and take them as the main organizers and managers of innovation and entrepreneurship activities. In the process of promoting college students' innovation and entrepreneurship practice, associations can play a positive role in stimulating students' innovation and entrepreneurship will, improving students' innovation and entrepreneurship quality and cultivating students' innovation and entrepreneurship ability.

The association encourages students to form their own teams according to their own interests and professional characteristics. Team is an organizational form that is goal oriented and cooperates with each other to complete the work. the team implements student self-management, that is, the instructor authorizes the team leader to lead the team members to complete the study and research. the team can give full play to its initiative and formulate a practical management system in combination with the team itself.

In the OTP third-order model, the project plays an indispensable driving role. the innovation and entrepreneurship competition and the scientific research projects of instructors have become the cultivation points of students' innovation and entrepreneurship ability. Combine the cultivation of students' ability with teachers' scientific research projects, so that teachers' rich experience and solid professional knowledge complement the advantages of students' creative thinking. While guiding students to think independently, teachers' explanations are interspersed, and the project is taken as the driving and starting point, so as to further improve students' innovation and entrepreneurship ability.

5. SPECIFIC IMPLEMENTATION PATH

5.1 INTEGRATION OF SPECIALTY AND INNOVATION, AND BUILD AN INNOVATION AND ENTREPRENEURSHIP EDUCATION SYSTEM OF "INTEGRATION OF SPECIALTY AND INNOVATION, PENETRATION OF MASS ENTREPRENEURSHIP AND INNOVATION, AND PROGRESSIVE LEVELS"

In order to improve students' innovation and entrepreneurship ability as the talent training goal of innovation and entrepreneurship education, combined with professional education and innovation and entrepreneurship education, reconstruct the curriculum system and activity system of professional group, and form an innovation and entrepreneurship education curriculum system and activity system of "integration of specialty and innovation, penetration of mass entrepreneurship and innovation, and progressive levels". The innovation and entrepreneurship education curriculum system cooperates with the professional education curriculum system to form innovation and entrepreneurship basic courses, innovation and entrepreneurship guidance courses, innovation and entrepreneurship practice courses and innovation and entrepreneurship incubation at different levels, realizing the organic integration of professional education and innovation and entrepreneurship education.

5.2 INTRODUCE ENTERPRISES INTO THE SCHOOL, ESTABLISH A "TWO-WAY, THREE-DIMENSIONAL AND FOUR YUAN" SCHOOL ENTERPRISE COOPERATION MODE, AND REALIZE THE TRANSFORMATION OF STUDENTS FROM PRACTICE SIMULATION, PRACTICE EXERCISE, PROJECT SCREENING TO RESULT INCUBATION

Two way:Introducing enterprises into the school, enterprises and school associations jointly participate in the development and implementation of the school's professional talent training program, innovation and entrepreneurship lectures, entrepreneurship plan, special training of entrepreneurship projects and incubation of innovation and entrepreneurship projects, and School Association instructors guide the professional consulting business of enterprises and the cooperation and incubation of innovation and entrepreneurship projects.

Three dimensional: the first dimension, successful entrepreneurs enter school. the second dimension is the entry of community activities into enterprises. In the third dimension, schools and enterprises cooperate to build innovation and entrepreneurship studios. Under the leadership of the society and the guidance of enterprises and school teachers, establish entrepreneurial entities to jointly incubate innovation and entrepreneurship projects.

Four elements: Form a four element cooperation mode of

"association team teacher student" with professional associations as the platform, project teams as the carrier, teachers as the guide and students as the main body.

5.3 BUILD A THREE-LEVEL OTP OPERATION MECHANISM OF "COMMUNITY", "TEAM" AND "PROJECT" BASED ON THE COMMUNITY AND VIRTUAL SIMULATION SOFTWARE PLATFORM

O refers to organization, t refers to team and P refers to project, that is, the innovation and entrepreneurship operation mechanism based on professional associations, innovation and entrepreneurship team as the carrier and innovation and entrepreneurship project as the driving force.

The "community" - "team" - "project" OTP three-level mechanism has stimulated students' enthusiasm to participate in innovation and entrepreneurship activities and actively participate in the incubation of innovation and entrepreneurship projects. the community is used as an activity platform, and the project team realizes the integration of professional education, entrepreneurship and innovation education and practical integration education through the virtual simulation software training platform.

5.4 PROCESS INNOVATION AND BUILD A FIVE STEP CLOSED-LOOP PROCESS REENGINEERING SYSTEM

In the practice of innovation and entrepreneurship education, the team has gradually explored a five step closed-loop process reengineering system of "goal orientation and activity design and achievement incentive and reflection and improvement and promotion and application" with the goal of "innovation ability improvement and entrepreneurship project incubation". In the construction of professional associations and innovation and entrepreneurship education and training, the team built an innovation and entrepreneurship activity system of "activity publicity - project simulation - practical exercise - project screening - achievement incubation" around the goal oriented main line of innovation ability improvement and entrepreneurship project incubation, forming a series of brand activities.

6. CONCLUSIONS

This study systematically combs the current situation and existing problems of innovation and entrepreneurship education in Colleges and universities, the current situation and existing problems of college community construction, puts forward suggestions on building professional skill community to solve the problems existing in community construction, and advocates relying on professional skill community and taking the student team formed by community members as the carrier, the "community team project" three-level model of innovation and entrepreneurship education in Colleges and universities driven by innovation and entrepreneurship competition and scientific research projects of instructors. Through this study, we can effectively solve the existing deficiencies in the construction of college associations, fully mobilize students' enthusiasm and initiative, and build an all-round, three-dimensional and personalized college students' innovation and entrepreneurship team based on the autonomy, professionalism and practical advantages of professional skill associations, so as to comprehensively improve college students' Innovation ability and promote the cultivation of innovative talents in Colleges and universities.

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Research on Sensor Simulation Practice Teaching Based on Proteus Software

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Abstract: Based on Proteus simulation software, this paper analyzes the problems existing in sensor simulation practice teaching, and analyzes and studies the teaching applicable conditions, the selection of sensor simulation software, the construction of simulation resources, the design of simulation teaching, academic performance evaluation and effect Taking the simulation teaching design of digital pressure sensor mpx4250 and ultrasonic sensor as an example, aiming at the existing teaching problems, the specific design of common and individual teaching tasks is described in detail from two aspects of hardware design and software design. This study provides an empirical reference for the development of sensor theory and practical teaching.

Keywords: Sensor; Simulation practice teaching; Proteus

1. PROBLEMS IN SENSOR SIMULATION PRACTICE TEACHING

With the development of Internet technology, the era of digital and intelligent education is coming. Using online course resources, adopting flipped classroom, online and offline mixed teaching mode 1, and flexibly combining mobile phones, tablets and other mobile terminals are the new trend of professional course teaching development. [1-2] in order to meet the needs of online and offline teaching, simulation practice teaching breaks through the limitations of the environment and has been widely used by simulating the operation and experimental effect of real instruments and equipment on the computer. In the simulation practice software, proteus is a general software integrating circuit design and single chip microcomputer programming. [3] It can jointly debug circuit components, single chip microcomputer code and collaborative simulation. It can run only with an ordinary computer. It is very suitable for teachers to develop simulation practice teaching resources at low cost. Its virtual component library contains some commonly used sensor components. With the development of intelligent manufacturing industry, sensors play an important role in data acquisition, information monitoring and switch detection in emerging industries such as intelligent manufacturing, robot, Internet of things and artificial intelligence. [4] Due to the lack of practical equipment, consumables and self-designed practical projects in the practical teaching of sensor course of engineering specialty, it is urgent to develop online simulation practical teaching projects to enrich online teaching resources. Therefore, the research on sensor simulation practice teaching based on Proteus Software has a wide range of teaching application value, and can be extended to other related courses.

Sensor simulation practice teaching verifies the principle and function of the sensor through various sensor application circuits. Sensor circuit components or switches, combined with single chip microcomputer or programmable controller, can realize a variety of detection functions. Sensor practice projects are often designed as experiments or combined with relevant professional courses for comprehensive training. At present, there are still the following problems in simulation practice teaching.

1.1 LACK OF SIMULATION PLATFORM

Most of the sensor experiments have completed some principle verification experiments, mainly the operation of offline teaching instruments and equipment, and there is no widely used simulation software specifically for sensors, so the sensor simulation practice teaching platform is lacking. However, other relevant simulation software can be used, including graphical programming simulation software LabVIEW for sensor data acquisition, software Proteus for MCU simulation circuit, programmable controller simulation software for large-scale control system, etc. Teachers can select appropriate simulation software platform according to practical equipment, students' learning situation and teaching needs.

1.2 COMPREHENSIVE DIFFICULTY

The sensor practice project needs to integrate the knowledge of multiple professional courses such as circuit, computer, single chip microcomputer or programmable controller to realize the detection function of the sensor, which is very difficult. Sensor is a professional basic course. When teaching simulation practice, teachers need to tell the knowledge of many other professional courses in order to enable students to complete the learning and operation of simulation practice, which poses a challenge to both teachers and students.

1.3 INSUFFICIRNT COMPLETION TIME

The practical content of sensor simulation includes the design of simulation circuit, software debugging, result sorting, calculation and drawing. In order to enable students to complete the learning content independently, teachers need to spend more than one class to teach separately. Insufficient completion time will affect the continuity of practical teaching. In addition, the teaching is oriented to many types of sensors, and the practice project of the same sensor will take too long, which will also cause class hour tension. How to reduce the content and time of students' simulation practice learning is also a problem that needs to be considered.

2. RESEARCH ON SENSOR SIMULATION PRACTICE TEACHING BASED ON PROTEUS SOFTWARE

Sensor simulation practice teaching is suitable for the whole line on-line mode or online and offline mixed teaching mode. Teachers and students are required to

prepare computers with professional software, and students are recommended to complete the learning content in the form of team cooperation. Teachers can combine the flipped classroom mode and adopt the methods of pre class guidance, in class discussion, after-school homework and after-school Q & A; If the whole line teaching mode is adopted, it also needs a variety of means to assist teaching, such as live broadcasting, learning group Q & A and so on. [5-6]

2.1 SELECTION OF SIMULATION SOFTWARE

LabVIEW software has powerful functions and can simulate the detection of various virtual instruments, but it is difficult to program; Proteus Software can be combined with circuit simulation, MCU program operation, easy operation and intuitive simulation results. There are many kinds of simulation software for programmable controllers, mainly the application of programmable controllers. Sensors are often simulated as ordinary switches, which are subject to certain restrictions limitations. Considering that when taking the sensor course, students often have learned the basic knowledge of circuit and computer, so the learning focus is on the principle and performance of sensor, and the difficulty should not be too high. If Proteus Software is selected for simulation teaching, teachers can flexibly master the teaching difficulty, help students contact the learned circuit and computer knowledge, and see the simulation results intuitively and vividly. Students use Proteus Software to complete some self-designed contents in class, further expand after class, and the difficulty and rhythm of learning can be adjusted independently. Compared with other simulation software, Proteus Software is easy to install and upload, widely used in MCU practical simulation, and rich in project resources, which can provide more choices and convenience for the construction of sensor simulation practical teaching resources.

2.2 CONSTRUCTION OF SIMULATION RESOURCES

Build simulation resources around Proteus Software, mainly by uploading instructions, electronic teaching materials, courseware or video. the first step is to build the basic operation contents of software installation, new construction, commissioning and other projects; the second step is to build the core design contents of the project such as circuit diagram and program; the third step is to build simulation practice cases and other project expansion contents, such as micro lessons or animation about the operation principle, realization function and debugging operation of sensor practice projects. Teachers can take appropriate measures to reduce the difficulty of comprehensive problems. Reduce the workload, such as giving the circuit schematic diagram and some programs for students to modify and debug; Or give all the procedures, skip the programming, let the students design the circuit schematic diagram, and learn the wiring pins and working circuits of the sensor. To solve the problem of insufficient completion time, teachers can classify and mark the learning content as completed parts in class and after class, reduce the offline classroom learning content by using methods such as online resource guidance and flipping the classroom teaching mode, or transfer part of the learning content to be completed by students independently after class.

2.3 DESIGN OF SIMULATION TEACHING

According to the students' learning situation and classroom performance, teachers can design learning common tasks and individual tasks to flexibly adjust the teaching content. Common tasks are low in difficulty, which is the basic requirement of learning; Individual tasks are difficult and belong to learning expansion. They are assigned to students who have spare power to challenge themselves and complete them independently. Simulation teaching design is divided into two aspects: hardware design and software design. In hardware design, the common task is sensor local circuit design, and the individual task is MCU related circuit design. Hardware design is divided into two categories according to whether Proteus component library contains sensor components used in Teaching: the first category has corresponding sensor components in the component library, and the second category has no corresponding sensor components in the component library. the first type takes digital temperature sensor DS18B20 and digital pressure sensor mpx4250 as examples. They have corresponding virtual components in Proteus component library, which can be called directly. the second type takes the detection distance of ultrasonic sensor as an example. Ultrasonic sensor has no corresponding virtual component in Proteus component library. It can only simulate the square wave signal sent and received by 555 timer circuit. the signal is output from the Q terminal of 555 timer, observed by a virtual oscilloscope, connected to the I/O terminal of single chip microcomputer and displayed. the rising edge of the square wave indicates the transmission of the sensor signal, the falling edge indicates the reception, the pulse width is the time required from transmission to reception, and the time of one square is 20ms. By adjusting the resistance of the potentiometer in the circuit, the pulse width of the square wave is changed, and the time change required for the ultrasonic signal from sending to receiving at different distances is simulated. Then, the distance detected by the ultrasonic sensor is calculated according to the formula through the single chip microcomputer program: distance = wave velocity × Time/2, so as to obtain the simulation results of the distance measured by the ultrasonic sensor. In the aspect of software design, the common task is the sensor application program, and the individual task is other related programs of single chip microcomputer. Teachers design the program task of completion or modification, so that students can complete, modify and debug the sensor application program. Taking the digital temperature sensor DS18B20 as an example, the software design mainly includes: LCD display, DS18B20 sensor reading and writing and temperature alarm program. Let students design alarm programs at different temperatures according to the current room temperature and test the effect. Taking the digital pressure sensor mpx4250 as an example, the program design is similar to DS18B20. on the premise that the temperature sensor program task has been completed,

let students modify the temperature alarm program into a digital pressure alarm program, design different pressure threshold alarm functions and test the effect. Taking the ultrasonic sensor as an example, the software design mainly includes: LCD liquid crystal display, ultrasonic pulse width time, measurement distance calculation and distance alarm program, so that students can design alarm programs at different distances and test the effect. Students who have completed common tasks can increase the individual tasks of MCU reading, writing and calculating programs, such as MCU temperature, pressure sampling average value, formula calculation of ultrasonic detection distance, modification of programs, etc.

2.4 PREFORMANCE EVALUATION AND LEARNING EFFECT

The performance evaluation of simulation practice project is reflected in the form of report scoring. Teachers assign homework in the name of practical projects through the cloud classroom of online teaching. After students complete it in the form of team, they first conduct self-evaluation and mutual evaluation in the group, and then summarize the circuit schematic diagram, realized functions, core procedures, work completed in the group, problems encountered and solutions in the form of a report for each person, which will be reviewed and scored by teachers online, Conduct performance evaluation. From the implemented sensor simulation practice teaching to see the learning effect, most students can better complete the sensor circuit design, involving the MCU program and debugging, which is difficult. Only a few students can complete the expansion content. Through learning, students' abilities of simulation, programming and independent design are improved, they can further understand the wiring, principle and application knowledge of the sensor, and obtain the practical operation experience of the sensor.

3. CONCLUSIONS

Under the requirements and background of educational informatization, online and offline interaction between teachers and students, combined with flipped classroom teaching reform, has positive exploration significance. Based on Proteus Software, the research on simulation practice teaching for sensor courses with weak simulation practice can help solve the teaching problem of lack of practical equipment and practical projects; Guide students to study independently and practice operation, and cultivate students' ability of comprehensive design and innovation. Sensor simulation practice teaching can be used not only as an independent online practice teaching content, but also as a supplement to the online and offline hybrid practice teaching content, which provides an empirical reference for the development of sensor theory and practice teaching.

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Analysis on the Reasons for the Success or Failure of Tonight's Hotel and Didi Travel Marketing Strategy

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Abstract: The three elements of entrepreneurship in the Business School of Guangxi University are opportunity, resources and team. Among these thousands of different answers, this paper takes "tonight Hotel" and "didi travel" as examples to analyze the importance of insight selection of entrepreneurial opportunities and business model design.
Keywords: Entrepreneurship; Marketing strategy; Bbusiness model

1. INTRODUCTION

Since ancient times, there have been different opinions on the reasons for the success of entrepreneurship. Some people think it is the five elements of entrepreneurial consciousness, entrepreneurial spirit, entrepreneurial methods, entrepreneurial contacts, entrepreneurial knowledge and entrepreneurial capital; Some people think that the most important thing in entrepreneurship is attitude. It includes the attitude towards life. [1] the life of a successful person must be full of learning and challenges everywhere and constantly improve himself, rather than being content with living and being willing to be ordinary. Money is the easiest thing to get. the more you treat money with this attitude, the more wealth you can accumulate. and the more money is the most important person, it is not easy to succeed. the attitude towards work and successful brand entrepreneurs have a strong sense of dedication and responsibility. the work in their eyes is not hard work, but doing what they like in their heart. Regarding the team attitude, entrepreneurs should understand the importance of a team for the development of the company.

2. MARKETING STRATEGY OF TONIGHT HOTEL

Let's start with the hotel tonight. I'm not surprised that the old textbooks put this case in front, because occasionally in their spare time, people will take this case out and think about it and try their best to find a way to solve it.

First of all, let's learn about the tonight Hotel app. the "tonight hotel special price" belongs to a mobile Internet based mobile reservation platform developed by Tianhai Road Network Information Technology Co., Ltd. After 6 o'clock every night, you only need to pay 50% off the daytime online reservation price, and the four-star hotel only needs 300 yuan. Consumers can easily find and book these special rooms according to their personal preferences such as distance, star level, price and hotel style, so as to enjoy a more comfortable night at a low price close to economical hotels. People who often stay in hotels know that the reserved hotel is usually reserved until 6 p. m. and if they don't check in after 6 p. m., the

reservation is deemed invalid. This means that the hotel will produce a certain amount of remaining "inventory" after this time period. Seeing this business opportunity, Ren Xin and his team decided to develop the application of tonight's hotel special offer and build a tail room sales platform. [2] for this new model, Ren Xin positioned it as outlets in the hotel industry. Ren Xin said that at 6 o'clock every night, the hotel will check the number of vacant rooms, subtract the demand to the store after 6 o'clock, and then put the remaining inventory on the "tonight hotel special price" platform to sell at a price of 20% to 70% off at ordinary times. Frankly speaking, it seems appropriate for Ren Xin to compare the inspiration of this project with the evening special bread in the bakery. In the whole sales process, "tonight's hotel special" and outlets have taken the same route: on the one hand, they attract cost-effective customers through ultra-low discount prices, so as to sell off the hotel's inventory; on the other hand, the channel (which can only be reserved through smartphone APP), time (which can only be reserved after 6 p. m.) and goods (most hotels can only be reserved for one night) are used to increase restrictions to distinguish users, so as to protect the normal sales of the hotel from being affected. [3] Through the combination of "restricted channels+Restricted Commodities", it not only protects the normal sales of upstream merchants, but also maximizes their own interests.

This entrepreneurial opportunity does have three basic characteristics of creativity: novelty, authenticity and value. According to the clarity of the "purpose means" relationship, this project belongs to identification, problem and improvement entrepreneurial opportunities. It is committed to solving the pain point of the hotel's inventory room after 6 o'clock, It is based on Ren Xin's observation and previous experience of evening special bread in night hotels and bakeries, and identifies this entrepreneurial opportunity. However, what is the reason why such a good entrepreneurial opportunity ended in failure?

2.1 MARKET RESEARCH IS NOT RIGOROUS ENOUGH

(Hotel+consumer) consumer: price is not the primary factor (traffic, comfort and safety), travel (planned in advance without temporary change) is willing to pay in cash, so as to reduce the uncertain risk of online payment. Hotel: the management mode is contrary to the business philosophy, the executive level is not necessarily willing (performance appraisal), and the hotel is willing to cooperate (style, user complaints, online operation).

2.2 THE DECISION-MAKER IS BLINDLY CONFIDENT

The decision-maker is too confident in the estimation of the market demand scale of the product, lacks risk assessment, and does not have complete considerations, resulting in his own estimation deviation, which aggravates the risk.

2.3 STICK TO THE BUSINESS PLAN

Based on their expected market, they prepare a "perfect" business plan on how to make decisions in each step in the future, ignoring the rapidly changing market and changes in consumer demand, unable to change with time, and poor response to market flexibility.

2.4 FUZZY BUSINESS MODEL

The business model of the hotel tonight is vague and unclear. For example, who should be happy for users and the hotel? What should be the payment method? Does the hotel really need to dump inventory? Is the hotel really willing to sell the remaining rooms at a low price? Is the hotel manager willing? Who are the users? Do they really care about the price? the business model of the hotel tonight seems to be based on in some water pavilions on the assumption, the user needs are uncertain, the solution is uncertain, and the user needs are conjectured. His business model is not tenable at all. the purpose of entrepreneurship is not to develop a certain product or service, but to develop a sustainable business. the creativity about products or services is only the starting point of entrepreneurship and expand it into a business Business is the key.

Through the above analysis, tonight's hotel should be positioned as freelancers who are not fixed in travel time and place, like frugality or in the early stage, and donkey friends who are committed to poor travel. They often don't pursue the high-grade and luxury of the hotel, but care more about the safety, comfort, cost performance and reputation of the hotel. They often stay at their own expense without reimbursement, and are highly sensitive to the price in addition, tonight, the hotel can cooperate with Ctrip to become the part of the business responsible for special hotels in Ctrip's accommodation territory. Although the user population is relatively small, due to their various characteristics, they have more angel users and higher user viscosity. In choosing hotels, try to cooperate with chain hotels with good reputation, convenient transportation and better location, and use the hotel's experience Fame trades for customers' trust. Special hotel housing is a good cake, but it is not a big cake. Only by deeply understanding customers' needs and accurately grasping pay gain of user groups can we eat this cake.

On the contrary, they were launched around 2012. They are also opportunistic entrepreneurship. They are also the way that the enterprise itself does not have these resources and only builds a platform to earn commissions. Although there are various security problems halfway, the outcome of Didi's trip is much better than that of the hotel tonight.

3. MARKETING STRATEGY OF DIDI TRAVEL

Didi travel (hereinafter referred to as didi) was launched in Beijing in September 2012. It is a taxi platform in China, known as the taxi artifact of mobile phone. It is a taxi application loved by social users. At present, Didi has become the largest one-stop intelligent mobile travel information platform covering taxi, special bus, express, free ride, agent driving and bus.

Before didi travel went online, the society mainly adopted the way of taxi drivers patrolling to search for passengers, or passengers waving and calling for cars by telephone. the advantages of this way lie in the specificity of vehicles, the specialization of drivers and the stability of all-weather services, but the improvement of people's travel efficiency is still very limited. At the same time, the number of taxis is controlled and the supply of transport capacity is very limited. Therefore, Didi's launch caters to the needs of the market and the development trend of society. It accurately captures the "difficulty of taking a taxi" It has changed the traditional way of taking a taxi at the roadside. Taking advantage of the characteristics of the mobile Internet, it integrates online and offline, pays the fare online from taking a taxi to getting off, and establishes and cultivates a modern travel mode of users led in the era of large mobile Internet. It not only improves the efficiency and convenience of passengers, but also improves the income of drivers and saves operating costs. It matches users and the demand of drivers, reduce the no-load of drivers and improve efficiency. As of September 2015, the third-party survey data show that didi has occupied 99% of the domestic taxi Hailing software market. It is predicted that Gmv will reach US $12 billion in 2015, and the scale will inevitably be accompanied by the continuous extension of brand impulse. At present, Didi has achieved 3 million taxi orders and more than 3 million special car orders every day Single, with a peak of 2.23 million free ride orders, covering 360 cities in China.

Therefore, market trend, technology, capital and effective promotion are the main indispensable factors for didi to go online and achieve success. At present, Didi has four main business modes, namely taxi mode, express mode, free ride mode and special car mode. In fact, Didi mainly earns orders and occupies the market in the early stage of travel, because the order basis and market volume are the basis for future business profits the basis of value. More consideration is to improve the success rate of the overall transaction, so that each driver and passenger can get the required list or services in the shortest possible time. At the same time, the company pays attention to maintaining the balance between drivers and passengers, and carries out some subsidy promotion and other activities from time to time. When didi successfully occupies the market and holds passengers and drivers, it will make more profits in the future Aspects.

However, in addition, the data resources accumulated by didi are a huge wealth. In the stored data resources, Didi has the travel data of passengers and the operation data of taxi drivers. Through these data, it can analyze the user's historical travel data, and obtain a lot of national road information free of charge through the process of taking a taxi through camera, GPS and other technologies, which is also a great help for its later stage Suspected disclosure of state secrets buried a mine.

3.1 BUSINESS MODEL ANALYSIS OF DIDI TRAVEL

(1)Customer segmentation: customers: people without cars, people who are inconvenient to drive, tourists and commuters. Drivers: people who have cars and want to make money, people who like driving and people who like to make friends.

(2)Customer relations: social media, customer support. Large user groups (including consumers and merchants).

(3)Channels: (1) offline promotion. Service areas are set up in airports, stations, gas stations and other places to help drivers download, install app for free, guide the use, and combine offline publicity and posters. (2) word of mouth marketing (good user experience) is the main way of communication and promotion. More people are used and word-of-mouth is passed on.

(4)Value proposition: customers: shorter waiting time, lower cost than taxis, online payment and driving route planning. There is no difference in the services provided by merchants. Drivers: additional income, flexible working hours and online collection. Free user platform supported by wechat payment and other platforms (didi travel directly in wechat).

(5)Core resources: word-of-mouth driver, technical platform.

(6)Key business: product and service development and management, marketing and customer acquisition, driver management, customer support. Passengers take a taxi to generate orders, and didi sends the orders to the appropriate drivers (the recommendation algorithm should be accurate, the matching efficiency should be high, the calculation should be fast, the push should be timely, and the user quality and activity should be improved).

(7)Important partners: drivers, online payment platforms, providers, investors, map app providers.

(8)Cost structure: software and hardware system architecture construction, fixed employee support, marketing activity expenses.

(9)Source of revenue: cut by working days and holidays, analyze users' historical travel records, extract users' travel data on holidays, mine and predict potential information points where users often go, describe users' consumption needs, provide accurate crowd exposure and coverage services for advertisers, and earn accurate advertising expenses. By allocating the information connection efficiency between passengers and taxi drivers, it is possible to the driver side earns information service fee, basic fee dividend per kilometer, dynamic fare increase, Didi carpooling, Didi express and gift orange special bus.

3.2 ANALYSIS OF ADVANTAGES AND DISADVANTAGES OF DIDI TRAVEL

The advantage of didi travel is that customized services can best match the needs of passengers and drivers, which is conducive to reducing communication costs and waste of time and resources. Online communication and payment, offline products and services, good user experience and improving service efficiency. Users have the habit of frequent use (high user stickiness) and high return on investment. Precision marketing (users and consumers) the disadvantage is that the initial investment is large, and consumers may temporarily change and cancel the transaction, which brings risks to drivers. Poor supervision affects driving safety, and makes it more difficult for people who can't use the software to call a car.

4. CONCLUSIONS

In short, through the analysis of the marketing strategies of "tonight Hotel" and "underground travel", it is not difficult to see that the failed entrepreneurship is not due to the failure to find good business opportunities, the lack of huge capital investment, nor the mistake of decision-making twice at a time, but the lack of a real in-depth understanding of customer needs and the failure to establish a correct business model to drive healthy growth, One of the main tasks of entrepreneurs is to explore and establish a business model suitable for opportunities.

In order to achieve entrepreneurial success, entrepreneurs must design business models around opportunities or entrepreneurship, fully integrate resources and make efficient use of resources, establish partnerships with stakeholders and effectively communicate and interact with customers, from value discovery to value matching, and finally to the other side of value acquisition.

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Channel Analysis of Liquid Milk Enterprises in Chinese Regional Cities

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Abstract: In recent years, the consumption structure of liquid milk in China has been constantly optimized and upgraded, and new channels such as online shopping and new retail have developed rapidly. With the development of big data, Internet of things and cold chain technology, online shopping and "new retail" consumption channels such as unmanned retail, fresh e-commerce and community stores are developing rapidly. Survey data show that in 2020, China's liquid milk new retail channels have accounted for up to 97.5%. As a result, the competition in liquid milk industry is increasingly fierce, with various brand products emerging in endlessly and colorful packaging. Regional city liquid milk enterprises are more convenient in production and processing, but they have little market competitiveness compared with big brands, and have certain disadvantages in brand construction and marketing channel management. In the face of fierce competition, how to get out of the way of differentiation and win a place in the regional competition is a problem that needs to be considered constantly. Based on relevant theories of marketing channel management, the regional urban industry status quo of liquid milk enterprises, channel environment are analyzed, at the same time, combining with the regional city liquid milk enterprise strengths, weaknesses, opportunity, threat in the external environment, as well as the current channel management present situation, find the problems existing in the channel management of enterprise, and analyzes the problems existing in the, Identify the cause of the problem and propose solutions.
Keywords: liquid Milk Enterprise; Marketing Channel; Channel Management

1 BACKGROUND ANALYSIS

1.1 product introduction

Liquid milk is the fresh milk produced by healthy cows, which is packaged and sold after effective heating and sterilization. According to the definition of the International Dairy Federation (IDF), liquid milk (liquid milk) is the general name of pasteurized milk, sterilized milk and sour milk. Liquid milk includes pure milk, fresh milk, goat's milk, yogurt, etc. It is easy to digest and absorb, high quality and cheap, and easy to eat. It is the most "near perfect food", known as "white blood", and it is the most ideal natural food.

The milk sources of most regional urban liquid milk enterprises in China come from the self operated pastures of Ring wild breeding. They often use the bus low-temperature sterilization process to retain the nutrition and freshness of milk to the greatest extent without any preservatives. Most enterprises start with the quality control of milk sources, and truly achieve their own pasture, self-produced milk sources and no retail milk. the imported full brake paper cup filling machine, fully closed pipeline and CIP full brake cleaning system are cited to ensure that the production process meets the national standards. From milk source to finished products, each batch is strictly inspected, and the product quality is guaranteed.

1.2 industry analysis

At present, the development of China's dairy industry can be roughly divided into four periods. the start-up period is from 1978 to 1986; the period from 1987 to 1997 was a period of rapid growth; the adjustment period is from 1998 to 2007; the period from 2008 to 2020 is the period of industrial integration. Today, China's dairy market concentration and product quality are getting higher and higher.

In terms of competition, China's liquid milk industry can be divided into three echelons. the first echelon includes YiLi and MengNiu. Its sales network covers the whole country, the enterprise scale and market share are in a leading position, the brand advantage is very obvious, and the position of the industry's double giants is stable; the second echelon mainly includesGuangMing dairy, SanYuan food and hope dairy, which have a relatively high market share in their respective key operations and form an effective complementary with the first echelon dairy enterprises; the third echelon is mainly local liquid milk enterprises, whose production scale is small, the business area is only in cities or single provinces, and the market share and competitiveness are small.

According to the data of the National Bureau of statistics, the number of large-scale liquid milk enterprises in China decreased year by year from 2015 to 2019, and increased until 2020. By the end of December 2020, the number of large-scale liquid milk enterprises in China has reached 570, an increase of 7 compared with 2019. According to the latest data from the National Bureau of statistics, China's milk output in 2020 was 34.4 million tons, a year-on-year increase of 7%, in line with industry expectations. In terms of the development in recent years, the development speed of China's liquid milk industry is faster and faster, but at the same time, the gap between China's per capita consumption of liquid milk and the world average level is still large, so China's liquid milk consumption market still has great potential.

1.3 market demand analysis

According to the data, the demand for liquid milk in China in 2020 was 31.0423 million tons, with a year-on-year increase of 3.1%. With the rapid development of national economy, the income level and health awareness of

Chinese residents are continuously improving, the scale of liquid milk is increasing year by year, and China's fresh milk market will continue to grow. China's liquid milk market will still maintain stable development in the next five years.

With the continuous improvement of people's living standards, people have higher requirements for the quality of life. With the deeper understanding of liquid milk, consumers' demand for liquid milk is expanding. In order to compete for a larger market, YiLi and MengNiu enterprises have begun to implement the channel sinking strategy. Now the two enterprises have sunk to the third and fourth tier cities, and the goal has rushed to the fifth tier cities. Small and medium-sized enterprises have been invaded by the two enterprises, with small production and operation scale, facing a single market, small market share and limited competitiveness. In the future, local small and medium-sized enterprises will be difficult to expand the market, and measures need to be taken to deal with it.

2. PRODUCT CHANNEL STATUS

2.1 online and offline channel structure

At present, many liquid milk enterprises in regional cities have not opened online marketing channels, but only offline physical marketing channels. the main offline product channels are direct-sale milk stations, community retail and door-to-door distribution.

2.2 product channel status

At present, the products of liquid milk enterprises in regional cities are single, there is no obvious product advantage, and the operation status of enterprises is slightly inferior to the level of the national liquid milk industry in many aspects. Therefore, they have no absolute advantage in the local market. In terms of products, due to regional restrictions, industry competitors emerge one after another, and most enterprises lack perfect distribution systems. Therefore, the market share is relatively low, and consumers are more inclined to choose dairy products with foreign brands. For liquid milk enterprises in regional cities, it is urgent to expand product channels, improve market share and effectively control product channel costs according to the specific situation of the local liquid milk market. With the continuous improvement of the openness of China's dairy market, on the one hand, foreign competitive enterprises are pouring out, on the other hand, the domestic dairy brand and quality and safety are intermingled. China's dairy industry is facing a severe test. At the same time, the competitive advantage formed by advertising and promotion is obviously weakened in front of foreign dairy products, and the channel advantage begins to appear.

In addition to self operated product channels, many regional urban liquid milk enterprises lack clear standards in the selection of channel members, and there is also an obvious gap in the strength of channel providers in various regions. Whether the products can sell well depends largely on whether the company's marketing channels have competitive advantages. With the continuous development of Internet technology, online marketing channel has also become an indispensable online sales channel of dairy products. According to the long tail theory, the low demand goods that people had to give up in the past due to cost and efficiency have been solved in the network era. [1] Therefore, enterprises should also start to change the single marketing channel. While maintaining the operation of offline channels, online channels should also be developed and expanded accordingly.

3. ANALYSIS OF PRODUCT CHANNEL ENVIRONMENT

If an enterprise wants to have a foothold and better survival and development in the rapidly changing market environment, it must understand as much information related to the industry as possible. Product channel environment analysis is an important tool to reveal the development of the industry. Regular analysis of the existing product channel environment of the enterprise is a must for each enterprise. Accurately understanding the industry dynamics and the future development trend of the industry plays a decisive role in the operation, development and growth of the enterprise. In this part, we will analyze the product channel environment from three aspects: macro environment, industry environment and micro environment.

3.1 macro environment

3.1.1 political environment

Liquid milk enterprises are an important industry involving 1.3 billion people in China. With the care and attention of the leaders of the Party Central Government and the State Council, the state has successively issued a series of policies to support the development of liquid milk enterprises. These policies define the status of the dairy industry, the guiding ideology, strategic tasks and various preferential policies for the development of the dairy industry. the state regards liquid milk as a key supporting industry and has included it as one of the important contents in the "vegetable basket" plan. At the same time, it has also begun to implement the development of China's national liquid milk enterprise base. In addition, liquid milk enterprises are also an important work to solve the problems of "agriculture, rural areas and farmers". By vigorously promoting the development of liquid milk enterprises, China relies on leading enterprises to drive farmers to increase income, expand production and get rich. In this environment, liquid milk has received the key planning and support of the state.

3.1.2 economic environment

The economic environment consists of various factors that affect consumers' purchasing power and spending patterns. With the rapid and sustainable development of China's national economy, people's living standards have also been significantly improved. Obvious changes have taken place in lifestyle, consumption mode and diet structure. Nutrition and health have become the core of modern people's attention.

In this environment, nutritious liquid milk has naturally become one of the main foods consumed by people, providing a good economic environment for the development of liquid milk industry.

3.1.3 social and cultural environment

The liquid milk industry is a sunrise industry in China. With the development of the national economy, people's living standards are improving day by day, and the consumption concept is constantly changing. the dietary structure of Chinese families has been generally improved, and the consumption of liquid milk is obviously on the rise. the society has formed a good cultural atmosphere: "a cup of milk strengthens a nation" "Add a glass of milk to the national strength" Such slogans have been deeply rooted in the hearts of the people, providing a broad social environment for the development of liquid milk. Therefore, the production and sales of liquid milk have also made quite good achievements, and China's liquid milk production has increased significantly, and the economic benefits of the whole industry have been significantly improved. China's liquid milk industry will show a state of growth for a long time in the future.

3.1.4 technical environment

With the consumption guidance of China's media and the publicity of liquid milk nutrition knowledge, people's food safety awareness is also increasing, and consumers have higher and higher requirements for liquid milk. For example, the requirements for hygienic quality and packaging grade are only increasing. At present, China's liquid milk enterprises need specialized technology and equipment from the auxiliary materials of liquid milk production to milk separation, sterilization, cold treatment, homogenization, concentration, spray, fermentation, packaging, and cleaning and disinfection of mechanical equipment. At the same time, testing and other testing methods are needed to detect the quality of the products. With the increasing national economic strength, China's scientific and technological level has also been further developed, and advanced technologies emerge one after another, which provides technical support and guarantee for liquid milk from basic technical requirements to deep processing and the development of functional products.

3.2 industry environment

3.2.1 power of new entrants

Because the state intervention is relatively small, the barriers to entry of China's liquid milk enterprises are not very high from the perspective of production, technology, scale, capital investment and other factors. However, it is necessary for new entrants to have the ability of safe production and quality control. Nowadays, only when liquid milk enterprises put a large amount of money into projects with huge investment and long return period at one time can they have a foothold in the industry. the cost of liquid milk enterprises is high, and new entrants must be prepared to bear huge sunk costs, because the equipment assets of liquid milk enterprises are highly specialized, and once they are launched, they are difficult to be used for other purposes again.

3.2.2 supplier's strength

Most of China's liquid milk enterprises have their own pastures, which not only has a good natural environment, but also has close milk sources, reliable supply channels, low transportation and distribution costs, and can ensure freshness and quickness. the enterprise also has its own pasture, self-produced milk source, does not receive any retail milk, the whole process assembly line, mechanical milking, adopts the pasteurization process in line with international standards, and has special and strict control over the products. Daily production, close sales radius and direct distribution to household marketing mode are adopted to bring fresh and high-quality milk products to local people.

3.2.3 buyer's power

Overall, China's liquid milk market is still dominated by national enterprises. Consumers in small and medium-sized cities prefer large brand products when choosing and buying liquid milk.

In terms of purchase purpose, the main purpose for consumers to buy liquid milk is the nutritional value of liquid milk and its function as an alternative to breakfast. In terms of purchase frequency, consumers mainly drink liquid milk 5 ~ 30 times a month. In terms of brand selection, local brands are more recognized by local consumers. From the perspective of consumers' monthly consumption of liquid milk, a large part of consumers' monthly consumption of liquid milk is concentrated in the range of 40 ~ 150 yuan. For consumers, the quality of liquid milk mainly depends on the scale of the enterprise and its own experience. From the perspective of liquid milk price, consumers generally believe that the reduction of liquid milk price and the increase of their own income may lead to the increase of their consumption of liquid milk. [2] However, consumers always believe that the price depends on the quality. In terms of purchase place, consumers usually choose to buy in supermarkets and stores.

At the same time, consumers' own conditions will also have a great impact on the purchase behavior of liquid milk. Consumers' own conditions are mainly determined by gender, age, educational level and other factors. From the perspective of gender, female consumers are more than male consumers; From the perspective of age distribution, young people account for the largest proportion of consumers; From the perspective of educational background, consumers have a relatively high level of education as a whole.

3.2.4 power of substitutes

Regional city liquid milk enterprises represent a kind of local liquid milk processing enterprises. It is the local liquid milk processing enterprises that have existed and will appear. In the industry environment where the safety of liquid milk is very tested, the most threatening to local liquid milk processing enterprises is the brand advocating the new strength of China's dairy industry safety. the dairy industry dominated by milk source construction and regional liquid milk sales is the milk source giant of China's dairy industry. [3] Many existing enterprises are at an advanced level in the same industry in China. What's more, it has a high-level international R & D team, which can develop leading high-quality products that adapt to market differentiation. It introduces the most advanced management methods in the world to realize the integration and unification of five management systems, such as quality, environment, hazard analysis and key control points, occupational health and safety. Therefore,

if enterprises want to develop and grow, they must break through the limitations and create their own advantages while learning from and absorbing the strengths of others.

3.2.5 strength of competitors in the industry

Liquid milk is divided into two categories: normal temperature milk and low temperature milk. These two categories can be subdivided into high-end milk and ordinary milk. In addition, it can be classified from the aspects of function, taste and packaging. Among them, the market of normal temperature milk is mainly dominated by YiLi and MengNiu enterprises. the combined market share of these two brands in China is even more than 70%, which has become the category with the highest market concentration. Low temperature milk market is mainly dominated by local liquid milk brands such as GuangMing and SanYuan. Among them, the share of Shanghai

GuangMing is higher than that of other enterprises, while other brands basically show the characteristics of "local snake", and there is basically no share nationwide.

3.3 micro environment

For micro environment analysis, SWOT model is one of the common methods of competitive analysis. It is usually used to analyze the internal conditions and external environment of regional urban liquid milk enterprises, judge their own advantages and disadvantages, and find out the opportunities and threats of their environment to enterprises. SWOT analysis is helpful for liquid milk enterprises in regional cities to clarify the current opportunities and risks, and make scientific and reasonable judgments and decisions, which is shown in Table1.

Table1 SWOT maodel

internal / external	Strength	Weakness
	□ most of them own pastures and milk sources □ most of them adopt their own unique technology □ Most of them adopt daily production, close sales radius and direct distribution to household marketing mode	□ It is a local liquid milk processing enterprise, and its development has limitations □ Horizontal expansion has limitations and small innovation space
Opportunity	**SO(using)**	**WO(improvement)**
□ the state focuses on and supports liquid milk industry □ Nutrition and health have become the core of modern people's attention, providing a good economic environment for the development of liquid milk industry	□ strengthen publicity and tap the demand characteristics of consumer groups □ Develop online business and form a new retail model of "Online+offline"	break through limitations and create your own advantages while learning from and absorbing the strengths of others
Threat	**ST(attention)**	**WT(eliminate)**
□ there are too many substitutes and there is great competitive pressure □ It is a local brand with a small market share	□ enhance the innovation ability in their own product field □ Cooperate with emerging social E-commerce	□ Actively build their own brand advantages and form market competitiveness

4. ANALYSIS OF PROBLEMS IN PRODUCT CHANNELS

4.1 less coverage of retail terminals

Liquid milk enterprises in most regional cities are relatively less famous, not only because of a single product line, but also because of the small coverage of retail terminals, no better publicity and no better access to the market. Offline retailers (supermarkets, stores, convenience stores, etc.) are difficult to see their products in the main sales channels. Most of the milk product market is divided by other brands, and there is little left. There is great pressure on market competition. There are endless other brands in China, and there are big brand dairy merchants such as MengNiu\YiLi in China. the company's strength is small and the product competitiveness is not large enough, so the products have markets only in several regions near the company. In this case, the main task of enterprises is to strengthen publicity, expand market share and make products delivered to consumers more quickly, efficiently and safely. Enterprises can find suitable retail terminals for the company according to their own enterprise strength and come up with corresponding strategies to expand their share. Various retail terminals, such as large supermarkets, large stores, small supermarkets, small stores, etc., have large passenger flow, many needs for yogurt, rich types of goods, meet a variety of needs, convenient service,

convenient payment, more humanized, and are suitable for the needs of most people to buy goods at ordinary times. and these retailers have their own refrigeration equipment, which can better store yogurt. However, other brands such as JUNLEBAO, and also have a large product share for terminal retailers, so the competition is also fierce.

4.2 low channel operation efficiency, affecting product quality

Do a good job in market research and invest in packaging according to the development level of different regions. Some low-income regions invest too much production cost and can't sell. This is because there is no market research in the region in advance. Less packaging investment in low-income areas is not to despise the food safety problem of liquid milk. No matter how much or little investment, the detection of liquid milk quality should be strengthened. Food safety is the primary consideration. Secondly, after doing a good job in market analysis, we can consider the income and profit of the company. the output and delivery volume of the region can be adjusted according to the company's customer management system. Check the stock quantity and the customer's order demand, ensure the normal supply every day, and avoid the lack of good transportation records in case of errors. At the same time, there should be a sound service mechanism so that customers cannot only

conveniently and color problems, but also timely protect their rights and return complaints.

At present, China's milk sources are all in the pastures around the city, far away from the needs of customers in the city center, so there are high requirements for intermediate transportation and distribution. the company cannot only monitor the safety of yogurt food from the source, but also improve the transportation links in the middle, and establish a complete supervision system, which can better achieve the role of supervision and control, reduce transportation losses, enhance customer satisfaction and loyalty, but also improve the efficiency of channel operation, so as to ensure product quality and improve the company's income.

4.3 low channel terminal control

Because most of the liquid milk enterprises in regional cities are enterprises with dairy products, the payment for goods is also an issue that enterprises need to consider. Improve the management mechanism to ensure that the money arrives in hand at the first time after it is received, so as to prevent the money from being defaulted. the enterprise's method of controlling the marketing channel is to control the interests. the multi-channel members earn more. on the contrary, the management and control of channel members will be reduced if they earn less. Nowadays, when the market of dairy industry is saturated, it is undoubtedly a severe challenge for enterprises to win more profits. If they do well, there will be greater profits with a large market, and it is more convenient for channel members to control. Therefore, the company needs to formulate a set of reasonable and scientific policies to manage members and prevent price war between regions. the company's control over channel terminals will also be strengthened. the success of any new product in the market requires the strength of the channel, especially the close cooperation between the channel and dealers. Dealers should have common goals and marketing ideas. As a dealer, they should have strong sales level, good reputation and strong sense of honor. Especially for the same type of dealer's business, there are no conflicting products and prices of the same brand. To sum up, in the modern market environment, enterprises began to mature and gradually improved their sense of voice. In the process of launching new products, enterprises must evaluate and select distributors. After the existing new products are delivered, the designated dealer needs to train his operation ability. Some companies operate some markets and carry out activities of secondary wholesalers and retailers, which will lead to a decline in sales. At the same time, employees slowly lose confidence in the company's operation and increase the sales of competitive products. Today, when the channel is the primary position, the company is under increasing pressure on the channel. How to give full play to the benefits of the resource channel and manage the company well has become the secret of managing the channel terminal well. Many enterprises believe that after the channel is built, it does not need to be managed, and do not pay attention to the relationship and communication with the channel. Generally speaking, the development of the channel is affected by many factors such as products and channel management. the end competition structure, industrial development, trade opportunities and consumer behavior of channel management should adapt to the development of the market, otherwise serious problems will occur.

5. Suggestions on improving product channel strategy

5.1 actively lay out offline channels and expand the coverage of retail terminals

The small coverage of retail terminals has a great impact on the overall operation level, so how to expand the coverage of retail terminals? First of all, in terms of publicity, we must pay attention to it. Due to the great pressure of market competition, there are endless regional urban liquid milk enterprises in the mainland, and there are large brand dairy merchants such as Mengniu YiLi in the country. the product competitiveness is not big enough. Therefore, in terms of publicity, we should pay attention to it and do it well. Second, there is no better access to the market. It is difficult to see the products of liquid milk enterprises in regional cities in the main sales channels of offline retailers (supermarkets, stores, convenience stores, etc.), and most of the milk product market is divided by other brands. In this case, the main task of regional urban liquid milk enterprises is to strengthen publicity and expand the market share of regional urban liquid milk enterprises, which can be publicized in newspapers, magazines and brochures. A better way is to distribute leaflets in crowded places, dress up as dolls in places with many children and sponsor activities. Similar poster publicity can be carried out in the community and campus, or in Internet cafes, kindergartens and pubs. It's better to publicize that it's no better than buses and taxis. Put huge posters on its body to take it to a corner of the city.

5.2 establish a sound service mechanism

First, adjust the output and delivery volume of the region according to the company's customer management system, check the yogurt volume and the customer's order demand, ensure the normal supply every day, and avoid the lack of good transportation records in case of errors. Make sure to make all work plans before the work starts. If you want to improve efficiency, make a plan and implement it according to the plan, it has been improved by half, and confirm the order with the customer to avoid errors or empty phenomenon affecting the product quality. At the same time, there should be a sound service mechanism to enable customers to protect their rights and return complaints in time in case of any situation. All departments should also communicate at any time and feed back their opinions or problems to other departments in time, so as to effectively improve efficiency and product quality. In terms of internal channel operation of the company, we should also do a good job in division of labor. When we work together, doing a good job in division of labor will not only improve efficiency, but also help to find who needs to be responsible. Or we can fundamentally look for problems and adopt the method of transforming old channels and developing new channels. If it is not the problem of the people running the channels, it can only be the problem of the channels themselves, and

fundamentally change them to improve efficiency and product quality.

Regional city liquid milk enterprises should not only provide high-quality products, but also ensure high efficiency, quickness and convenience. At the same time, we must establish a detailed customer database, understand and master the law of customers' demand for liquid milk in different seasons and different time periods, and improve the production of liquid milk purposefully and pertinently. [4]

5.3 strengthen channel terminal control

If enterprises want to improve channel control, they can do so in the following ways: they can increase the functional rights of channels, such as the control scope of prices; Assess whether the manager is suitable for taking charge of the channel work; Directly transform the channel providers of the enterprise into direct operating institutions; Provide comprehensive and specific value-added services for channels. If you want to improve the control of channel terminals, you can adjust them in the aspects of channel planning, construction, maintenance and adjustment. In the final analysis, the control power of the channel terminal depends on the loyalty of the channel to the enterprise. the higher the loyalty, the higher the control. Therefore, to improve customer loyalty and put customer interests first will greatly improve customer loyalty. [5] Only when enterprises have controllable high-quality channel resources and improve channel control quality, can they build a reasonable and effective marketing chain and realize strong distribution power. By providing targeted value-added services to customers, we can make effective differences in products, so as to improve user loyalty and satisfaction. Secondly, improving the control efficiency can also effectively improve the problem of low control power of channel terminals. For example, reasonably design the hierarchical relationship of channels, delete unreasonable logistics links and price links, and realize the flattening of channel efficiency on this basis. Improve the efficiency of channel control and pay attention to the coordination and division of labor of all links in channel operation. the complementary advantages and resource sharing among the members of each link will effectively improve the operation efficiency, that is, enhance the control force. In fact, one of the core principles of effective channel control is to seek the systematic synergy efficiency of the enterprise channel value chain, and on this basis, establish the close relationship of division of labor, coordination, long-term cooperation and common development among operators, various excellent terminals, users and other logistics and service stakeholders in the marketing field, so as to form an enterprise led channel value chain. on this basis, enterprises can reuse their comprehensive

capabilities (brand, strength, honor, management experience, etc.) to gradually establish channel leadership and undertake the management functions of marketing chain composition, coordination, leadership and service, so as to enhance the control of channel terminals.

CONCLUSION

This paper analyzes the marketing channels of liquid milk enterprises in regional cities, and draws the main conclusions as follows.

First of all, the main markets of liquid milk enterprises in regional cities are in urban areas and surrounding cities and counties, covering some township areas. They mainly sell pure milk, fresh milk, goat milk, yogurt, etc. the company mainly sells products through milk delivery to households, direct store sales, dealer retail and other channels.

Secondly, through the investigation of liquid milk enterprises in regional cities, it is found that there are some problems in their marketing channels, such as less coverage of retail terminals, imperfect development of channel system, low channel operation efficiency, low control power of channel terminals, logistics distribution maintenance of channels, and insufficient timeliness of channel messages.

Finally, in terms of strategy improvement, based on the problems existing in the marketing channels of regional urban liquid milk enterprises, this paper puts forward improvement suggestions from the aspects of offline terminal channels, establishing benefit distribution mechanism, improving service mechanism and management system, strengthening channel terminal control, selection and management training, logistics maintenance, etc.

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The Impact of COVID-19 on China's Catering Industry and Its Response

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Abstract: In December 2019, COVID-19 broke out in Wuhan, Hubei Province, and quickly spread to the whole country. As a result, strict epidemic prevention and control measures were implemented. People consciously quarantined at home, reduced or even stopped going out, which directly restricted people's consumption. A large number of catering enterprises closed their doors, and the resumption of work after the Spring Festival was repeatedly postponed due to the severe situation of the epidemic. Small and medium-sized enterprises, the capillaries of China's economy, are facing unprecedented impact. This paper mainly analyzes the impact of COVID-19 on the catering industry, which has suffered serious damage among the service industries in China, and the research on its response.
Keywords: New Coronary Pneumonia Epidemic Situation; Economic; Catering Industry; Deal with

1 INTRODUCTION

1.1 Research Background

In December 2019, THE COVID-19 outbreak broke out in Wuhan, Hubei Province of China. Once it broke out, the epidemic quickly spread to the whole country. It is highly infectious, with fast transmission speed, multiple transmission routes, long duration and wide impact, making it difficult to prevent and control the epidemic. the anti-epidemic alarm bell rang in the hearts of the Chinese people. This is a "war" without the smoke of gunpowder. According to a survey by the China Cuisine Association, the national catering revenue in 2019 reached 482.5 billion yuan, up 9.1% year on year; Catering revenue of above designated units reached 91.4 billion yuan, up 6.1% year on year. the catering market growth rate is 1.1 percentage points higher than the overall consumer market growth rate. However, at the beginning of 2020, a sudden outbreak of the epidemic plunged the catering industry into crisis, and the closure of restaurants became a common phenomenon in the catering industry. According to the China Cuisine Association survey showed that in the first quarter of 2020, the national catering income of 602.6 billion yuan, a significant drop of 44.3%; the revenue of catering units above designated size was 127.8 billion yuan, down 41.9% year on year. At present, the state has issued a number of support policies to fully support the resumption of work and production, to help small, medium and micro catering enterprises tide over the difficulties. [1]

1.2 Research status at home and abroad

In 2020, a sudden outbreak of COVID-19 changed the world. "This pandemic is the greatest challenge the world has faced since World War II, " warned UN Secretary-general Antonio Guterres. the pandemic is the worst in a century since the 1918 Spanish flu that killed tens of millions. [2]

The sudden outbreak of COVID-19 has caused widespread harm to countries around the world. From the end of 2019 to September 2021, the cumulative number of COVID-19 cases worldwide has reached 227 million, including nearly 29.48 million confirmed cases and 4.68 million deaths [3]. "COVID-19 is an unprecedented crisis, " the IMF said in its 2020 annual report. "In response to this health emergency, countries had to implement a 'lockdown, ' which brought economic life to a standstill and triggered the worst recession since the Great Depression. " [4] According to the statistics of the INTERNATIONAL Monetary Fund, the global economic growth rate is expected to be 6% in 2021, and will slow down to 4.4% in 2022. In 2020, only China maintains positive economic growth, while other major economies show negative economic growth, and even emerging markets and developing economies show better development prospects [5].

1.3 Research Content

This paper mainly analyzes the impact of COVID-19 on the catering industry, which has suffered serious damage among the service industries in China, and the research on its response.

1.4 Research significance and purpose

The significance and purpose of this study is to give us a clear understanding of the problems facing China's catering industry in the context of COVID-19 and how the national government and the catering industry itself should deal with the current problems and seek long-term development.

1.5 Research ideas and framework

The research idea of this paper is to understand the current situation from the background, put forward the problem, analyze the problem and solve the problem of a series of processes. the first part includes the introduction of research background, research status at home and abroad, research content, research significance and purpose, research ideas and framework, research methods and innovation points; the second part is the literature review, that is, the theoretical basis involved in this paper; the third part is the analysis of the current situation of China's catering industry under the impact of COVID-19. the fourth part is the problems existing in the current catering industry; the fifth part is the analysis of the causes of the existing problems, and the sixth part mainly studies the solutions to the existing problems. the seventh part is safeguard measures; the eighth part is the conclusion drawn from the full text; the ninth part is the reference of

the thesis.

1.6 Research methods and innovations

This topic "new crown outbreaks of food industry in our country the research of the impact and response" on the basis of analyzing the theory of research scholars, from the systematic, the view of global is a combination of different people from various angles of view, a comprehensive for COVID - 19 outbreak under the influence of China's catering industry problems are analyzed and combined with the survey method, literature research and other research methods, in the research method has a certain innovation.

2 LITERATURE REVIEW

Theoretical basis of public health emergencies

(1) definition: define the emergent public health event emergency ordinance in China: "public health emergency" refers to a sudden, cause or may cause serious damage to the social public health major infectious disease outbreaks, mass unexplained illness, major food and occupational poisoning and other serious influence public health events. " According to the National Emergency Plan for Public health Emergencies, "public health emergencies can be classified into four levels: extremely major (Level I), major (Level II), major (Level III) and general (level IV) according to their nature, degree of harm and scope of involvement. " the novel Coronavirus outbreak belongs to a particularly major public health emergency. As of 29 January 2019, all 31 provinces (autonomous regions and municipalities directly under the central government) in China, excluding Hong Kong, Macao and Taiwan, had initiated level 1 public health emergency response. the sudden outbreak of COVID - 19, can't equate with the ordinary risk events, it closely related to the social public's life, is our country since the founding of the most infectious, spreading fastest in our country, route of transmission, infection prevention and control of the longest and widest range of the most difficult a major public health emergencies, It has aroused great concern and reflection in the society and even the international scope.

(2) Basic characteristics: ① sudden. Sudden public health incident, with a lot of chance, it's specific time, place, it is often difficult to accurately predict and timely recognition, usually erupted rapidly in a short time, and before the outbreak of hard to the attention of the society, individual and society are not prepared ahead of time, so once the outbreak of the damage situation will quickly spread, and will continue to change in the process of transmission, the degree of risk and harm caused is difficult to estimate. ② Specificity. A public health emergency is an emergency that occurs in the field of public health and has public health attributes. It does not occur in a specific population, nor is it confined to a fixed field or region. ③ Urgency. the risks and hazards caused by public health emergencies develop rapidly and will cause great losses if not handled in time. This requires that the responsible department must obtain accurate and valuable information within a limited time, analyze its cause, degree and impact, and find effective countermeasures. Therefore, a series of emergency measures must be taken to quickly control the sudden public health risks. (4) Complexity. the risk factors of public health emergencies are uncontrollable and complex. First, the causes are complex. the causes of serious public health events may include the combined effects of natural factors, human factors and other factors. Second, the types are complex. According to the nature, extent and scope of public health emergencies, the National Emergency Plan for Public health Emergencies stipulates: "Public health emergencies can be classified into four levels: extremely major (Level I), major (Level II), major (Level III) and general (level IV) according to their nature, degree of harm and scope of involvement. " Third, the impact is complex. the risks and consequences of public health emergencies are very complex, often involving a wide range of people, and easy to cause chain reactions. ⑤ Social harm. Sudden public health events will damage and affect public health, bring great pressure to the medical and health system, affect people's normal work and life order, and cause a wide range of economic, interest and value loss.

In addition to the above basic characteristics of public health emergencies, COVID-19 also has the characteristics of susceptibility. People of different age groups are not immune to novel coronavirus, so they are generally susceptible to infection, causing great harm to society. At present, the main route of transmission is respiratory droplets and contact transmission, so close contacts are vulnerable to infection. Due to sudden unexpected outbreak, plus again in the traffic was crowded during the Spring Festival, people generally lack of the early prevention and control of science, professional department failed to accurately grasp its cause in a short time, nature, size, influence and development trend, state government departments also have no reasonable and effective professional advice, difficult to quickly make the right decisions, not timely and effective prevention and control, That's why so many people are infected. [6] the WORLD Health Organization (WHO) listed it as a public health emergency of international concern on January 30, 2020, and raised its global risk assessment from "high" to "very high" on February 28.

3 STATUS ANALYSIS

China's overall national income continues to increase, the proportion of national catering consumption continues to rise, driving the upgrade of the entire catering industry. According to the National Bureau of Statistics, the total operating income of the catering industry in 2019 was 88.658 billion yuan, with a year-on-year increase of 17.79% compared with 2018, and relevant data analysis shows that the number of self-employed workers in the catering industry is increasing rapidly. the impact of the epidemic on the service sector is huge, and the catering industry, as a labor-intensive service sector, almost stopped when the epidemic hit hard. With limited in-house meals and few take-out orders, restaurateurs still bear a large proportion of fixed expenses, forcing many to cut costs. In addition, the catering industry is mostly self-employed with weak risk bearing capacity, so the epidemic will undoubtedly have a greater impact on them. After the normalization of

the epidemic, the state has also introduced policies to help economic recovery, which is both an opportunity and a challenge for catering industry workers. [7]

4 EXISTING PROBLEMS

1. In dustry shutdown, enterprise loss is significant. More than 70% of stores were closed, and only about 10% of restaurants were reopened.

2. Catering enterprises bear heavy pressure of fixed expenditure and suffer serious losses. Human cost is the biggest difficulty facing current food enterprises. the "three high and one low" situation of high rent, high labor, high cost of food materials and low operating income has been a problem for the whole catering industry.

3. the cash flow of the enterprise is tight. Turnover overall year-on-year decline of more than 90%, Cash flow is difficult, for the majority of small and medium-sized enterprises, cash flow shortage is a serious dilemma brought by the war without smoke. the main reasons for catering enterprises falling into cash flow dilemma under the impact of the epidemic are lack of preventive motivation of cash holding, simple revenue structure, high viscosity of variable cost, high efficiency of asset use increasing cash turnover pressure, and large amount of cash occupied by fast chain development. [8]

4. the takeaway business of the enterprise is difficult. Take-out has become the preferred mode for catering enterprises to save themselves, but it is still a drop in the bucket. With offline catering drastically reduced during the epidemic, many companies are pinning their hopes on takeout delivery to increase their income as much as possible. So everyone focused on take-out.

5. THE UNSTABLE FACTORS IN THE SUPPLY CHAIN OF ENTERPRISES ARE INCREASING.

5 Solutions

The recovery of the catering industry can be divided into three stages.

The first stage is the policy recovery period. Due to policy restrictions, it is impossible to make in-house meals or even take-out meals during the epidemic, so reducing and controlling costs has become a top priority. ① for the raw materials overstocked in storage, we should sell them at a low price and clear the reserve food materials during the suspension of business in time. (2) in terms of rent, catering enterprises need to actively communicate with the mall management or individual landlords to seek rent reduction and free rent; ③ in the control of human costs, the first task is to avoid layoffs as far as possible, can use the lowest operating system and with reasonable rest collocation to reduce the pressure of human costs as far as possible. (4) Cooperate with external enterprises to better optimize the use of human resources and reduce human costs through the form of human resource sharing and flexible employment. During this period, the catering industry can actively carry out cross-border cooperation with fresh e-commerce enterprises, adjust manpower, post transformation, and explore the problem of flexible employment. It cannot only solve the problem of workers' income, but also solve the dilemma of shortage of manpower faced by other e-commerce enterprises due to the soaring demand, so that the personnel allocation can

match the real demand. At the same time, it also alleviates the labor cost of catering enterprises, which can be described as killing three birds with one stone. [9]

The second stage is the recovery of demand. the policies of various provinces and regions are gradually relaxed, and people begin to have the demand to go to work. However, as the epidemic has not been completely eliminated, people are more cautious and wait-and-see. During this period, catering enterprises should mainly sell out business, cooperate with major takeaway platforms, increase the proportion of takeaway and improve cash flow. and require its cooperation with the delivery platform as far as possible to use the contactless delivery way. At the same time, we should fully grasp the emerging products and make good use of emerging technologies such as big data and artificial intelligence. Due to the failure of normal business and small offline customer flow, enterprises should actively use social software and other media to develop food selection and ordering services, develop their own personalized mini programs, push food and enterprise information to consumers accurately, promote the image of the brand, and ensure basic business.

The third stage is the psychological recovery period. Catering enterprises should take the initiative to do a good job of in-store disinfection, epidemic prevention and health, so that consumers can see and rest assured to shop consumption, resume business. At the same time, enterprises should explore intelligent catering, in the era of continuous development of big data and artificial intelligence and other emerging technologies, the use of Internet information technology to provide solid technical support for intelligent catering, the online and offline business closely combined. At the same time, enterprises should also have a clear market positioning, highlighting the characteristics of "small but fine, small but excellent". Amplify the advantages, weaken the rectification. Create their own exclusive brand, improve the cultural taste of the enterprise. Gradually in the operation and management, brand building, modern supply chain and other aspects of all-round improvement. Focus and innovation are the top priorities for businesses and individuals, at special times and in daily life. Focus can find opportunities, pioneering innovation, innovation can be professional and comply with the development of the Times, with the Times, only with the Times can survive.

6 SAFEGUARD MEASURES

China's catering industry has been severely affected by COVID-19, and enterprises in the industry also face many problems and difficulties. Our country should fully embody the superiority of the socialist system with Chinese characteristics, the provincial government should play a leading position, the efforts of rescue and support plays an important role in our country people's stable life or obtain employment of catering enterprises, more controllable, adjustable and suitable measures, go to great lengths to epidemic prevention and control and balance, enterprise development to reduce the outbreak of food industry losses, To help catering enterprises tide over difficulties, ensure survival and seek development, ensure the stability of the development of the service industry,

and strive to avoid the spread of the epidemic impact from the service industry to other industries and even the financial field, so as to restore the economic growth and social stability of the catering industry and other service industries.

7 CONCLUSIONS

The outbreak of the epidemic has disrupted the rhythm of our lives. on an individual level, it affects our study, work and life. From the social level, it affects the development and progress of society; From the perspective of enterprise development, it affects the deployment and rise and fall of enterprises, especially for small and medium-sized enterprises with weak risk resistance ability, especially for the catering industry is a matter of survival. But life does not stop, and there is no retreat from development. We are not bystanders in this epidemic. Every little bit makes a tower, water dripping wears through a stone, if we can go to one of them face to face, I believe that the clouds will not be far tomorrow! the outbreak in this particular period, entrepreneurs must have a strong sense of mission and sense of responsibility, self-confidence and calm attitude to deal with the outbreak, the crisis is not only dangerous, is also an opportunity, believe that enterprises face the crisis will be in the face of the outbreak, such as country experienced the baptism of the crisis, improve immunity, constantly in the new environment breach, Forge ahead on the road of innovation and transformation!

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Research on the Construction of Young Teachers' Ethics from the Perspective of Connotation Development in Colleges and Universities

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Abstract: Young teachers have a special position in the teaching staff of colleges and universities. At present, there are still some problems in the teaching ethics of young teachers in colleges and universities, and strengthening the construction of teacher ethics of young teachers is a necessary measure for the development of the connotation of colleges and universities. Under the perspective of the development of connotation in colleges and universities, this paper discusses the special significance of strengthening the construction of young teachers' morality, points out the main problems existing in the morality of young teachers, and proposes corresponding countermeasures.

Keywords: Connotation Development of Colleges and Universities; Young Teachers; Divisional Morality Construction

1. THE SPECIAL SIGNIFICANCE OF THE CONSTRUCTION OF YOUNG TEACHERS' MORALITY IN THE DEVELOPMENT OF CONNOTATION IN COLLEGES AND UNIVERSITIES

(1) the special status of young teachers in the teaching staff of colleges and universities

UNESCO defines youth as people aged 16-45. According to statistics from the Ministry of Education, by the end of 2020, there were 1.83 million full-time teachers in ordinary colleges and universities in China, of which 1.23 million were under the age of 45, accounting for 67.3% of the total number of teachers. [1] Young teachers have become the main force of the teaching team of colleges and universities, and are the main implementers of the three major functions of cultivating talents, scientific research and serving society.

The special status of young teachers in the ranks of teachers in colleges and universities is reflected in their role as the main force on the one hand, and in talent training and academic research on the other hand. From the perspective of talent training, young teachers are mainly responsible for the education and teaching of college and university college and undergraduate students, and undertake most of the basic work of talent training in colleges and universities. [2] From the perspective of

academic research, young teachers are the new force and the continuation of academic life in the future academic development of colleges and universities. In the next 10 years, some senior professors and scholars will gradually withdraw from the teaching team, replaced by the current young teachers who provoke the academic research beams of colleges and universities, so the academic conduct and moral customs of the current young teachers will greatly affect the academic development of the school in the future.

(2)The importance of the construction of teacher morality to the development of connotation in colleges and universities

Connotative development is relative to epitaxial development. As far as colleges and universities are concerned, the epitaxial development is mainly manifested in the increase in education funds, the increase in the number of teachers and students, the expansion of college buildings and their area, and the increase in the value and facilities of teaching equipment. [3] the connotation development of colleges and universities is mainly manifested in the development of school philosophy, school culture, education and scientific research, teacher quality, talent training quality and level. Epitaxial development is not a long-term solution for the development of colleges and universities, and connotative development can make colleges and universities always maintain their vitality in the development of education. "The university is not big, not the campus, but the spirit is the first thing; the height of the university is not the height of the building, and its height lies first of all in the high taste", this sentence is the best interpretation of the development of the connotation of the university.

As the main participants and promoters of the development of colleges and universities, teachers are also the objects of imitation and learning of college students, and their moral status has a great impact on the quality of talent training, the quality of the teaching team, or the school spirit and study style of colleges and universities. Improving the construction of teacher morality is an inevitable move for the development of the connotation of colleges and universities, which is of great significance. First of all, the construction of teacher morality is

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1 Data source: Website of Education Department of the People's Republic of China, http://www.moe.gov.cn/jyb_sjzl/moe_560/2020/quanguo/202108/t20210831_556644.html

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3 Wang Changle. On the Logical Path of Connotation Development in Colleges and Universities[J]Science and Technology Review,2001,(10).

conducive to improving the quality of talent training. As a teacher, the impact on students is self-evident. In particular, young teachers, who are similar in age to college students, have more contact and interaction, and their moral character, professionalism, and ideological concepts cannot only have a huge impact on students' learning cognition and potential, but also have a subtle effect on students' psychological development and value formation. Teachers with high moral integrity will invisibly have some positive guiding effects on students, which is conducive to cultivating students to establish correct life values and form a good style of study.

Secondly, the construction of teacher morality is conducive to improving the overall quality of the teaching team. Teacher morality is a basic quality that teachers in colleges and universities must have. If the moral quality of teachers is improved, then the overall quality of teachers will also be improved. Teacher morality includes correct and firm ideals and beliefs, dedication to professional spirit, love for students, tireless professional feelings, rigorous and excellent academic attitude, and so on. Only with good moral concepts can teachers better teach students, make due academic contributions, be competent for their own job requirements, and be conducive to the improvement of their own quality.

Finally, the construction of teacher morality is conducive to the formation of a good school spirit and study style. Creating a good school spirit and study style is the top priority of the connotation development of colleges and universities. the moral conduct of teachers is the embodiment of a school's teaching style, and the quality of the teaching style can affect the school spirit and study style of the school to a certain extent. When college teachers have good teacher morality and stick to the front line of teaching with a positive, dedicated attitude, students can naturally feel the seriousness of teachers, so they will also take their studies seriously, thus forming a good learning style.

2. AT PRESENT, THERE ARE MAJOR PROBLEMS IN THE MORALITY OF YOUNG TEACHERS IN COLLEGES AND UNIVERSITIES

At present, young teachers in colleges and universities are generally positive, they generally have higher academic qualifications, strong learning ability and cognitive ability, the courage to innovate, good at communicating with students, love education, and have their own life goals and ideals. However, at the same time, there are also some phenomena in the group of young teachers in colleges and universities that violate the teacher's morality and teaching style, which are mainly manifested as:

(1) Weak awareness of teaching and educating people: heavy scientific research, light teaching, only teaching, no education;

Teaching and educating people is the most basic responsibility of teachers, and it is also the most important embodiment of teacher morality. Teaching and educating people includes two aspects, one is teaching, that is, imparting knowledge; the second is to educate people, that is, to cultivate students with correct values. At present, young teachers in colleges and universities are generally facing the pressure of professional title evaluation and position promotion. the biggest quantitative assessment criteria for title evaluation and position promotion are the number of papers published, the number of monographs published, and the number of applied topics, while the teaching effect and teaching quality are basically not counted in the assessment scope. Therefore, for the sake of their own professional development, some young teachers focus on scientific research, take teaching in class as a task to complete, do not care how much they do not care in class, how students learn does not matter, let alone the education of students' ideological conduct, values and other aspects.

(2) Distorted attitude towards academic research: quick success and short-term profit, academic failure;

Colleges and universities are the temples of advanced learning, and scientific research is one of the three major functions of colleges and universities. As the inheritors and creators of culture, college teachers should uphold the noble academic spirit, rigorous academic attitude, meticulous and meticulous to complete scientific research and academic creation. However, on the one hand, some young teachers are unable to independently study meaningful academic achievements because of their limited knowledge and ability, and their theoretical foundation is not solid enough; on the other hand, because they are facing the pressure of academic evaluation such as publishing papers and declaring topics, they are eager to make quick profits, and there are some academic irregularities in scientific research and scholarship, such as making up things, piecing together, low-level repetitive research, tampering with data, fabricating conclusions, and so on.

(3)Depersonalization of dedication and love of students: the sense of professional identity is not strong, and the relationship between teachers and students is indifferent;

Dedication and love for students is an indispensable and important part of the content of teacher morality. However, according to the survey, more than half of the young teachers do not recognize the profession of teachers, some believe that they choose to teach only out of necessity, some just regard the profession of teachers as a springboard, and some only use teaching as a means of making a living. [4] There is no sense of identification with the profession of teacher, let alone the care and love for students. Young teachers in colleges and universities are similar in age to students, and the general environment for growth is not far behind, and they could have established a good teacher-student relationship with students, and guided and educated students with their own experience and knowledge. However, many young teachers do not give students sufficient care and help, so that students cannot feel the closeness and warmth of teachers, resulting in an indifferent relationship between teachers and

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students.
(4) Lack of concept of being a teacher: words and deeds are not exemplary, contrary to people and teachers;
"Those who teach must learn to be teachers, and those who educate people must behave as models for the world", teachers, as the main practitioners of the great cause of teaching and educating people, their character and behavior must not only conform to the norms, but also do better than ordinary people, so as to give students a leading and exemplary role. However, in the current ranks of young teachers in colleges and universities, there are some phenomena of words and deeds that are contrary to others and teachers. For example, some young teachers do not abide by the teaching order in class, answer the phone in class, smoke, make extreme remarks, etc., sometimes even arrive late for no reason and do not attend class, and some teachers speak vulgarly, dress inappropriately, and behave uncivilized in the teaching process. the emergence of these phenomena shows that the concept of "being a role model for others" of young teachers in colleges and universities is lacking, and the construction of teacher morality needs to be strengthened.

3. COUNTERMEASURES TO STRENGTHEN THE CONSTRUCTION OF YOUNG TEACHERS' MORALITY UNDER THE PERSPECTIVE OF CONNOTATION DEVELOPMENT OF COLLEGES AND UNIVERSITIES

The most critical point in the development of the connotation of colleges and universities is the improvement of the quality of teachers, and teacher morality is an important criterion for judging the quality of teachers. Strengthening the construction of teacher morality, especially the construction of teacher morality of young teachers who account for the main body of the teaching team, is an important measure for the development of the connotation of colleges and universities. Combined with the main problems arising from the morality of young teachers, the author mainly proposes the following countermeasures:

(1) According to the actual situation, carry out teacher moral education in stages and at different levels
Teachers generally go through three stages of growth and maturity: the adaptation period, the growth period, and the stability period. Young teachers are generally in the adaptation period and growth period, and different strategies should be adopted for the construction of teacher morality in view of the different moral conditions of young teachers in different periods. For young teachers who have just entered the company in the adaptation period, it is necessary to take teacher moral education as an important part of pre-job training, and strictly control it, so that they have a clear and strong concept of teacher morality at the beginning of their posts, and clearly know the moral qualities that should be possessed as a teacher. For young teachers in the growth stage, teacher moral education and training are also important contents that cannot be abandoned. Colleges and universities should pay close attention to the words, deeds, and ideological dynamics of young teachers, promptly criticize and correct words and deeds that violate teacher morality, and

from time to time conduct teacher moral evaluations on young teachers, consolidate the awareness of teacher morality, organize various activities for the construction of teacher morality, enhance teachers' professional feelings, and improve moral sentiments.

(2) Take the theory of the hierarchy of needs as the guide to comprehensively solve the practical problems faced by young teachers
Maslow's hierarchy of needs theory believes that human needs have a certain hierarchy, from low to high, in order: physiological needs, security needs, belonging and love needs, respect needs, self-actualization needs, only when the low-level needs are met will pursue higher-level needs. the construction of teacher morality among young teachers in colleges and universities must be guided by the theory of the hierarchy of needs, and they must earnestly care for the practical problems encountered by teachers and help them solve the difficulties encountered in work and life. First of all, in terms of material (such as salary and welfare distribution), young teachers should be given the most basic protection, so as to reduce their life pressure and meet their physiological needs and safety needs. Secondly, we must create a good working atmosphere, so that young teachers can feel the enthusiasm between colleagues and feel the warmth of the school, so as to meet the needs of belonging and love. At the same time, we will carry out teacher moral education and publicity, guide young teachers to strengthen their self-cultivation, help them exert their potential, meet the needs of respect, and further realize their self-worth.

(3) Combine other discipline with self-discipline, improve the evaluation system, and strengthen self-cultivation
The construction of teacher morality for young teachers in colleges and universities should not only be supervised through external evaluation and incentive mechanisms, but also rely on the self-cultivation of young teachers. on the one hand, colleges and universities should establish a relatively perfect evaluation system, give reasonable and feasible assessment indicators from different aspects, and combine student evaluation, self-evaluation, peer evaluation, and teacher moral assessment team evaluation to ensure the fairness and fairness of the assessment results. At the same time, for the evaluation results, there should be certain reward and punishment measures to urge young teachers to improve their own moral level. on the other hand, young teachers should pay attention to self-discipline, take the initiative to reflect on their own behavior, and strengthen their moral cultivation. Kant once said: "Moral behavior does not arise from coercion, but from self-consciousness, and only when self-discipline is achieved can it truly have moral significance. " Therefore, young teachers in colleges and universities should consciously pursue the realm of "learning from high as a teacher and morality as a model", internalize moral standards into their own code of conduct, and at the same time strictly demand themselves in words and deeds, so as to achieve the unity of knowledge and action.

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Research on the Manifestations and Solutions to the Urban-rural Digital Divide in China's K12 Education

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ABSTRACT: The coronavirus pandemic has swept the world since the early days of 2020, China has demanded all-around support to curb the spread of the virus including the shutdown of manufactures, business and schools. Chinese educational authorities have employed great efforts to introduce digital tech class, such as the States' Cloud Classroom, CETV's Air Classroom and online class from local government and schools, etc., to help students from different background study from home, and completely achieved the goal - "class suspend but learning continues, knowledge-link offers online courses for our students". However, things goes like the U. S. program "Sesame Street ", a non-profit program desired to help the underprivileged children bridge the knowledge gap in the late years in1960s, the hi-digital tech Chinese government introduced during the pandemic has not closed the digital divide among students from different socioeconomic background, social strata as well as regions but highlighted the gap. This paper mainly analyzes the narrowing digital divide on the physical access, and the widening gap in skill access and usage access, between the urban-rural students, to figure out the strategies to narrow even close the digital gap in K12 education in China.

Keywords: Digital Divide; Urban-rural disparity; K12 education

1. DEFINITION

In 1995, the term 'digital divide' was first used in a number of newspapers in the United States. It was backed by data in the report Falling through the Net, published by the National Telecommunications and Information Administration, which talked about 'haves and have nots' (NTIA 1995) on the internet resource.

Professor Jan van JK, a prominent researcher committed to this field over decades, concluded digital device research in three aspects: 1, physical access, inequality of physical access to digital technology; 2, skill access, inequality of digital skills/literacy; 3, usage access, inequality of motivation to use and actual use of this technology.

Digital divide research can be traced over two decades and divided into three phases: 1, ~2010, the researchers mainly focused on the inequality of physical access to the digital technology, the access to internet and the digital facilities, the term 'access' was emphasized in the first years of discourse; 2, 2010-2015, based on the wide spread of internet access and popularization of digital facilities, some researchers valued the acquisition of digital skills over the physical access to digital technology, the word'use' was highlighted; 3, the late of 2010s~ now, the researchers and educators have realized that the key point nowadays is how to use digital technology properly, they have not only contributed to closing the digital divide between poor and rich, developed and underdeveloped, but also noticed the negative effects of the digital technology usage: hacker, internet hatred, disinformation, internet/ online game addiction, etc.

2. THE DIGITAL DIVIDE IN PRESENT CHINA'S K12 EDUCATION

China has obtained great achievements in compulsory education (K9) over past decades and the net enrollment ratio of school-age children in primary schools is 99.94%, and gross enrollment ratio of secondary school is 102.6%, and the goal of compulsory education has been generally reached. (Gov. cn, 2020). However, both the trainers and trainees in this digital era face novel challenges and higher digital skill requirements. Comparing current urban-rural digital divide with that of twenty years ago, the inequality of physical access to digital technology has being narrowing or even closing, however, the inequality of educational resources, the regional development disparity between developed and underdeveloped areas, and the enlarging social stratum polarization as well, have contributed to the widening gap between urban-rural students in digital literacy and motivation to use and actual use of digital technology, the Matthew Effect in digital divide between urban-rural students has become more prominent, the urban students, with more access to advanced digital device and skills, have benefited and will benefit, more from digital technology, while their counterparts in rural, will be less competitive and benefit less or be spoiled in digital products misuse.

2.1 THE CLOSING PHYSICAL ACCESS IN CHINA.

The acquiring of digital knowledge lies in four aspects: having access to internet, owning digital communication receivers, spending time online and affording the charge for surfing internet.

2.1.1 THE ACCESS TO INTERNET.

As a developing country, China has firmly established itself as a global 5G leader all over the world. the number of internet users in China had hit 9.89 million by the end of 2020, with the internet availability rate reaching 70.4%. (CNNIC 47th, 2021). the internet penetration rate in China is far above that of the worldwide average (roughly 50%). However, China is a vast country with topographic features, which are closely related to the reception of the network signals, therefore, it is more strenuous and costly to set up and maintain the base stations and the network

communication circuits in the vast mountainous central and western China. Therefore, the internet service in the central and western of China is far lag behind the eastern's.

2•1•2 THE POSSESS OF THE DIGITAL DEVICE.

Study shows that the minor netizens in China have surpassed 175millions, and the juveniles' internet penetration rate reached 93.1%, urban juveniles' internet penetration rate has come to 93.9% comparing with the rural students' 90.3% (CNNIC, 2019). Many studies have confirmed that both urban and rural students get easier access to possess digital facilities, mobile phone for most, it is surprisingly to discover that rural students get their first mobile phones earlier than their urban counterparts. A survey lunched by Tencent Charity called "E-cultivation Planning" has surveyed children from different areas and found that rural children possess their first phones at an average age of 7.2, while that of the urban children is 7.6-year-old, that is, the rural children possess their first phones 0.4 year earlier than their urban counterparts.

2•1•3 CHILDREN'S SCREEN TIME.

A survey, Annual Report on Chinese Children's Development (2019), has observed that Chinese children use mobile phones earlier now, and rural children are more addicted to the phones compare with urban children. the survey cited that the average time the rural students spend on their mobile phone is 108.18mpd and obviously more than that of their urban counterparts' 88.40mpd, and the difference is more noticeable on weekends.

2.2 INCREASING DIGITAL GAP IN THE DIGITAL USAGE.

2.2.1 THE USING MOTIVATION.

When it comes to the motivation of the digital device using, there is significant difference can't be ignored. Urban students take e-learning first as their motivation, receiving the homework from school, out-of-school online learning, keeping contact with their parents, etc. As for the rural students, the motivation drives the rural parents give their children mobile phones generally is getting in touch with their kids because they work far from home and unable to supervise and educate them. Therefore, for the rural students, the motivation of their digital device using is not learning.

2•2•2 CONTENT SELECTION ON MOBILE PHONE.

Focus Report, one of prominent news investigation program of China's state media CCTV, broadcast two episodes to discuss the issue " the children addicted to phone games' in 2018. According to the investigation, rural children, or children left behind, have increasingly addicted to various phone games and become a group phenomenon that drawn the concern not only from parents, teachers but the whole society. They generally spend over 5 hours daily on their phones and some students even suffered sever psychological disease: no-mobile phone phobia. They have been addicted to various online games, short videos and webcast, etc. on the contrary, the out-of-

class of their counterparts' in the city are occupied by private tutoring and art talent training courses under strict supervision of their parents, how and how much time they use their phones are under severer guidance, and the access to media content is also under the supervising of their guardians.

2•2•3 GROWING-UP ENVIRONMENT.

Three factors contribute to the competitive edges of a child: family environment, school education and out-of-class activity, children's digital literacy are deeply influenced by their growing-up surroundings.

Firstly, the family environment. Generally, urban parents are more well-educated than their counterparts in rural, according to the survey named E-cultivation: A Report on Chinese Rural Children 2019 funded by Tencent, the average educational background of the rural parents is far lower than that of the urban parents, 42.8% rural parents have only finished their junior high education, while 60% urban parents have completed their college education or above. During the digital skill learning enlightenment, parents' digital literacy plays very important role and has a direct influence on the children's starting point and learning effect. the digital gap between urban-rural parents makes their children' digital gap further.

Secondly, school educational environment. For the achievement of Broadband China Program, a strategy conducted by Chinese government aiming to expand broadband coverage in rural and urban areas launched in 2013, China has made remarkable progress to close the urban-rural digital gap in access to internet and multiple-media devices in class. According to the report of Chinese educational department, 99.7% classroom in China is connected to the internet and 95.2% classroom served with multi-media devices (MoE of ROP, 2020). However, when it comes to the "soft power", such as skill access and usage access in school, the digital gap between urban and rural school is thought-provoking. Firstly, under the urban-rural dual economic structure, the competitiveness of the metropolises are stronger than rural or small towns, which lead to the siphoning effect, more quality education resources have been distributed to the big cities and rural schools become less competitive. Secondly, big cities are reservoirs for outstanding teachers, they are rewarded with better resources, higher payment and more opportunities for career development. Rural teachers are comparatively less well-trained in using technology and teaching resources, the digital gap between urban and rural teachers has deepened that of their students. According to the coverage of mass media, during the pandemic, both the urban and rural school have taken online teaching, the digital literacy of the urban teachers is obviously higher than that of their rural counterparts in the usage of the digital devices and the creativity of the digital contents (videos, audios, minicourse, MOOC, etc.).

Thirdly, out-of-class life and the digital use. Chinese parents are financially generous when it comes to cultivate their children, they spend much money on out-of-class training. According to Annual Report on New Types of Education Suppliers, 2017. Averagely, rural students

spent only 419rmb in 2017 while urban students paid 3710rmb for their out-of-class training courses. Mastering digital skills has become a must for urban students, computer programming courses, for instance, Scratch, Phthon, Codemao, etc., are very popular in urban children's extracurricular lives while it is very rare among rural students. According to annual report on current situation and tendency of Child computer programming, 2019, China. more than 7, 110 Child computer programming training centers have been established by the end of 2019 and mainly distributed along the economically developed costal cities and top-tier or second-tier cities, and averagely charged over 6, 000rmb annually for each child, pursuing the profit maximally is the nature of the capital, so the children from under-developed and poverty-stricken areas have no chance, sure, cannot afford the courses.

3. THE STRATEGY TO CLOSE THE URBAN-RURAL K12 DIGITAL DIVIDE

Given the fact that the priority to closing the digital divide between urban-rural k12 students move from input access to skill access and usage access, the corresponding policy and strategy should keep with the current situation.

3.1 GOVERNMENT ASPECT

Decisive achievement have been made in poverty alleviation in China for building a moderately prosperous society in all respects in 2020. Considering the particular nature of the education, Chinese government put education the priority of poverty alleviation, that is, To end poverty, the first step is to end ignorance and illiteracy. In underdeveloped rural areas, to help the rural students enhance their digital skills, usage, and creativity ability should be the priority of all the work.

Firstly, Building nation-wide digital sharing platforms and local education resource system. China aims to improve online class, set up demonstration lessons of all subjects given by renowned teachers for students of all levels, to give the rural students priority of equal access to receive better education resources. During the pandemic, the Chinese Ministry of Education(MoE, China) urged schools to use online delivery as an alternative to face-to-face teaching, and with the help of the Ministry of Industry and Information Technology (MIIT) and the Ministry of Education ((MOE), iCourse, Dingtalk, Mosoteach, Zhihuishu, TV-course from CETV-4, etc. have been taken by various schools to ensure "class suspend but learning continues" during the outbreak, and with the lift of the restriction, on-campus teaching began to gradually re-open for students, online-learning during the pandemic has offered authorities and scholars as well as practitioners many new outlooks to help the rural students and narrow the urban-rural students' digital gap.

Secondly, setting up sustainable training system to improve the teachers and students' media literacy. A research conducted by Southwest University of China has shown that only 5.8% urban teachers have not been trained in digital skills while more than 12.5% rural teachers have not been trained at all, most of the teachers from rural areas mainly have been taught how to use digital device to improve operational skills (basic technical skills required to use the Internet) rather than information navigation skills(the ability to find, select and evaluate sources of information online), not to say content creativity skills (creating quality content and to publish or share this with others online), while their urban counterparts perform much better in this field. Considering the fact that rural teachers' shortage of digital skills and digital innovation, sustainable and practical training systems should be set up and put into practice to ensure all the teachers and students in underdeveloped areas, "Internet-coverage-for-all", this is a must for closing the urban-rural digital gap.

3.2 FAMILY ASPECT

Rural Revitalization Strategy, proposed by Chinese president (X_JP) on the the 19th National Congress of the (C_P) of China ((C-P-C)) in 2017, aims to solve the three rural issues:agriculture, rural areas and farmers. Local government, on one hand, encourages younger parents start their career in vast rural areas and better take part in their children's cultivation, on the other hand, mobilize all the local forces to make advanced technology, digital technology for instance, as the leading role in rural revitalization.

Firstly, strengthening family awareness of the importance of children's growth. Due to the absence of parental love and guidance, many left-behind children in countryside fail to meet their emotional demand or psychological demand, or even suffer from mental disease. Online games, vulgar videos and pornographic webcasts have infiltrated their lives and spoilt their spare time even their routine work. There is concern that possession of Internet skills and Internet use do not necessarily lead to beneficial outcomes for all (Stern, 2009; Van Deursen, 2017; Van Dijk, 2005), on the contrary, incorrect use of internet may cause more damage for the users. the problem of the left-behind children in China has become a serious social problem, Chines government encourages younger parents to go back their hometown, and shoulder their responsibility of their family, join the wave of hometowns' revitalization and make the rural children no longer left behind.

Secondly, local resources to enhance digital education. To enhance digital education in rural areas, many local resources should be taken into consideration: inspiring the aspirations of the local college-graduate village officials, establishing the digital reading room and training centers in the village and towns, encouraging the villagers, children esp. to take part in digital education and helping them learn how to use digital resources, how to create, edit, shares their works.

3.3 SOCIETY ASPECT

The Public welfare projects for rural areas established by Chinese charities and outstanding enterprises have proliferated in China in recent years, for instance, "learning together, hope together"(by China Youth Development Foundation& Ping'an foundation), Taobao college (Alibaba), Shanpin commune (China Foundation for Poverty Alleviation), etc. these projects hold the idea that "teaching a man to fish is better than giving a man fish", they support the villagers with physical internet access, help them learn digital skills, by combining

innovative rural e-commerce and traditional practices, digital commerce has become a new engine of poverty alleviation(Chinadaily, 2020-04-26). Considering the reality of the rural areas, with the efficient assistant of all the public welfare foundations and projects, local rural government shall exploit their local resources to attract more investment in digital e-commerce, encourage entrepreneurs devote more to the rural digital education, rural digital culture projects and digital tourism as well, to benefit all the villagers and inspire rural students digital learning motivation and creativity to close the gap between urban-rural students.

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A Research on the Integration of College English Education and Tea Culture

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Abstract: Tea culture originated and flourished in China. It is a typical representative of China's civilization. It can affect people's moral quality, highlight the role of cultural exchange, and reflect the connotation of Chinese culture as well in cultural exchange. Therefore, in college English education, teachers organically integrate tea culture into English classroom, which cannot only improve students' interest in learning English, but also enable students to understand and master the connotation and profound meaning of tea culture and improve their cultural cultivation. In order to promote the effective integration of tea culture and college English education, this paper intends to start with the value of integrating tea culture in college English education, analyze the current situation of college English education and teaching under tea culture, and put forward the integration strategies of college English education and tea culture.
Keywords: College English Education; Tea Culture; Current Teaching Situation; Integration Strategies

1. INTRODUCTION

As an international language in the world, English is an important bridge and carrier for the interaction of Eastern and Western cultures. With the integration of China's economy with the global economy, the demand for English talents has increased. Colleges and universities have also strengthened their teaching efforts for the development of English subjects in order to cultivate more English talents for the country. However, English originates from western culture. When learning English, students should not only master western culture, but also have China's national spirit. Tea culture is the most splendid part of Chinese traditional culture and represents the national spirit. Students learn western culture in order to better integrate Chinese cultural ideas into world culture. Therefore, the integration of tea culture into college English education can promote the effect of classroom teaching, the development of students and the cultural integration between China and the world.

2. APPLICATION VALUE OF TEA CULTURE IN COLLEGE ENGLISH EDUCATION

Tea culture has lasted for thousands of years in China, and every family has formed a folk custom of treating each other with tea. With the development of the times and the emergence of foreign trade, China's tea spread to all countries in the world hundreds of years ago and became the main product of China's foreign trade. Chinese tea culture reflects the long civilization and etiquette of the Chinese nation. Thus, the introduction of tea culture into college English education has unusual application value.

(1) Enhancing Students' National Cultural Self-confidence

Tea culture is a typical representative of Oriental culture, which is in sharp contrast to the coffee culture advocated by the Western world. Tea culture contains rich philosophy of life and profound meaning of doing things. the old saying goes, "those who understand tea must be those who are proficient in frugality" [1]. Therefore, in college English education, we should integrate the essence of tea culture, so that students can enjoy the happiness of reading in a quiet and pleasant environment with less desire for fame and wealth and more pure cultivation of students. "When college students learn English, they have more ways to understand the development of Western civilization, which easily leads to some students' position deviation and outlook on life change in the view of Chinese and Western civilization. If students cannot well distinguish the essence of Chinese and Western culture, they are easy to be confused by superficial phenomena and produce thoughts and actions of worshiping foreign countries"[7]. In this regard, teachers introduce tea culture into college English education, so that students can further enhance their national excellent historical and cultural self-confidence, and treat the development and advantages of Western culture rationally and objectively, which is of great significance and role for students to strengthen their own beliefs.

(2) Cultivating Students' Cultural Awareness

Culture is a part of language. While learning a language, we should also master its corresponding culture. In traditional college English education, teachers emphasize the mastery of language knowledge and ignore the infiltration of cultural knowledge. In fact, cultivating students' cultural awareness is one of the important educational values of English, which includes cultural knowledge, cultural understanding, cross-cultural communication, cross-cultural awareness and ability. In the process of teaching language, English teachers should let students have national self-esteem, learn to accept and respect foreign cultures, cultivate students' national consciousness and international vision, and have cross-cultural communication skills. In order to achieve the unique educational goal of English subject, teachers must cultivate students' sensitivity to the similarities and differences between foreign and domestic cultures through various ways and explicit activities and implicit infiltration in various teaching links, so as to improve students' language understanding ability and cultural identity. Therefore, modern English teachers should carry out English education from the characteristics of Western cultural elements and mainstream consciousness elements, infiltrate high-quality tea culture ideas while learning the language, and help students develop cultural awareness in the process of understanding and analysis, situational

perception and experiential learning. By continuously learning Western cultural thoughts and guiding students to understand the differences between Chinese and Western cultures from the perspective of cultural experience, combined with scientific integration ideas, students can master the connotation of Western culture and continuously enhance their own cultural awareness in the process of integrating educational experience.

(3) Improving Students' Ideological and Political Education

As an important intangible cultural heritage in China, tea culture not only has important resource value, but also has great cultural value. Tea culture has experienced thousands of years of precipitation and development in China. It has strong vitality and has been integrated into the bones of every Chinese. In college English education, teachers should pay attention to the introduction and learning of tea culture, so that students do not forget their roots in success and do not lose their way in the temptation of "sugar-coated bullets". Tea tasting can be meditation or wise. College students are in a critical period of establishing a correct outlook on life and values. Teachers' Strengthening the application value of tea culture in college English education system is not only an important element to improve teaching quality, but also conducive to strengthening students' ideological and political education, which should be unremitting and sustained. Therefore, in the educational management of college English, teachers should not only make students succeed in learning and master solid English cultural knowledge, but also make students deeply understand the true meaning of learning and conduct, that is, let students not only have profound knowledge and skills, but also have good personality charm, and become modern talents with both morality and ability.

3. CURRENT SITUATION OF COLLEGE ENGLISH EDUCATION AND TEACHING UNDER TEA CULTURE.

In traditional Chinese English classes, teachers blindly emphasize students' mastery of language knowledge and ignore the cultivation of students' cultural awareness and cross-cultural ability. In the current international situation, learning English well has become a consensus reached by many Chinese college students. While mastering English language knowledge, students should also have cultural awareness and cross-cultural ability. Compared with other excellent traditional cultures in China, students have a better understanding of tea culture, and some students have daily tea drinking habits, which creates conditions for further improving the influence of tea culture among college students. However, due to various reasons (such as focusing on exam-taking ability, the passing rate of CET-4 and CET-6, etc.), there are still a series of problems in college English education in practice, which also limits the application of tea culture in college English education and teaching.

(1) Defects in College English Teaching Materials

Teaching materials are not only the medium of teaching and learning, but also the main basis of teaching and learning. Properly reflecting Chinese traditional culture in teaching materials is conducive to cultivating students' sense of national identity and self-confidence. In the current college English education and teaching, many students' textbooks blindly emphasize the teaching of target language culture (such as Christmas, Easter, April Fool's day, Thanksgiving, Valentine's day, etc.), and do not pay enough attention to the teaching of Chinese traditional culture (such as ancient prose, poetry, national music, drama, traditional Chinese painting, calligraphy, tea, etc.). Much Chinese traditional cultural knowledge is not reflected in textbooks, and the English curriculum is not enough to understand more national traditional culture. "The contents of traditional knowledge of ethnic minorities in the textbook are either briefly mentioned or not mentioned at all, which leads some college students to fail to know how to translate Chinese classical literature classics such as *A Dream of Red Mansions*, *Heroes of the Marshes*, *Romance of the Three Kingdoms*, and *Strange Stories from a Chinese Studio* in English after passing CET4 or CET6"[9]. Hence, college English textbooks should be rebuilt under the principle of paying attention to the essence of national culture and striving for the combination of scientificity and practicability.

(2) Lack of Interest in College English Teaching Methods

College English is a compulsory course for college students. Theoretically, there is no new content in the grammar of college English course. Students in senior high school basically finish the core grammar knowledge of English. College English is mainly to increase the scope of knowledge and reading volume, and improve students' vocabulary, reading ability and application ability. In this situation, college English teaching should be relaxed and interesting, and the learning methods are more free and diverse. However, there are still many college English teachers who have not adjusted their teaching methods in time, still pay attention to rote memorization of grammar and language knowledge, fail to free students' thinking and methods from learning strategies, ignore the interest of classroom teaching and students' English language application ability, and always take improving students' test scores as the teaching goal, such a class seems boring. In addition, there is a lack of English learning atmosphere in college English education. If teachers do not lay emphasis on English learning atmosphere, they cannot bring better effects to students.

(3) Ignoring the Infiltration of Tea Culture in College English Teaching

Learning English means getting in touch with Western culture. In the process of learning English, some students may have the idea of worshiping foreign countries and fawning on foreign countries. In this case, teachers need to correct their wrong outlook on life, values and world in time, so that they can correctly and rationally view the cultural differences between China and foreign countries. College students learn English not only by mastering the English language itself, but also by mastering the key points and essence of the English language to study the strengths and advantages of Western civilization for their own use, learn the cultural essence of various nationalities and countries in a diversified way, expand their world

vision and get out of the narrow national and regional outlook. Therefore, it is very important to integrate tea culture into college English education and teaching. However, in practice, many college English teachers are not aware of the importance and necessity of the effective integration of tea culture and English education, which virtually ignores the impact of tea culture on students' physical and mental health.

(4) Insufficient Teaching Ability of University Teachers

College English education and teaching under the tea culture not only puts forward higher requirements for school teaching facilities, but also poses a new challenge to the teaching ability of English teachers. Tea culture is an important part of China's excellent traditional culture. Learning and developing tea culture is the responsibility and obligation of every Chinese people. However, in the actual educational work, some college English teachers lack the knowledge of tea culture, and are unable to integrate tea culture into college English teaching. Thus, college English teachers should constantly learn and improve their knowledge of tea culture. In the process of teaching improvement, they should reasonably choose the teaching contents of tea culture according to the actual needs of English classroom teaching for the sake of giving full play to the value and role of tea culture in English classroom teaching to the greatest extent. What's more, in the overall education process, teachers should also take tea culture as the basic culture and integrate and communicate with English literature, so as to carry out more extensive language teaching in the classroom. Although there is not much tea culture in English, tea culture is an international cultural exchange. Teachers regard it as a breakthrough in learning English culture, which will greatly promote the whole learning process and improve the quality of College English education.

4. INTEGRATION STRATEGIES OF TEA CULTURE IN COLLEGE ENGLISH EDUCATION AND TEACHING

In College English education and teaching, the organic integration of tea culture and English classroom is the key to test teachers' quality and educational level. Therefore, in practical work, we can start from the following ways to fully infiltrate and integrate tea culture knowledge into college English classroom.

(1) Reconstructing the Contents of College English Textbooks

In the course of college English education and teaching, in order to change the lack of Chinese traditional culture, we should make great efforts in the compilation of teaching materials, formulate English contents including tea culture, and teachers will formulate a reasonable learning process for students according to the compilation of syllabus, so as to realize the learning of traditional culture in English step by step. When compiling English textbooks, teachers should change the original thinking mode, take the excellent works and classics of Chinese traditional culture as the blueprint for the compilation of English textbooks, make a new compilation of English textbooks, and translate excellent literary works or classics in English for content integration. the compilation

of teaching materials should reflect the diversity of culture in contents and internationalization; At the same time, the contents of the textbook should not only be based on the essence of the culture of western advanced countries, but also absorb the cultural elements of the nation. Furthermore, in terms of curriculum setting, the teaching contents of traditional culture should be increased for purpose of cultivating students' traditional cultural concepts. Under the continuous influence of traditional culture, students will gradually understand the attractive aspects of traditional culture and have admiration for traditional culture.

(2) Strengthening the Integration of Tea Culture and College English Teaching

First of all, schools and teachers should attach importance to the significance of tea culture and give full play to the role and value of tea culture in college English education and teaching. School teaching management departments should make scientific teaching arrangements from the institutions and teaching systems, and put the application and integration of tea culture in an important position of English teaching tasks. Secondly, the information and knowledge related to tea culture can be displayed through school radio, campus bulletin board and students' blackboard newspaper. If possible, some tea trees can also be planted on campus, and students can be organized to participate in the growth process of tea in order to systematically understand the origin of tea culture, how to make and cook tea, and effectively integrate English teaching with tea culture, which will promote the further demonstration and prominence of tea culture. Last but not least, actively carrying out campus English activities related to tea culture is also beneficial. In the process of participating in the activities, teachers and students feel the diversity of tea culture, have a deeper understanding of the English teaching materials integrated into tea culture, and provide a different classroom experience. In the continuous inheritance of tea culture, which also promotes the improvement of English teaching level. In this way, we can make tea culture go to the world, enable more people to realize tea culture, and cultivate more students with solid English knowledge, which are conducive to the inheritance of tea culture.

(3) Reforming College English Teaching Mode

Traditional college English education mainly adopts offline classroom teaching mode, which maintains strict time for class. Moreover, the forms and contents of teaching cannot attract students' interest, and the teaching effect is not good. Therefore, it is vital to reform the teaching mode of college English education. "English teachers should organically introduce new media teaching tools such as MOOC class, micro class and flipped class into English teaching links, and cooperate with case teaching method, project teaching method and situational teaching method to create a more humanized teaching environment for students and cultivate students' autonomy in learning English"[5]. For example, we should break through the traditional classroom teaching in the college English teaching mode and further broaden the teaching scope and path. E. g., when integrating tea culture into

college English education and teaching, teachers can set up a project teaching on English and tea culture, take the integration of English and tea culture as the theme of the project, and then guide students to actively enter the project learning according to certain methods and plans, so that they can have a more comprehensive understanding of English and tea culture in the process of exploration, and meanwhile, which allows students to effectively integrate English learning with tea culture knowledge. In short, reforming the English classroom teaching mode is the key to the effective integration of college English education and tea culture, and it is also the guarantee to enhance the effective development of college English education and tea culture.

(4) Improving the Cultural Teaching Level of College English Teachers

In college English education and teaching, teachers are not only knowledge disseminators, but also the guides for students' spiritual construction. Their teaching level has a great impact on students' language skills and comprehensive quality. Therefore, for the integration of college English education and tea culture, it is particularly important to improve teachers' cultural teaching level. on one hand, teachers should constantly improve their professional teaching ability to make correct guidance and language teaching for students; on the other hand, teachers should strengthen the effective understanding of the related tea-culture knowledge and cultivate themselves into pioneers proficient in English and tea culture, so as to better promote the effective integration of English education and tea culture in the process of college English education. Besides, the school should pay attention to the assessment and training of college English teachers, invest certain financial and material resources, strengthen the construction of teachers' professional skills, ensure teachers' English ability, provide them with rich English teaching resources, and carry out traditional culture teaching and training for teachers to comprehensively boost teachers' English level and their own cultural cultivation.

5. CONCLUSION

Generally speaking, the effective integration of college English education and tea culture is the innovation of college English development and also the main embodiment of cultivating practical talents in colleges and universities. As an English teacher, we should pay more attention to the integration of college English education and tea culture on the basis of teaching practice, which cannot only cultivate students' understanding of Chinese traditional culture and improve students' national consciousness, but also enable students to correctly explain Chinese culture and Western culture in English while inheriting Chinese traditional culture, so as to lay a good foundation for students' future development.

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A Review of Private Entrepreneurship and Philanthropy Under the Goal of Common Prosperity

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Abstract: As we stride forward the goal of common prosperity in the new era, private entrepreneurship and philanthropic power are particularly crucial in the third distribution. Through literature review, this study summarizes the influencing factors and effects of private entrepreneurship and philanthropy, we have found that private entrepreneurship and charity behavior are affected by personal factors such as political identity, academic qualifications, cognition, gender, age, personality and ability. At the same time, it is also affected by external social factors, such as family atmosphere, public opinion, public attitude, education and culture, policy and welfare, and urban supporting facilities. At the same time, entrepreneurship and philanthropy will also adversely affect the shaping of personal brand and corporate reputation, and promote the positive development of society and economy.

Keywords: Common Prosperity; Private Entrepreneurship; Entrepreneur Philanthropy

1. INTRODUCTION

After 30 years of reform and opening up, the gap between the rich and the poor has widened. Therefore, in October 2019, the 19th National Plenary Session of the 19th (C-P-C) mentioned the "distribution system distributed as the main body, the same as a variety of allocation methods", proposed "paying attention to the development of the third allocation, development charities and other social welfare undertakings. "We will encourage hard work to make people rich, protect lawful incomes, increase the income of low-income groups, expand the middle-income group, adjust excessive incomes, clean up and regulate hidden incomes, and ban illegal incomes. "At the fifth Plenary Session of the 19th (C-P-C) Central Committee in 2020, the policy direction of "three distributions" was further clarified. At the 10th Session of the Financial and Economic Commission of the (C-P-C) Central Committee, it was pointed out that we should adhere to a people-centered development philosophy, promote common prosperity through high-quality development, strike a proper balance between efficiency and equity, and establish basic institutional arrangements for coordinating primary, redistribution and tertiary distribution. We will make solid progress toward the goal of common prosperity for all. It is clear that the "three distribution" has been incorporated into China's basic institutional arrangements. Common prosperity has been mentioned

intensively and in a high standard in 2021, which indicates that the third distribution is about to enter the large-scale operation stage, which is the path that must be realized in high-quality development. This means that the reform of the distribution system is imperative. the realization of the third distribution and vigorously promoting the development of charity and public welfare cannot be separated from the rise of people's overall ideological and moral level. It cannot be separated from the influence of private entrepreneurs' thoughts and values on charitable behavior.

2. CONNOTATION OF PRIVATE ENTREPRENEURSHIP

Yu Shujiang et al. (2021) pointed out that entrepreneurial spirit refers to a psychological trait that entrepreneurs attach the pursuit, courage to explore, and firm confidence. Entrepreneurial spirit refers to the integrated reflection of individual characteristics, thinking methods and behavioral methods. Specifically, it includes eight spirits: innovation, entrepreneurship, responsibility, enterprising spirit, exploration spirit, cooperation spirit, pragmatic spirit and adventure spirit. the spirit of entrepreneurs in family businesses is manifested as restlessness in the status quo, courage in innovation, taking risks and so on, paying attention to maintaining family emotions, undertaking family missions and responsibilities of family businesses. [1] Wang Lixia et al. (2021) point out that risk-taking is one of the core characteristics of entrepreneurship. [2] Li Jianling and Liu Shanshi (2020) found that the relationship between private entrepreneurs and ethical values was found in three private enterprises. Because they are influenced by traditional Chinese culture, private entrepreneurs have obvious principled characteristics in ideological attitude and social behavior, they have relatively high ethical code of conduct, and they have strong code of conduct constraints on employees [3] Chen Chunhua and Yin Jun (2021) point out that the well-being of the country, nation and people should be given priority in entrepreneurship, and the interests of the country and nation should never be damaged. [4] It can be seen that China's private entrepreneurs need to possess multiple excellent spirits and lofty ideological and moral consciousness, among which they should take the spirit of responsibility as the code of conduct, and make contributions to the enterprise, society and the country as the fundamental driving goal.

3. FACTORS OF THE SPIRIT OF PRIVATE

ENTREPRENEURSHIP AND THE CONSEQUENCES
(1)The influencing factors of private enterprise spirit
In previous studies, many scholars have analyzed the influencing factors of entrepreneurship, which can be roughly divided into two aspects, one is external factors, the other is individual factors.

External factors include family environment, organizational environment, social relations and other factors. Wang Lixia et al. (2021) analyzed the relationship between social environment and entrepreneurship based on the case of Xinxu Technology and Lemei Intelligence, and found that private entrepreneurs are more adventurous under the influence of extended social emotional wealth, and more innovative under the influence of constrained social emotional wealth. [2] Zhang Min (2021) According to the basic data of the "China City Statistical Yearbook" research, the relationship between entrepreneurial spirit and regional structure is found that in the influence of the echo effect, the spiritual development gap between the central city and the non-downtown cities [5]. Cui Wu et al. (2021) analyzed the inter-provincial panel data of mainland China from 2008 to 2018 and found that factor market distortion had a negative effect on enterprise spirit, resulting in the unbalanced development of industrial structure. [6] Deng Wei and Ji Mingming (2017) analyzed panel data of 286 Cities in China from 2000 to 2014, they found that the low level of urban financial development, small urban scale, poor urban infrastructure, and heavy dependence on the real estate industry all inhibit the entrepreneurial spirit of entrepreneurs, thus inhibiting the development of regional economy. [7] Li Xiaoping and Li Xiaoke (2017) studied the provincial panel data from 2009 to 2015 in China and found that the rising level of rule of law played a positive role in entrepreneurship, while government regulation played a restraining role on the contrary. According to the public data of Forbes and Hurun, Shen Yifeng and Chen Shuo (2020) found that under the influence of traditional family culture, sons are more willing to inherit than daughters in the child structure of family-style private entrepreneurs, which is also one of the reasons why female entrepreneurs tend to choose to start their own businesses. [9]

Individual factors include factors such as cognitive level, response capability, personality characteristics, and population statistics. Wu Lijun and Bu Hua (2020), based on the sample analysis of Guotai 'an database from 2010 to 2017, found that senior executives of private enterprises would influence their social responsibilities through shaping good corporate image, enhancing personal reputation, demonstrating personal ability and satisfying their sense of superiority. [10] In other words, the individual factors of private entrepreneurs will affect their spirituality, resulting in different social losses.

In summary, it is necessary to create a good entrepreneur atmosphere and the spirit of shaping excellent entrepreneurs. In addition to the personality, cognition, ability and other qualities of entrepreneurs, due to the significant influence of external factors, we should also pay attention to the influence factors of traditional family culture, social rule of law and emotional connection of entrepreneurs. and the balance between urban structure and regional economic development, fairness of market factors, city size and infrastructure perfection, industrial diversification and financial development level.

(2)The role of the spirit of private entrepreneurs
In fact, private entrepreneurship and the external environment are mutually affecting and complementary. Many scholars have demonstrated theoretically and empirically that entrepreneurship is the relationship between promoting social and economic development:Wang Huiping and Wang Zengtao (2018) studied the relationship between innovative entrepreneurship and economic growth based on the research samples of 46 major countries from 2009 to 2015. They found that in developed countries, the driving force of economic development mainly comes from private entrepreneurs with innovative spirit. In developing countries, it comes from private entrepreneurs with managerial spirit. [11] Wang Lixia et al. (2021) believe that both risk-taking and innovative spirit can promote the innovative development of business models. [2] Zhang Min (2021) found in his research on the relationship between entrepreneurship and social economy that, based on the echo effect, the gap in entrepreneurship between central cities and non-central cities will lead to the imbalance of regional economic development. [5] Li Zheng and Liu Fansen (2020) studied the relationship between entrepreneurship and urban production based on panel data of 285 cities from 2003 to 2016, and they found that entrepreneurship has a weaker role in promoting production in non-central cities than in central cities. [12] Shen Yuanyuan and Zou Yuan (2020) studied the relationship between industrial added value and entrepreneurship based on relevant data from the Database of Chinese industrial enterprises from 1998 to 2007, and found that entrepreneurship can promote regional economic growth. [13] Xu Yuanhua (2019) verified the relationship between entrepreneurship and industrial TFP based on the panel data of 35 subsectors of Chinese industry from 2000 to 2014, and found that entrepreneurship can accelerate the productivity of domestic industries, so as to achieve the effect of promoting economic growth. [14] Chen Huan et al. (2020) studied the relationship between entrepreneurship and economic development based on Chinese provincial panel data from 1993 to 2018, and found that with the rise of market demand, the innovation spirit of private entrepreneurs would promote the growth of social economy. [15] Li Xiaoping and Li Xiaoke (2017) have found that entrepreneurs' adventures have promoted the company's exports. [8] Yu Shujiang et al. (2021) believe that entrepreneurship plays a role in promoting industrial transformation in family businesses. [1] Therefore, in order to promote economic and social development, we should pay attention to and cultivate different spiritual levels of entrepreneurs according to the characteristics of different development levels in different regions, especially the promoting role of innovation spirit, management spirit and adventure spirit.

4. TYPES AND INFLUENCING FACTORS OF

CHARITY BEHAVIOR OF PRIVATE ENTREPRENEURS

(1) Type of charitable behavior of private enterprises

The unpaid social support measures carried out by private entrepreneurs can be defined as charitable actions, which can be divided into charitable donation, charitable public trust and charitable volunteers. In China, most charitable donations are achieved by business donations. Therefore, enterprises have become the first major subject of China's charity donation behavior. Charitable public trust is a typical latecomer charitable behavior. China has not yet formed a mature mechanism, and there are many contents and relevant laws and regulations that need to be considered and improved. Therefore, it is not the main way to attract private entrepreneurs to participate in charity behavior. As for the non-governmental charity volunteer activities in China, they have developed in a considerable scale. Private entrepreneurs have formed the backbone of the volunteer team through their own personality charm, leadership and appeal. However, the personal insurance system in the future and sound charity volunteers is an important guarantee for developing charities.

(2)Personal factors and charitable behavior

A large number of scholars have used different research methods to explain whether there is a causal relationship between entrepreneurs' personal factors and charitable behaviors. Ma Lingyuan and Li Xiaomin (2021) found that according to the data of 2018 China Charitable Donation Report, the charitable donation behavior of private entrepreneurs is closely related to entrepreneurs' personal factors. For example, it is influenced by the entrepreneurs' individual factors such as gender, age, income level, education level and religious belief, and it is found that private enterprises donate more than state-owned enterprises, foreign-funded enterprises and enterprises from Hong Kong, Macao and Taiwan combined. [17] According to the data of the 10th National Private Enterprise Survey and questionnaire survey in 2012, Chen Xiashan (2017) verified the relationship between charitable donation behavior and personal factors and found that political identity and educational level of entrepreneurs are directly proportional to charitable donation behavior. As entrepreneurs generally have not experienced systematic charity education, the importance of charity is not obvious in terms of social responsibility. [18] It can be seen that the gender, age, income level, education level, religious belief, political identity, and academic qualifications have related relationships. the excitation of private entrepreneurship's charity behavior requires the basis of philanthropic education, for private entrepreneurs with high education, high income and high status, stimulating their sense of national and social responsibility with a certain political identity is an effective way to drive them to fight for justice, support the weak and narrow the gap between the rich and the poor through charitable hands.

(3)External factors and philanthropy

Wang Zhenyuan et al. (2019) studied the brand evaluation system of Internet entrepreneurs based on theories, facts and data through questionnaire survey, and found that the public pays much attention to the personal quality and charitable behavior of entrepreneurs. [16] When Yuan Bing and Zheng Wenzhe (2019) studied the relationship between entrepreneur behavior and internal and external enterprises, they found that the general public knew the whole brand through the word of mouth of entrepreneurs. the frequent occurrence of all kinds of negative news by entrepreneurs in public media has a great negative impact on the society and entrepreneurs. Tong Zelin et al. (2020) adopted experimental analysis and found that biased social attitudes would discourage private entrepreneurs from investing too much in philanthropy. [8] It can be seen that positive behaviors of entrepreneurs and public opinion form a mutual influence and interaction relationship. Chen Xiaoshan (2017) believes that the lack of policy support is the main reason for private entrepreneurs' weak awareness of philanthropy. [18] Xu Jiayue (2012) believes that tax reduction preferential policies are an important measure to encourage corporate charity donation behavior, but it needs to strictly review relevant vouchers during the implementation and operation, prevent stealing taxes. In addition, charity exposure discloses that the donor donation information may encourage social public to participate in donations. But it is also possible to have a great infringement of donor privacy. Perfect public trust mechanism and personal insurance system for charity volunteers are also external policy influencing factors to stimulate private entrepreneurs to participate in and organize charity activities.

In summary, in the process of achieving a common prosperity, whether private entrepreneurs make charitable behaviors or how charitable behaviors are largely dependent on individual and external environments. China's entrepreneurial charity awareness will be affected by many aspects of public opinion, public attitude, media environment, and education policies. In order to activate the charitable behavior of private entrepreneurs, we should not only pay attention to the leading role of entrepreneurs' donation behavior, but also encourage and guide private entrepreneurs to exert their own influence. Encourage a group of employees or social groups to act as charity volunteers, develop welfare security system and career incentive mechanism for charity volunteers, create a harmonious and friendly social environment, and realize the life value of mutual help and love. the development of charity and public welfare trusts requires a comprehensive linkage of multiple departments. For example, financial trust departments, public welfare organizations, legal departments, government units, tax policies and other joint regulations encourage a large number of private entrepreneurs to invest in the construction of charitable trust institutions in the process of making profits, and help the rational storage, profit and use of charitable funds.

5. CONCLUSION

Whether private entrepreneurs have the spirit of social responsibility, and whether they are compassionate to the society is closely related to their personal background factors and external social environment factors, which

complement each other. the economy is booming, the harmonious civilization of society, stable and perfect policies, systematic promotion of education, cultural edification of families and mature supporting facilities of cities are the strong backing for giving full play to the spirit of private entrepreneurs and carrying out charitable undertakings. the key to promoting philanthropy and social development is for private entrepreneurs to build their personal brand, social reputation and political status based on their personal advantages, expertise and resources, and to form a mass force that is widely recognized and supported.

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A Study on the Correlation between Teachers' Question Types of College English Class and IRF Conversation Structure

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Abstract- IRF is the basic unit of class conversation, which is usually initiated by teachers' questions. This paper studies the relationship between the types of questions asked by teachers, namely demonstrative questions and referential questions, and IRF conversation structure. Through the analysis of the selected corpus from the final contest of "The 10th SFLEP Foreign Language Teaching Contest" in 2019, it is found that there is no correlation between demonstrative problems and single IRF or multi-step IRF, and the generation of single IRF and multi-step IRF is related to whether the teacher can guide to generate new dialogues in the conversation, which shows obvious individual differences; there is 100% correlation between referential problem and the multi-step IRF conversation structure.

Key words- Referential Questions; Demonstrative Questions; Single Irf; Multi-Step Irf

1. THEORIES INVOLVED AND THE QUESTIONS RAISED

There are two kinds of learning environment in SLA: class environment and non-class environment. the study of class process is an important research field in the class study of SLA. Gaies (1983) illustrates that class process research emphasizes direct observation of class and description of teaching events. Class discourse analysis is an aspect of class process research. Birmingham College, represented by Sinclair & Coulthard (1975), puts forward the famous theory of class discourse analysis, which divides the interaction between teachers and students into five stages: lesson, transaction, exchange, move and act. Among them exchange is the basic unit of conversation between teachers and students. A typical exchange consists of three steps: teachers initiate - students response - teacher feeds back or follows up, or IRF for short. the three-step interaction mode is also known as the Ternary Conversation Structure. At the end of the 20th century, IRF theory has been further supplemented and developed. Effective dialogue analysis is not limited to the analysis of structure, but to the analysis of relevance and plot of dialogues.

A. Analysis of IRF structure

According to IRF theory, conversation structure can be divided into the Ternary Structure and Non-ternary Structure. Ternary structure consists of single IRF and multi-step IRF. A single IRF consists of only one question, one answer or one feedback; a multi-step IRF consists of multiple responses or multiple feedbacks. Non- ternary Structure contains Non-response Conversation Structure or Non-feedback Conversation Structure. In specific circumstances, it is understandable that students do not respond or teachers do not give feedbacks during the class, but teachers or students' non-response or non- feedback without reason can violate the cooperative principle of conversational principle in interpersonal communication, which will have a negative impact on the communication between teachers and students.

B. the types of teachers' questions

In class, communication between teachers and students is mainly carried out through questions, and teacher posing questions accounts for 20% to 40% of the class activities (Chaudron, 1988). Long & Sato (1983) propose two types of teacher's questions: demonstrative questions and referential questions. Demonstrative questions refer to the questions raised by teachers according to the course content, answers of which teachers know in advance; referential questions refer to the questions raised by teachers and teachers do not know the answers in advance and try to get information through them.

C. Relationship between teachers' question types and IRF conversation structure

In 2011, Wenfang Fan and Jingxiang Ma studied IRF structures of English class in primary schools, middle schools, high schools and universities in China, compared the different characteristics of class conversation in four different stages, and proposed two different communicative structures of English class teaching. In 2009, Lijuan Gao surveyed the characteristics of the aspects of the number, type, form and orientation of teachers' questions in the "student-centered" class. In 2015, Zhihua Wu and Xihuan Zhou employed IRF to analyze the effectiveness of classroom conversation and put forward strategies to improve the effectiveness of class conversation. According to the research of Wenfang Fan and Jingxiang Ma (2011), the proportion of the typical single IRF in the total conversations is gradually decreasing from the primary school to the university, which is 94%, 79.4%, 47.3% and 9.1%, respectively. the total number of single IRF conversation structures in College English class is 9.1%, which is based on a third-year English class. Is the number 9.1% universal? Is there correlation between single IRF and question types in class? Therefore, this paper studies whether there is correlation between teachers' question types and IRF conversation structure in College English classroom.

II. DATA COLLECTION

This data is selected from the final teaching videos of the winners of the special award and the first prize in the 10th

"SFLEP" National Foreign Language Teaching Contest in 2019. the winner of the special award is Mr. Xu, and the winners of the first prize are Ms. Huang, Ms. Xiong and Ms. Fan. the final videos ofthe four teachers are used as the data being researched. the teaching contents of the four teachers' lectures are "unit 3 Breaking Stereotypes", from a Comprehensive Course of Intercultural College English 1. They are teaching the same group of students in the contest. All the teaching duration are about 20 minutes long. Their teaching videos has been transcribed to written texts to de dealt with.

In the process of data collation, we first make statistics on the numbers of Ternary Conversation Structures and Non-ternary Conversation Structures, as shown in Table 1; among the Ternary Conversation Structures, we go on to calculate the numbers and proportion of single IRFs and multi-step IRFs; among the Non-ternary Structure, we calculate the numbers and proportion of Non- Response and Non-feedback Conversations. Since there is no Non-feedback Conversation Structure in the data, the data of Non-ternary Conversation in Table 1 represents the numbers of Non-feedback Conversation Structures, so the number of Non-ternary Conversation Structure is omitted in Table 2.

On the basis of Table 1 and table 2, the number and proportion of different types of conversation structures initiated by demonstrative and referential questions are calculated in detail. It should be pointed out that data involved in the correlation between question types and Ternary Conversation Structure is collated, but not the Non-Ternary Conversation Structure. This paper focuses on the relationship between the types of teacher's questions and the ternary conversational structure, while the Non-ternary Conversational Structure occurs rarely in the studied classes. In the statistical process of the number of demonstrative and referential questions, it is found that the boundary between demonstrative and referential questions is not clear, and for some demonstrative questions, teachers have some answers beforehand, but their answers can be changed, so this kind of question also has the attribute of semi-openness. For some obviously open-ended questions, it cannot be ruled out that teachers have presupposed some answers to the questions in advance. Therefore, it is subjective to some degree to divide the types of questions according to whether teachers know the answers in advance. For this problem, the solution of this paper is that if the teacher has the answer in advance, whether it is comprehensive and accurate or not, it will be classified as a demonstrative question. If it is only a presupposed answer, it is taken as a reference question.

Table 1 Quality and proportion of Conversational Structures

	Ternary	NON-Ternary	Total
Ms. Huang	13/81%	3/19%	16
Ms. Xiong	6/55%	5/45%	11
Ms. Fan	15/75%	5/25%	20
Ms. Xu	14/78%	4/22%	18
Total	48/74%	17/26%	65

Table 2 Quality and proportion ofIRFs

	IRFs		Total
	Single IRFs	Multi-step IRFs	
Ms. Huang	6/46%	7/54%	13
Ms. Xiong	0/0%	6/100%	6
Ms. Fan	10/67%	5/33%	15
Mr. Xu	1/7%	13/93%	14
Total	17/35%	31/65%	48

Table 3 Quality and proportion of IRFs by teachers' question type

	Demonstrative questions /IRFs		Referential questions /IRFs	
Ms. Huang	9	single 6/67% multi-step 3/33%	4	multi-step 4/100%
Ms. Xiong	5	single 0/0% multi-step 5/100%	1	multi-step 1/100%
Ms. Fan	14	single 10/71% multi-step 4/29%	1	multi-step 1/100%
Mr. Xu	9	single 1/11% multi-step 8/89%	5	multi-step 5/100%
Total	37	single 17/46%	11	multi-step 11/100%

III. RELATIONSHIP BETWEEN IRFS AND THE TYPES OF TEACHERS' QUESTIONS

Based on the transcribed texts and the statistical results, we analyze the number of IRFs initiated by demonstrative questions and referential questions.

A. IRFs in the class

As can be seen from table 1, the total number of conversations in the four classes is 65, among them Ternary Conversation Structure 74% and Non-ternary Conversation Structure 26%. Specifically, Ms. Huang 81%, Ms. Xiong 55%, Ms. fan 75%, Mr. Xu 78%. Wenfang Fan and Jingxiang Ma (2011) reported 0% of Non-ternary Conversation Structure based on observing a 20- minute English class in the third year ofthe target university. It is speculated that the higher of Non-proportion ternary Conversational Structure in this study is due to the selection ofthe contest - a special teaching situation as the object surveyed. It is found that there is no Non-response Conversation Structure, and all Non-ternary Conversation Structures are NON-feedback Conversation Structures. This may be caused by that in the competition, teachers give students active feedbacks to mobilize students' enthusiasm to participate in the classroom, so Non-feedback Conversation does not appear; the number ofNon- response Conversation accounts for 26%, which may be due to the time limit of the competition, and teachers try to speed up the pace of the class to achieve the predetermined teaching objectives, and for some obvious procedural questions, teachers choose their own strategies of saving time by answering questions themselves.

B. Single IRFs and multi-step IRFs in the classes

Table 2 shows the quality and proportion of single and multi-step IRFs in the classes.

The total number of IRFs is 48, 35% for single IRFs and 65% for multi-step IRFs. Specifically, the ratio of single IRFs of Ms. Huang is 46%, that of Ms. Xiong 0%, that of Ms. Fan 67%, and that of Mr. Xu 7%. In a word, the proportion of multi- step IRFs is higher, and the proportion of single IRFs has obvious individual

differences. Wenfang Fan and Jingxiang Ma (2011) reported that the ratio of single IRFs is 9.1% and that of multi-step IRFs is 90.9%, based on the survey of a 20-minute English classroom in the third year of the university, which is similar to the data of Ms. Xiong and Mr. Xu in this study.

C. Relationship between demonstrative questions and IRFs

In Table 3, we can see that the total number of demonstrative questions is 37, and that of referential questions 11; the multi-step IRFs is 20, accounting for 54%. Specifically, Ms. Huang's multi-step IRFs accounts for 33%, Ms. Xiong's 100%, Ms. Fan's 29% and Mr. Xu's 89%. For Ms. Xiong and Mr. Xu, IRFs they produced are nearly all multi-step IRFs, while for Ms. Fan and Ms. Huang, multi-step IRFs accounts for about 30%. the proportion of multi-step IRFs initiated by demonstrative questions differs from person to person.

Pearson correlation analysis was used to calculate the correlation between demonstrative questions and single IRFs and multi-step IRFs. the results shows that there was no correlation between demonstrative questions and single IRFs ($P > 0.05$); there was no correlation between demonstrative questions and multi-step IRFs ($P > 0.05$), indicating that demonstrative questions have no correlation with the conversation structures they initiated. the production of single IRFs and multi-step IRFs may be closely related to teachers' conversational habits. Look at the following two conversations:

Case 1(Ms. Huang):

T: Do you know the meaning? Have any idea about the words of submissive? Yes okay. How about you, this girl? Okay. Do you have any idea about the meaning of submissive?

S: I think it's synonymous with obedient.

T: Obedient, right? Very good.

Case 2(Mr. Xu):

T: Could you please briefly interpret these words? Submissive, for example, submissive in this obedience, right?

S: Yes.

T: How about accommodating

S: Accommodating is like you help, helping other people

T: Helpful right?

S: Yes.

T: and maybe warm-hearted. Okay, very good.

The two conversations are both discussing the meaning of words. Case 1 is a single IRF, a typical IRF conversation structure; Case 2 is a multi-step IRF. In Case 2, teachers and students are more like two equal subjects discussing problems, both sides put forward their own understanding, and teacher affirms the students' answers while adding his own understanding, which shows a more consultative tone. From case 2, we can see that the students are actively participating in the conversation, even if they answer "yes". the teacher constantly asks the students' opinions, which makes the students feel the teacher's focus on them, and the students' initiative to participate in the conversation has been improved comparatively.

From the perspective of the generation of IRFs, Zhihua Wu

and Xihuan Zhou (2015) divided IRFs into two types: generative (GD) IRF and authoritative (AD) IRF. All conversation units that get authoritative feedbacks from teachers are regarded as authoritative. Generative conversation units mainly focus on the generation of information or ideas. Teachers construct conversation framework through open-ended guidance and feedbacks, and urge students to respond or create new ideas.

Case 3(Mr. Xu):

T:What she does, she she reaches out and pats me on my back, right? Really, when we pat somebody on the back, we are trying to convey what kind of emotions?

S: Sympathy,

T: very good(AD). What else? Just like the last word we're trying to co-(GD),

S: Comfort

T: Comfort the other one, right? (AD) However, this friendly gesture is not appreciated by the writer. Instead, she thinks it is. Does she appreciate this kindness? No, she doesn't. She thinks it is. Look at the brick late. She think (GD)

S: Ridiculous.

T: She thinks it is ridiculous. Right? (AD)

There are three ADs and two GDs in this conversation. the reason why the conversation continues is that the teacher guides the students to form a new dialogue while giving feedbacks. In most cases, generative IRFs can easily lead to more complex multi-step conversation structures. (Zhihua Wu, Xihuan Zhou (2015)).

According to the research of Wenfang Fan and Jingxiang Ma (2011), the proportion of typical single IRFs in the total number of conversational structures gradually decreases, from primary schools to universities, from 94%, 79.4%, 47.3% to 9.1% respectively. on the whole, the higher the level of knowledge is, the more complex the content is, the less number of single IRFs is. In this study, four teachers are teaching the same text, and the same group of students. Among the four teachers' demonstrative questions, the proportion of multi-step IRFs by Ms. Huang was 33%, Ms. Xiong 100%, Ms. Fan 29%, and Mr. Xu 89%. Does it mean that the four teachers show different knowledge difficulty and complexity in class? in view of the difficulty and complexity of knowledge in the classes is not the focus of this study, but as a researcher, the intuitive feeling of the classes are as follows: Mr. Xu 's knowledge level, teaching logic and the depth of content discussion are better than the rest three teachers; Ms. Fan 's class communication contents is relatively simple, in which the reading task accounts for a certain proportion; feelings for Ms. Huang and Ms. Xiong's classes have no obvious differences.

Summary: demonstrative questions have no correlation with IRF types. They are related to whether teachers guide to generate new dialogues, or may be also related to the complexity of class knowledge and depth of thinking. Teachers should pay attention to their conversational habits, consciously increase the proportion of multi-step IRFs, and improve the quality of class conversations. Compared with single IRFs, multi-step IRFs can promote the full exchange of knowledge and the depth of thinking, which

is closer to the real communication scene.

D. Relationship between referential questions and IRF structures

The total number of referential questions in Table 3 is 11, accounting for 23%. Referential questions produce 100% multi-step IRF structures. the proportions of the four teachers' referential questions in the total conversations are 30%, 16%, 7% and 36%, respectively. This is similar to the research of other scholars. Gall (1970) illustrated that 60% of teachers' questions require students to recall facts, only 20% require students to think, and the other 20% are classroom language; Pica & Long (1986) also reported that there are more demonstrative questions and less referential questions in Teachers' discourse. However, Xing Zhou and Yun Zhou (2002) put forward more referential questions than demonstrative questions, referential questions accounting for 73% - 82% of the total.

Students have a high enthusiasm for referential questions and a strong interest in speaking. Look at the following conversation:

Case 4 (Ms. Fan):

T: Let's have a pair discussion at you two you two you two, and you two pair discussion. Do you think she is typical? Can she stand for other Japanese women? You got 40 seconds. Share your opinion with your partner. Yes. I tried. Yes. Yes. Now any volunteer to answer this question? Yes, please.

S: So our conclusion is like she's partially typical, but partially not. In the typical side, she's really want to belong in a group where she said there's nothing special on me, which is a traditional Japanese idea. They want to belong in a society. a n d she is a housewife, which is a typical idea of Japanese woman. But in the non- typical side, she's very passionate, which is something you don't usually see or think about Japanese woman. and she is really brave, proud, not humble. a n d she's always happy like Alice, mostly happy. So was in the passage. (99 words)

T: So you think she's happy all the time, right? Thank you. Very good one.

This is the answer with the most words in all the teaching sessions produced by students, 99 words.

Case 5(Ms. Huang):

T:Yes, think about it. What can we do in order to prevent stereotypes? Yes this girl wearing glasses, would you like to have a try?

S1: by communication,

T: Yes, communication?

S2: if you want to know more about her foreign culture, you can travel to their culture

T: Ok, travel.

S: Try to find the truth by yourself. Nice

After the teacher's feedback to S1, S2 answers the questions without the teacher's invitation, which is the only conversation initiated by students in the research teaching sessions.

Case 6(Ms. Xiong)

T:It's an interesting topic. Yeah. Okay, you can go back to your seat. Right? So anyone who like share with us your opinion. So the first one who has prisoners in the dialogue. Yes.

S: So both the author and Ms. khan, both

T: Yes, both of them, right? and the second,

S: the shadow is their stereotype of each other,

T: Are stereotypes of each other. Good. a n d did they find the reality of a shadow?

S: They find the truth

T: Through what?

S: Through talking, communication

T: Through communication. a n d how about this one? What is the chain?

S: Our idea is like the chain is their background, their environment, which they may very good opportunity to talk or figure out the truth.

T: That's right.

In this conversation, we can see some words such as "principals, shadow, truth and reality", which shows the students' deep understanding and thinking of "stereotypes". From the above three conversations, we can feel that students actively participate in referential questions, the quantity of students' vocabulary output is significantly increased, and the output quality is also improved. It may be partly due to that there is no standard answer for reference questions, so students will not be restrained by the standard answers, and they are more relaxed to speak freely. We have counted the quantity and proportion of students' output vocabulary in conversations by demonstrative questions and referential questions in four sessions, and the results are shown in the table below.

Table 4 The relationship between students' vocabulary outputs and proportion and teachers' question type

	Demonstrative questions	Referential questions	The total outputs
Ms. Huang	132/46%	158/54%	290
Ms. Xiong	61/56%	47/44%	108
Ms. Fan	287/68%	136/32%	423
Mr. Xu	131/61%	83/39%	214
Total	611/59%	424/41%	1035

As can be seen from the table above, the total output of reference questions is 424, accounting for 41%. Specifically, Ms. Huang accounts for 54%, Ms. Xiong 44%, Ms. Fan 32%, and Mr. Xu 39%. In general, the output of students in the conversations by referential questions is less than that of students in demonstrative questions. Although there are less outputs of students in conversations by reference questions, the number of referential questions is also less, so the outputs of students in the conversations by single reference question is further counted, as shown in the table below.

Table 5 Relationship between students' discourse outputs and the single question

	Single demonstrative question	Single referential question
Ms. Huang	15	40
Ms. Xiong	12	47
Ms. Fan	21	136
Mr. Xu	15	17
Average	16	60

It can be seen from the table that the average output of

students in conversations by single demonstrative question is 16, and that of students in conversations by single referential question is

60, specifically, Ms. Huang 15 and 40; Ms. Xiong

12 and 47; Ms. Fan 21 and 136; Mr. Xu 15 and 60. Generally speaking, the outputs of students in conversations by single referential question is much larger than that of students with single demonstrative question.

Among them, it can be noted that the output of Mr. Xu's students in conversations by single referential question is far from that of students in other teacher's class sessions, and there is little difference between the output of his students in conversations by single referential question and single demonstrative question. It could probably be due to that Mr. Xu constantly interrupts the students' talks. He does not give the students enough time to speak out the answers and then provides feedback at many occasions after asking questions. Look at the following conversation:

Case 7(Mr. Xu):

T:So my first question is, what are the other forms of stereotypes about you? You think of some other forms of stereotypes.

S1: I think there are stereotypes about gender

T: Yes. Gender stereotypes, right? How about you? What else? You have no idea. Don't worry. How about you?

S2: I think there is stereotypes about art students and science students,

T: Arts students and science students, right? That's a good one. So thank you for all your contributions.

After S1 made the answer of "gender stereotypes", Mr. Xu immediately gave the feedback and turned to the next student. Similarly, after the next student said "stereotypes about art students and science students", Mr. Xu also gave the feedback immediately and ended the conversation. It may be caused by that there is no enough time for students to discuss due to the limitation of the teaching contest, or that teachers tend to control the initiative of conversations.

E. the role of demonstrative and referential questions in class

From the content point of view, most of the demonstrative questions are related to the text structure, the general idea of the text, the meaning of words and the transmission of text knowledge; the referential questions are related to the topic introduction and topic discussion or expansion. In terms of time, the demonstrative questions appear in the middle of the course, and the referential questions appear at the beginning or end of the class. From the functional point of view, demonstrative questions are mainly responsible for the understanding of the text and the transmission of relevant knowledge; referential questions are mainly responsible for the in-depth discussion of the theme and the cultivation of critical thinking.

Wenfang Fan and Yacheng Fan (2003) divided class communication into "class teaching communication" and "real situation communication" according to the different roles of referential and demonstrative questions in class. the real situation communication caused by referential

questions can significantly improve the quantity and quality of class vocabulary outputs. They can create real communication scenes in the classroom, and promote the development of students' communicative competence. Although referential questions have a strong potential to stimulate students' interest, they cannot substitute demonstrative questions in class. Demonstrative and referential questions do complete different teaching tasks in class, and the necessary demonstrative questions are needed to transmit and practice basic knowledge. In class, we need to find a proper balance between demonstrative and referential questions.

IV. CONCLUSION

There is no correlation between demonstrative questions and single IRF structure in College English class. Whether a single IRF is produced shows greater teachers' individual differences, which is related to whether the teacher can guide to generate new dialogues in the conversation, and may also be related to the complexity of class knowledge and thinking. Referential questions are 100% related to the multi-step IRF structure.

Referential questions can stimulate students' interest in conversation and improve the quantity of students' discourse output. Demonstrative and referential questions play different roles in class. Adjusting the proportion of them reasonably and increasing the number of reference questions as much as possible can better activate the class and improve the quality ofteaching.

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Analysis on the Implementation Ways of Music Education Theory Based on the Background of University Curriculum Construction

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Abstract: Under the background of the new era, it has become a general trend that music education theory is deeply integrated into the curriculum construction of colleges. the establishment of music education theory courses in colleges not only helps to improve the aesthetic ability of college students, but also helps to cultivate the creative ability of college students. on the basis of in-depth analysis of the actual situation of the construction of music education theory courses in colleges, it is found that the low efficiency of course teaching and the weak strength of the teacher team are the main shackles that hinder the implementation of the national quality education goals and the advancement of curriculum construction. Based on this, three paths are proposed to expand the teaching resources of music courses, cultivate the innovative consciousness of course teachers, and enrich the teaching methods of music courses, in order to provide decision-making reference for the better integration of music education theory into college curriculum construction.
Keywords: Colleges; Curriculum Construction; Music Education Theory; Implementation Approach

I. INREODUCTION

Curriculum has always been a prerequisite for the educational construction of colleges, and curriculum construction is also one of the key contents of the teaching infrastructure of colleges. Gradually strengthening curriculum construction is an important guarantee for colleges to implement education and teaching plans and improve the quality of education and education standards. Under the background of curriculum construction in colleges in the new era, as an important content of comprehensive education, music education theory has received increasing attention in college curriculum construction. Looking at the current status of the construction of music education theory courses in colleges, according to incomplete statistical information on related websites, the names of such courses in the education programs of major colleges are not uniform. For example, it includes many names such as music pedagogy, music teaching method, introduction to music education, and music teaching theory. No matter what the name of the course is, in the final analysis, the music education theory course is a course closely connected with practice. However, at present, the theory and practice of teaching content are out of touch, which is a big dilemma in the construction of music education theory courses in colleges. Music education theory courses usually cover many content such as the fundamentals of music education, the history of music education, the course of music education reform, and the goals of music courses. the practice of music teaching generally includes teaching practice, teaching practice, and intensive teaching practice. In this way, in the process of practical teaching, the two major sections of music education theory learning and teaching practice are mostly separated. As a result, college students only treat the curriculum as a pure theory when learning theories, which greatly weakens their degree of importance and interest in learning. Therefore, it is necessary to carry out an in-depth analysis of the implementation of music education theory under the background of college curriculum construction in order to provide a theoretical reference for its subsequent development.

2. THE PRACTICAL SIGNIFICANCE ON THE THEORETICAL COURSES OF MUSIC EDUCATION IN COLLEGES

2.1 Conducive to improving the aesthetic ability of college students

Under the background of curriculum construction, college music education theory courses have become one of the key disciplines for the promotion of quality education in China. Specifically, music education cannot only help college students have certain musical skills and scientific cultural knowledge, but also cultivate their perception and appreciation of music, which is of great significance to enriching and cultivating the spiritual world of college students. Mikel Dufrenne once said that aesthetic experience can reflect the most intimate and deepest relationship between human beings and the world. As an aesthetic activity, college music theory education courses are also a kind of aesthetic experience. While disseminating professional knowledge and skills, it can guide college students to experience the beauty of the vast universe firsthand, thereby prompting them to learn how to make their lives more beautiful. If things go on like this, this will greatly boost the aesthetic ability of college students.

2.2 Conducive to cultivating creative ability of college students

Compared with other disciplines of education theory courses, music education has unparalleled significant advantages. It cannot only provide college students with sufficient perceptual materials, but also invisibly deepen their understanding and cognition of beauty and help them establish a good aesthetic psychology. In addition, the

pitch, rhythm and timbre involved in the teaching of music theory courses all depend on the hearing of college students. Such characteristics can promote the formation of unique auditory responses of college students and bring them deep-level emotional experiences and experiences. the beauty of music infects the thoughts of college students, and promotes their aesthetic creativity to be continuously improved.

3. THE REALISTIC SITUATION ON THE CONSTRUCTION OF MUSIC EDUCATION THEORY COURSES IN COLLEGES

3.1 Inefficient course teaching

As far as the overall teaching effect of music in our country's colleges is concerned, the teaching efficiency of non-professional college music theory courses is relatively low. This may be due to the fact that college students did not have a strong interest in the knowledge of music theory. In addition, the strength of the original faculty team is relatively weak. Based on this situation, it is difficult for the education of music theory for college students to achieve the goals originally set by the country and universities. Through the exploration and analysis of the practical situation, the following two aspects are summarized. on the one hand, education awareness is weak. Based on the in-depth analysis of the current university music theory education model, the music discipline itself is in a relatively awkward state in the entire university curriculum system. Specifically, some colleges initially set up music theory education as an elective course. In addition, music teachers themselves have a relatively vague concept of music theory education, and the ultimate teaching concept is also in a relatively lacking state, so most music Theoretical courses are usually taught in a purely theoretical course mode or in an entertaining mode. This has seriously affected the quality of music theory education and teaching, and is not conducive to the implementation of the goal of the country to implement this course. At the same time, there are some music teachers in colleges that neglect the personalized and targeted training of college students' music literacy, which also has a certain negative impact on the implementation of the educational goals of music theory courses. on the other hand, the goal setting is not clear yet. In order to better implement and promote the reform of curriculum education, Chinese colleges have set the customer level of music theory education as the key content of daily teaching work, and have formulated and improved the corresponding teaching mode and process according to the actual situation. However, as a whole, colleges across the country have not formed a more unified standard for the teaching goals of music theory courses, and they still tend to focus on other professional cultural courses. This will greatly adversely affect the implementation of the national quality education requirements and the improvement of the comprehensive education ability of colleges.

3.2 Weak faculty

In the current process of building music theory courses in colleges in China, the problem of the weakness of the overall teacher team is very prominent. This will not only have a direct negative impact on the quality and effectiveness of music education in colleges, but will also severely impact the enthusiasm of college students to develop music learning, which is contrary to the original intention of colleges to cultivate the comprehensive ability of college students. the concrete manifestations are in two aspects: one is the knowledge structure. Compared with non-professional music academies, since they initially underestimated the cultivation of college students' music theory literacy, they did not make clear requirements for the knowledge structure of music teachers. As far as undergraduate colleges are concerned, the average knowledge structure of most music teacher teams on campus only covers some basic content. Although it includes simple music professional theoretical knowledge, the overall education knowledge is still relatively lacking, and it is difficult to provide support for college students with in-depth expansion of music theory knowledge. Based on such teaching conditions, once college students think deeply and ask questions, it is difficult for teachers to give accurate answers. This will seriously affect the status of teachers in the hearts of college students, but will also greatly discourage the enthusiasm and initiative of college students to ask questions and learn, which makes it difficult for the quality of college music theory teaching to meet the expected requirements. the second is ability. Based on the summary of practical experience, it can be known that if teachers have strong professional music theory knowledge, they can promote the corresponding teaching courses with high quality. However, from a large number of realities at this stage, it can be found that in some music practice activities, teachers often only play the role of demonstrators, and have not provided corresponding answers to the points that need to be paid attention to and the problems that should be corrected in the learning process of college students. This is extremely incompatible with the high-quality teaching environment required for college students to learn music theory knowledge. Affected by this, the original knowledge prestige of teachers in the hearts of college students will be greatly reduced, which is not conducive to the full organization of music activities.

4. THE IMPLEMENTATION PATHS ON THE CONSTRUCTION OF MUSIC EDUCATION THEORY COURSES IN COLLEGES

4.1 Expanding the teaching resources for music courses

The breadth of music curriculum teaching resources determines the depth of the music knowledge system of college students. As a basic teaching resource, the quality of music theory education textbooks will have a direct impact on the effect of music theory teaching. For this reason, if we want to expand music curriculum teaching resources, we should focus on digging out more music theory education textbooks and implement the next step. Specifically, major colleges should continuously strengthen the development and construction of music theory education textbooks based on the characteristics of college students, school conditions and actual needs of society. on the one hand, colleges should organize the establishment of competent departments to guide teachers

engaged in music theory teaching to develop teaching materials in accordance with corresponding norms and standards, so as to avoid low levels, inconsistent standards, and scattered resources. the focus of research and development content should be based on ensuring that basic music theory knowledge can fully meet the learning needs of college students, and at the same time appropriately increase the content or sections that can cultivate college students' practical ability. In this way, it cannot only make up for the shortcomings of social deficiencies in the teaching, but also promote the comprehensive development of college students' music literacy and music skills, thereby improving the effectiveness of music theory teaching in an all-round way. on the other hand, colleges can also introduce a large number of excellent music theory education textbooks into teaching with the help of open and transparent methods, and in-depth exploration and study of the content of the textbooks, with the spirit of questioning and learning, reviewing foreign textbooks, and inquiring about deficiencies in the textbooks in order to avoid the content of the textbooks from misleading college students to form false perceptions. In addition to correctly guiding college students to play traditional classic art repertoire, college music teachers can also add a large number of children's songs that are in line with children's hobbies. For example, *"My Good Mom"* and *"Dancing Doll and Bear"*. In this way, the songs involved in the music activities held in the kindergarten are integrated into the teaching, which helps to lay a good foundation for college students to enter the workplace after graduation and enrich the employment channels for college students. In addition, teachers can also fully stimulate the advantages of local cultural resources based on the actual situation, take national folk music as the main entry point, and increase local characteristic folk music and nursery rhymes.

4.2 Cultivating the innovative consciousness of course teachers

In order to promote the sound and innovative development of music theory education for college students, colleges and universities should strive to promote music theory teaching to get rid of the shackles of traditional music education concepts and establish modern music theory education concepts. This kind of teaching concept must have brand-new characteristics, and should meet the requirements of the times and social development. At the same time, the main purpose is to enhance the enthusiasm of college students to learn music theory knowledge and to guide college students to conduct self-reflection, and to effectively improve the practical ability of college students' music theory knowledge as the fundamental goal. For example, when selecting the structure of music theory courses or the content of textbooks, teachers should start teaching follow the actual development needs of college students' physical and psychological development and the rapid development of music theory and culture, and select some music works that fit the hobbies and interests of contemporary college students and can show the characteristics of the times. This cannot only stimulate the interest of college students in learning music theory to the greatest extent, but also implement the country's long-term education philosophy of "student-oriented". In the process of practical education of music appreciation courses, colleges should take aesthetic experience as the core of music theory education, and fully reveal the musical literacy in music works, so as to help college students to empathize with the expressive content of the works. In the process of teaching music skills and skills, teachers should use theoretical knowledge transfer as an auxiliary means, with college students' practical exercise as the key content, and continue to drive the improvement of college students' music skills and techniques. In addition, teachers of music education theory courses in colleges should start from themselves, establish a positive and innovative education concept, and take the cultivation of college students' innovative ability and awareness as the key content of pre-job training in music classrooms in the future. It is also necessary to create more opportunities for college students to experience the internship and observation of primary and secondary school music courses on the spot, so as to encourage college students to understand the current situation of primary and secondary school music education in advance, and to lay a solid foundation for better integration and adaptation to teaching work in the future. Moreover, colleges may occasionally invite some well-known music classrooms to teach in person at school, and introduce excellent teaching cases into music education theory courses.

4.3 Enriching the teaching methods of music courses

At this stage, the teaching method of music education theory courses in colleges is usually in the form of large-class teaching. However, due to the large number of students in large classes, the enthusiasm and initiative of college students are relatively insufficient, which seriously affects the teaching effect of music courses. For this reason, teachers should add diversified teaching methods such as group learning, group performance, group creation, so as to maximize the interest of college students in learning. In the course of teaching, especially the content of teaching at the level of teaching theory, teachers do not need to teach one by one based on the teaching materials. Rather, it should be based on the real problems revealed by college students' simulated teaching, organic integration and overall planning based on teaching requirements, and the use of simulated classroom teaching practices to expand the theoretical content of music education. For example, when college music teachers conduct related teaching activities, they can ask college students some divergent artistic questions that do not have standard answers, so that college students can have in-depth discussions and improve their artistic quality and cognition in the process of mutual exchanges, fully realize that art has no boundaries. When there are certain differences in teaching concepts, teachers can also allow college students to express their own personalities and characteristics as fun in the actual learning process, instead of simply following the teaching process. In other words, when college music teachers explain theoretical knowledge, they should not set fixed standards such as "black and white" and "good or bad" for college students,

restricting the artistic thinking of college students, and should give them more guidance on the forming of divergent thinking. In addition, in the process of practical teaching, teachers should pay attention to cultivating the aesthetic level of college students, and promote college students to form a clear understanding of the boundaries of art through the delivery of aesthetic content. For example, when teachers prepare Beethoven's *"Symphony of Destiny"* teaching plan before class, they should make college students fully understand the artistic aesthetics and artistic thoughts of Beethoven's life time as the main teaching purpose. Therefore, when carrying out corresponding teaching, teachers should pay attention to deep understanding of symphony works for college students and form correct cognition with more guidance.

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Backwash Effect of CET-4 on College English Teaching

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Abstract: Language testing cannot only assess students' language learning performance and language application ability, but also have a backwash effect on improving the quality of College English teaching. Therefore, this paper will start with the analysis of the reform of test type in CET-4, and explore the backwash effect of the reform of test type in CET-4 on College English teaching and learning.
Keywords: College English Test Band 4; Classroom Teaching; Backwash Effect

1. ANALYSIS OF THE TEST TYPE IN CET-4

College English Test Band 4 (CET-4) has witnessed the rapid development of China's higher education in the past 30 years since its establishment. At present, CET-4 has been one of the largest English tests in China. Since its establishment, CET-4 has had a great impact on China's College English teaching and talent selection in society. In order to make students' English ability adapt to the development of the times, According to the Teaching Guide for College English, the Ministry of Education has carried out continuous reform of CET-4.

In recent years, CET-4 has been reformed and adjusted in test question type, score distribution and test content. the adjusted CET-4 emphasizes the assessment of test takers' comprehensive language ability. the specific adjustments of each part of CET-4 are as follows:

1) in the listening comprehension test: a. the testing time is reduced from 35 minutes to 25 minutes; b. Short dialogue and compound dictation are deleted; c. Short passages are add to the listening test; d. Since the compound dictation is deleted, the listening comprehension test part is all changed to multiple-choice questions, not including subjective questions any more.

2) in the reading comprehension test: a. the score of reading comprehension test is decreased from 40% to 35%, b. Fast reading comprehension is deleted; c. Long passage reading is added. There are ten statements attached to it. Test takers need to match them with the paragraphs of the passage, and the matching of the10 statement with the paragraphs of passages is not sequential or one-to-one. Sometimes one paragraph may match 2 statements or not match any statement.

3) the translation test has great adjustment: a. Score of this part is increased from 5% to 15%; b. Sentence translation is canceled; 3) Paragraph translation is added. the content of paragraph translation test emphasizes Chinese cultural elements, mainly involving culture, economy, education, science and technology and so on.

CET-4 has long been the guiding target or baton [1] of College English teaching reform. With the adjustment of its question type, score and content, it also has a backwash effect on teachers' teaching and students' English learning.

2. THEORETICAL BASIS OF BACKWASH EFFECT

The backwash effect of language testing refers to the impact of language testing on teachers, students, teaching and learning in the field of education. There are different theoretical models of language test backwash effect. the three influential theoretical systems include Hughes' PPP model, Alderson & Wall's 15 hypotheses of backwash effect, and Prodromou's overt and covert backwash effects.

Hughes put forward the PPP model, that is, language testing has backwash effect on the Participants, Process and Products in teaching. [2] Alderson & Wall put forward 15 hypotheses of backwash effect [3]: namely, testing will affect teaching; testing will affect teachers' teaching content; testing will affect teaching methods; testing will affect teaching progress and order; testing will affect the degree and depth of teaching; testing will affect learning; testing will affect students' learning content; testing will affect learning methods; testing will affect the learning progress and learning order; testing will affect the degree and depth of learning; testing will affect teaching attitude and learning attitude; important tests will have backwash effect; unimportant tests have no backwash effect; test will have a backwash effect on students and teachers; and test only will have backwash effect on students and teachers, not others. Alderson & Wall make a comprehensive study on the backwash effect from the two aspects of teachers' teaching and students' learning, and provide the general outline for the research in this field. Prodromou believes that the backwash effect of testing on teaching can be divided into overt backwash effect and covert backwash effect [4], including both the direct and overt effect reflected in exam-oriented test and exam-oriented learning, and the deep-seated covert effect reflected in teaching. These three theoretical systems laid a theoretical foundation for later scholars to study the backwash effect of language testing.

3. BACKWASH EFFECT ON COLLEGE ENGLISH TEACHING AND LEARNING

According to the theory of testing, language test will have backwash effect on teachers' teaching and students' learning.

1) Backwash Effect on Teachers' Teaching

First of all, with the development and progress of the times, the "dumb" language teaching method which only focuses on the cultivation of reading and writing ability can't meet the requirements of talents in the new times. the requirements for the cultivation of students' listening and speaking ability have constantly been raised, which urges teachers to make changes in listening and speaking teaching. In the class teaching of College English, teachers

should take the materials in CET4 listening test as the guidance, make full use of the multimedia resources, such as the Internet and English learning WeChat official account, and develop diversified up-to-date news audio-visual materials to meet students' learning needs. Secondly, due to the small amount of lessons for College English teaching, most of the classroom teaching still explains the text content, vocabulary, grammar and sentence patterns. this phenomenon should be reformed. College English curriculum should really shoulder the important task of "promoting the development of college students' knowledge and ability". In the process of College English teaching, teachers should increase and focus on pragmatic teaching, so as to meet students' knowledge acquisition and professional learning. Therefore, it enhances students' ability of cross-cultural communication and the ability of effectively using English in different contexts. Thirdly, translation skills are a very important part of reflecting the comprehensive ability of language use. Therefore, when giving translation classes, teachers should integrate the translation contents to make them closely related to China's national conditions. While improving students' language comprehensive application ability, they should also pay attention to "the teaching and effective dissemination of Chinese traditional culture and enhance the national soft power". [5]

2) Backwash Effect on Students' Learning

News reports are added to the listening test of CET-4. the requirements of English news reports listening enable students to know more about major events happening in the country and around the world, expand the scope of students' knowledge, and improve their practical application ability of English in the real news events. This adjustment of listening test means that students are required to adapt to the development of the new era, change the previous learning state of "not listening to what is going on outside the window and reading only sages", and pay attention to international, domestic and social political changes and hot news. University education should not be limited to professional knowledge acquisition, but encourage students to actively get to know the changes in the world, the country and the society, and be thoughtful and speculative citizens of the world, the country and the society. Moreover, the adjustment of information matching and banked cloze in the reading comprehension test and paragraph translation in the translation test enable students to come out of the previous misunderstanding of "learning for exams and scores". They should make full use of China's information development, make full use of the Internet, multimedia and other information means to expand their English learning contents, carry out diversified learning activities, and strengthen listening, speaking, reading, translation and writing training. In brief, they should pay attention to the improvement of their English comprehensive ability and the cultivation of diverse thinking.

To summarize, the reform of CET-4 has an impact on College English teaching and students' learning in all aspects. As English teachers, we should pay attention to excavating the content of CET-4, balance CET-4 and College English classroom teaching. We should strive to make use of the positive effect of testing as a "baton", make testing more scientific, and make its validity and reliability highly harmonious and unified. Finally, we can give full play to its positive backwash effect, and better serve the College English teaching.

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A Research on the Teaching Approach Construction of British and American Literature for English Majors in Ethnic Colleges in Terms of Critical Thinking

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Abstract: The cultivation of critical thinking is the core task of higher education. This paper argues it is helpful to cultivate students' critical thinking by the way of screening teaching content, creating teaching environment, improving teaching approaches and reforming the evaluation model in British and American Literature course for English majors in ethnic colleges.
Keywords: Critical Thinking; British and American Literature; Teaching Approach

1. INTRODUCTION

Cultivating students' critical thinking has become an important issue of higher education at home and abroad. Professor Ennis of the University of Illinois believes that critical thinking is the fundamental goal of learning and particularly central to higher education. [1] in the new round of teaching reform guided by the inclusive development and quality improvement of China' higher education, the importance of cultivating critical thinking is more prominent. [2] Professor Wen Qiufang and others conducted the first large-scale investigation and research on the critical thinking of Chinese liberal arts college students. It shows that the critical thinking of English majors is significantly higher than that of other liberal arts college students in the first academic year, but this gap gradually narrowed with the increase of grade, and disappeared in the third academic year. [3] Since universities and colleges focus on cultivating students' language skills such as listening, speaking, reading and writing for the English majors in the first two academic years, the last two academic years should become a key period to cultivating students' critical thinking. British and American literature courses are knowledge-based courses for senior students. Most colleges and universities offer them in the third academic year. Therefore, it is urgent to cultivate and improve students' critical thinking in the teaching of British and American Literature in in ethnic universities.

2. LITERATURE REVIEW

The definition of critical thinking is a very complex system engineering, and the academic circles at home and abroad have not reached a complete agreement. Representative viewpoints are: it is a "reasonable reflective thinking focused on deciding what to believe or do"; [4] It is "an individual's personality quality to make self-adjusting judgment on the correctness of the process, theory, method, background, evidence and evaluation

criteria of knowledge". [5]

In recent years, researches on college students' critical thinking in western countries can be roughly divided into three categories: defining the sub-item ability of critical thinking, constructing the measuring tool of critical thinking, and exploring the approaches and effectiveness of cultivating critical thinking in higher education. [6] the hierarchical theoretical model of critical thinking proposed by Professor Wen Qiufang and others holds that critical thinking includes two levels: meta critical thinking and critical thinking. the former is higher than the latter and has influence and control over the latter; the latter includes two parts: cognition and emotion. the cognitive part includes three sub-skills (analysis, reasoning and evaluation) and five standards (clarity, relevance, logic, profundity and flexibility). the emotional part contains typical emotional characteristics: curiosity, openness, self-confidence, integrity and perseverance. A lot of research has also been carried out on how to teach critical thinking. Some scholars have put forward four common teaching approaches of critical thinking, namely, general approach, infiltration, immersion and the mixed approach. [7] Most scholars believe that the cultivation of critical thinking should be combined with specific disciplines or contents, and on this basis, special critical thinking courses should be set up or combined with general knowledge courses or logic courses. [8] the conditions for setting up special critical thinking courses in ethnic colleges are premature. Therefore, it is an effective way to combine the cultivation of students' critical thinking with the teaching of British and American literature.

3. CONSTRUCTION OF TEACHING APPROACHES OF BRITISH AND AMERICAN LITERATURE BASED ON THE CULTIVATION OF CRITICAL THINKING

3.1 Screening teaching content

In the selection of teaching content, we should not only pay attention to the knowledge system of the course, but also pay attention to critical thinking. At present, the compilation of British and American literature textbooks usually follows the chronological order. For example, American literature is basically compiled according to the colonial period, romantic period, realistic period, modern period and post-modern period. Such compilation is in line with the traditional teaching mode of "literary history+selective reading", which makes it easy for students to master the clear context of literary development and the characteristics of literary

development in a specific period. However, on the issue of how to deal with teaching materials, teachers should keep in mind the concept of "teaching with teaching materials rather than just teaching teaching materials". Teaching materials serve teaching. Teachers can screen, reorganize and integrate the contents of teaching materials according to their own teaching objectives. For example, it can be reorganized according to the themes of love and hate, life and death, good and evil, gain and loss, war and peace, marriage and family, human and nature, exile and return, or the genres of poetry, drama, novel and so on. Secondly, to enable students to"master the basic knowledge and methods of literary criticism"is one of the teaching objectives of British and American literature stipulated in the English Syllabus for English Majors in Colleges and Universities. Therefore, in the selection of teaching content, literary criticism theory should not be absent. Taking the novel as an example, in addition to the background, plot, characters, structure, writing style, tone, theme and other elements, it is also necessary to introduce relevant literary criticism theories, such as ethical criticism, social-historical criticism, formalism, ecological criticism, structuralism, psychoanalytic criticism, myth-archetypal criticism, feminist criticism, cultural criticism, post-colonialism, etc, to inspire students to observe and examine literary works from different perspectives, and improve students' cognitive and critical thinking. Finally, in the context of economic globalization and world diversification, understanding the rich and diverse world cultures will help us better understand the world and promote effective exchanges between us and people from different cultural backgrounds. Deconstructionism challenges all authority and logos centrism. In the choice of writers and works, we can also go across the "classics" and even reshape the "classics". Some excellent"non- classic"writers and works, as long as they are helpful to achieve the teaching objectives, can be introduced into teaching to expand teachers' and students' horizons and reflect critical thinking from the selection of teaching contents.

3.2 Creating teaching environment

Emotional characteristics like curiosity, openness, self-confidence, integrity, perseverance play important roles in the development of cognitive skills such as analysis, reasoning and evaluation. Creating a good teaching environment that helps to cultivate the above emotional characteristics will help to develop students' critical thinking. Curiosity refers to the freshness of the unknown, the constant questioning of the known and the strong desire for knowledge. Teachers should pay attention to the needs and motivation of students. In British and American literature classroom, students should not only mechanically memorize literary facts. problems and activities designed by teachers should be closely related to students' life and social reality. Openness means being tolerant of different views and opinions and being willing to correct improper views. Exposing students to different views or ideas helps students to keep open. [9] the interpretation of literature is a process in which different people have different opinions. Teachers should play an

exemplary and leading role, be good at accepting new ideas, dare to question themselves and revise their own views in teaching. the emotional characteristic of openness is particularly important in group discussion and project where members discuss on a topic and exchange and share their views and ideas, thus, enrich their understanding and trigger further reflection on their original ideas. Self-confidence refers to believing in your own judgment and daring to challenge authority. Teachers should be good at cultivating students' self-confidence and grasp the difficulty of learning tasks. When students participate in and successfully complete tasks that are easy to grasp, they will show a positive sense of self-efficacy and start more complex tasks and have the confidence to ask their peers or teachers more complex questions and can think better from the answers or feedback from their peers or teachers. As long as students' analysis, reasoning and evaluation are justified, teachers should boldly encourage students to be more confident. Integrity refers to making a fair judgment in the process of pursuing truth without being limited by personal preferences and other factors. Make students understand the absoluteness and relativity of truth. Under certain conditions, people's cognition of things and their development law is limited. When analyzing writers and works, we should dare to question established views, put forward new problems, abandon personal hobbies, and make an objective and fair evaluation as far as possible in combination with certain time and space. Perseverance refers to the quality of determination, persistence and never giving up. When students encounter difficulties in the pursuit of truth, teachers should encourage them to be not afraid of setbacks, failure and never give up. Help students by telling their own successful experience or stories of relevant literary characters, and make them believe that they will succeed through appropriate learning strategies and considerable efforts.

3.3 Improving teaching approaches

3.3.1 combination of writing and thinking

Case studies show that the development of critical thinking may be related to the emphasis on writing and rewriting. [10] the quantity of writing and the nature of writing tasks are very important. Writing that is conducive to critical thinking should focus on analysis rather than description. Teachers should assign more writing tasks that require students' ability of analysis, reasoning and evaluation. Writing tasks can take many forms. Expressive writing before discussion is similar to writing a speech draft which is particularly useful for students who find it difficult to express their ideas naturally when speaking in English. Write for a few minutes before the discussion to give students a good opportunity to express some ideas, which will help the whole group dialogue. the Wife of Bath in the *Canterbury Tales* believes the greatest desire of women is to have mastery above their husbands. Teachers can ask students to write on the question "what do people really want most? Why?" Students are supposed to produce only one answer to the question, and it should be demonstrated through reasoning or examples. Then divide students who have the same answer into the same

group and they debate with other groups, and give their reasons for their choice. As a result of the debate, some students may change their minds and some maintain their original choices. But all the students were exposed to different ideological sparks and exercised their critical thinking. Written conversation chains and notes in discussion. When teaching the *Scarlet Letter* by Nathaniel Hawthorne, the teacher raise the question "How do you interpret the rosebush that grows next to the prison door?" Student A writes down a short answer and passes it to student B who can give feedback and evaluation on student A's answer to question, object or agree, and then pass it to student C. until the last student. This kind of writing not only provides students with space to think independently, but also strengthens the connection between students and opens a window for the next discussion. Traditional note-taking activities can adopt non-traditional ways: helping students think while listening. In classroom discussion, the teacher can guide students to take notes on a question concerned with narrative structure, image, specific theme or character, etc. It can also be a more open task where students can take notes on a question they are interested in. the teacher tells the students their notes should be handed in when class is over in advance. Before handing in, students can exchange their notes with another student and make explanations or comments on each other. Writing after discussion. Teachers can design rewriting tasks to stimulate and exercise students' critical skills. on the one hand, the rewriting process can stimulate students to think more deeply about their writing, get constructive feedback from teachers or classmates, and then rewrite the their writing before and during the discussion, which can help promote the improvement of students' critical thinking. on the other hand, meaningful evaluation of peer writing requires students to synthesize and analyze their thoughts, which helps to exercise critical thinking skills. of course, more creative writing tasks can also be carried out, such as imitating or parodying the author's style, rewriting the ending, or retelling the story from different angles. Watching movies adapted from the original literary works has been widely used in the teaching of British and American literature. the screenplay is an interpretation of the original work. In the novel, Hester Prynne's just clenched her teeth, and accepted punishment to show her contempt and hatred for the people in the Puritan community and tried her best to live, because a female Puritan didn't have much choice. In the film, Hester Prynne acted by Demi Moore looks more like a feminist. She insisted that she had done nothing wrong and that the rest of the town was a group of old-fashioned bigots. At the end of the film, she discarded the scarlet letter "A", and then left New England with Dimmesdale and her daughter Pearl, and lived a happy life forever like a liberated woman. After watching the film, writing the similarities and differences between the film and the original work is also an activity to comprehensively train students' critical thinking.

3.3.2 Combination of literary theory and literary works
At present, in the teaching of British and American literature for English Majors in colleges and universities, "literary criticism", the teaching contents clearly stipulated in the English Syllabus for English Majors in Colleges and Universities, is generally missing. [11] Therefore, when teaching literary works, it is necessary for the teachers to analyze and evaluate them in combination with appropriate literary criticism theories so as to deepen the understanding of the works and cultivate students' critical thinking because "literary theory provides a reasonable entry point and critical scale for literary criticism; multi-perspective interpretation and all-round thinking of a literary work is a good way to cultivate critical thinking". [12] for example, post-colonialism enables students to re-examine and re-evaluate literary classics, such as Heart of Darkness by Jospeh Conrad and A Passage to India by E. M. Foster; Feminism and New Historicism provide new perspectives to interpret William Shakespeare, showing how his masterpieces Hamlet and Othello strengthen the attitude of misogynism and racism; Moby Dick, from the perspective of ecological criticism, expresses the ecological ethics of harmonious coexistence between man and nature; Myth-archetypal criticism enables students to explore the biblical archetypal in the *Scarlet Letter* and the author's religious view reflected in it, and so on. of course, it is also possible to guide students to analyze the same work from multiple perspectives. Taking Mark Twain's masterpiece the *Adventures of Huckleberry Finn* as an example, we can explore its historical and cultural background from the perspective of social and historical criticism, Huck's kindness and selflessness and the hypocrisy and cunning of the adult world from the perspective of ethical criticism, the dialect, local language and other language features in the novel from the perspective of structuralism, the phenomenon of father's absence from Sigmund Freud's psychological criticism, and the raft symbolizing Noah's Ark from mythological archetypal criticism. From the perspective of feminism, it is not difficult to understand that Jim burns fire, washes dishes, entertains guests and protects Huck like a "mother"; under post-colonialism, we can regard Jim's "superstition" as a means of survival and a way to overcome fear with hope, but it is by no means "stupid", and so on. In order to effectively promote students' critical thinking, teachers should connect critical thinking skills with problem-solving on the basis of appropriate presentation. For example, "New Criticism usually interprets this work in this way, while feminism often reads it in that way. Which critical way do you think is the most powerful?" Research shows that if the topic or learning content is problematic, learners are more inclined to engage in critical thinking. [13] Another way to realize the combination of literary theory and works and effectively promote students' critical thinking is to let students interpret a literary work from a certain perspective of literary criticism, write and submit term-paper.

3.3.3 Combination of classic and non-classic
What is classic? "All important and instructive works, as well as the fine works selected by the school into the teaching materials for a long time, are later called classics;

it can also be used to represent the representative works of a writer, school, era and even nation". [14] However, the choice of classics is often disturbed by political factors such as race, class and gender, and the works of some specific groups and individuals are excluded from the classics. Taking American literature as an example, the classics have always been dominated by white male writers, excluding non-white and female writers and their works. [15] How to treat classics dialectically needs to give play to critical thinking skills such as analysis, reasoning and evaluation. In the current multicultural context, educators should arrange diversified "classics" that can "represent a (sub) culture or the whole culture, rather than a culture almost completely created by the white male elite"[16].

When discussing and studying the classic poem "I hear America singing" by American Romantic poet Walt Whitman, we can introduce the poem "I, too, sing America" by Langston Hughes, an excellent poet during the African American Renaissance. the similarity in the title of the two poems can easily arouse students' curiosity, stimulate students' thirst for knowledge, and contribute to the discussion and study of the two poems. Students can be guided to analyze the similarities and differences of the two poems with Venn Diagram so as to enhance their critical thinking in comparison and comparative analysis. For example, both poems express the American ideal with "the right to survival, freedom, and the right to pursue happiness" as the core in free verse, which has the color of romanticism; both describe all those respectable, lovely and proud Americans; both reflect social inequality to some extent (the former reflects gender inequality and the latter reflects racial inequality); both are full of images, and so on. the difference lies in that Walt Whitman is a white poet while Langston Hughes is a Black poet; the former's poems were written on the eve of the American Civil War while the latter's, on the eve of the American civil rights movement; the former's poetry praises every worker while the latter's poetry shows a marginalized narrator; the former's poems show the positive American people, and the latter's poems express his concern about racial segregation; the former's poems describe people who have realized the American dream, the latter's poems show those who are still pursuing the American dream, and so on. For each similarity or difference, students are required to find supporting materials from the text for reasoning, demonstration and conclusion. Their critical thinking has been exercised in the comparison and comparative analysis of different texts.

3.4 Reforming the evaluation model

From the perspective of the cultivation of critical thinking, there are three problems in the evaluation of professional knowledge-based courses: the evaluation form is relatively single; the evaluation content is relatively shallow; the evaluation criteria are too vague. [17] Therefore, the evaluation of British and American literature curriculum based on critical thinking should also be reformed accordingly. In terms of evaluation form, we should abandon the traditional summative evaluation of "one exam determines the outcome" and increase the proportion of formative evaluation. the composition of grades can include: classroom discussion and report (30%); writing (including all kinds of writing before and after discussion, conversation chain, notes and course paper) (30%); and final exam (40%). In terms of evaluation content, we should try to reduce low-level questions and focus on those needing students' analysis, reasoning and evaluation ability. Low-level questions are mostly guided by interrogative words based on facts such as "what", "how many", "where" and "when". It is a way for teachers to encourage students to participate in classroom activities and reduce English learners' learning anxiety. However, the use of too many low-level questions means that teachers tend to pay more attention to the mastery of materials rather than the development of critical thinking skills. Questions that promote critical thinking should ensure that learners do not just ruminate facts, but make judgments or evaluate another possibility. Therefore, when asking questions, we should try to use interrogative words such as "why" and "how" that require students' analytical, reasoning and other critical thinking skills. For example, when learning intertextuality between "I hear America singing" and "I, too, sing America" mentioned above, we can ask the following questions: why do you think Hughes choose to respond to Whitman? Why are these poems still relevant? How does Hughes's poem respond to Whitman's poem? the final examination should reduce the proportion of objective questions and appropriately increase the proportion of subjective questions, which is more in line with the characteristics of literature curriculum and conducive to cultivating students' ability to think and solve problems. [18] in terms of evaluation standards, we should abandon the closed judgment of "true or false", and focus on whether students have achieved clarity, relevance, logic, profundity and flexibility when using analytical, reasoning, evaluation and other critical thinking skills, and whether they show the emotional characteristics of curiosity, openness, self-confidence, integrity and perseverance.

4. CONCLUSION

Critical thinking is the internal requirement of innovation. Under the strategic background of advocating the development of innovative talents, how to cultivate college students' critical thinking has become a major issue in higher education. It is a practical teaching method to integrate the cultivation of critical thinking into specific subject teaching. In the teaching of British and American Literature in ethnic colleges and universities, we can promote the development of English majors' critical thinking by screening teaching contents, creating teaching environment, improving teaching approaches and reforming the evaluation model. But it also faces many difficulties and challenges, which need the joint efforts of teachers and students. Teachers should receive critical thinking training to master relevant theoretical and practical skills because only those teachers with strong critical thinking can play an exemplary role in the application of critical thinking for students, make accurate judgment on students' critical thinking, and timely adjust teaching content, teaching progress and teaching

strategies to ensure the development of students' critical thinking. Students should establish the awareness of autonomous learning. There are many schools in British and American literature and excellent writers and works are as numerous as stars, and the number of classroom teaching hours is very limited. In order to carry out effective discussion, communication and learning in the classroom, students need to spend a lot of time outside class to read texts, consult materials, write reflection logs, ask questions and come to the classroom for communication with questions, so as to make the classroom an important field for different ideas to collide with each other and inspire students' critical thinking. In addition, language anxiety is a factor in cultivating students' critical thinking in British and American Literature classroom. Because of lack of confidence in their English proficiency and fear of being ridiculed by their classmates, many students in ethnic colleges and universities are unwilling to share their thoughts and views in class discussion; in this case, teachers can guide students to express their thoughts clearly and confidently in Chinese.

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Analysis of China's National Image Construction Based on Multimodal Metaphors

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Abstract: As China enters a new era of (SWCC), the great changes unseen in the world continue to deepen. It has become an important topic for the world to build China's national image, spread the Chinese voice, and break the foreign "stereotype" of China in the new era. Based on the illustrations of overseas edition of *China Daily* and the national image propaganda film *China in one minute* for multimodal metaphor analysis, this paper discusses the effect of multimodal metaphor elements to build Chinese image construction, studies the role of multimodal metaphor elements in the process of national image construction, briefly analyzes the difficulties and obstacles faced in the process of national image construction, and put forward the corresponding opinions and suggestions.
Keywords: Multimodal Metaphor; National Image; China Daily; China in one minute

I. INTRODUCTION

National image plays an important role in the process of foreign communication, and the construction and communication of national image is becoming the most important competition strategy between countries in the international political, economic and cultural arena. In 2010, China released a series of national image propaganda films, such as "People" and "China Enters a New Era", and in 2018, *People's Daily* launched a series of three national image propaganda film *China in one minute*. the national image propaganda films is a typical multimodal discourse in the form of images and conveys national thoughts through visual texts; at the same time, with the advent of the information age, the language form also shows a tendency to be more multimodal, and non-verbal modalities are increasingly adopted. In the current era of map reading, the layout of publications has gradually become visualized, and the effects of non-verbal modalities such as graphics, layout and color are becoming more and more obvious. Taking the overseas edition of *China Daily* as an example, in recent years, the publication has made large-scale adjustments to the front-page illustrations and introduced a large number of illustrations with our own colors. Whether they are promotional video materials or newspaper illustrations, they convey information while promoting Chinese aesthetics and culture, and they also contain many metaphorical phenomena, conveying a richer message hidden behind the words. With the help of multimodal metaphor theory, this paper will analyze the multimodal factors in the illustrations of the overseas edition of *China Daily* and the propaganda film *China in one minute*, and explore the national image constructed by textual, visual and auditory modalities.

II. Multimodal Metaphors

Multimodal metaphor includes modality and metaphor. Modality is generally considered to be associated with the human senses, including sight, hearing, smell and other senses. Metaphor is simply a set of words that represent the essence of an object, thus indicating a similarity between the words used and the object, and is usually understood as a systematic mapping from a concrete conceptual domain to an abstract conceptual domain, where metaphor involves two conceptual domains - the source domain and the target domain, the source domain being what we often call the metaphor [1]. and the Forceville defines modality as "a system of symbols that makes use of concrete perceptual processes and interpretations", such as pictorial symbols, written symbols, verbal symbols, gestures, sounds, smells, tastes, touch, etc. These symbolic modalities can jointly participate in the construction of meaning [2]. In practical operation, multimodal metaphors also exist in a narrow sense and a broad sense, in which metaphors that are composed of two or more modalities together can be regarded as multimodal metaphors in a broad sense, which have the characteristics of dynamic narrative, vividness and universality [3]. In recent years, more and more linguistic genres involved in the study of modal metaphors at home and abroad are showing new trends, including advertisements, news cartoons, political cartoons, websites, music, caricatures, and movies, etc.

III. Analysis of China's National Image Construction

3.1 Image metaphor

3.1.1 The ship metaphor

In Figure 1, we can see a ship driving in the waves, with the G20 written on the bow of the ship, representing the Group of Twenty, and three young people of different colors at the helm, symbolizing that the course of the times is in the hands of the people of each country. the golden background symbolizes the dawn of victory, and the seagulls are always accompanying the giant ship moving forward, playing the music of peace, which is a metaphor for China's willingness to join the G20 countries to stand at the forefront of the times, win-win cooperation and peaceful development. In Figure 2, a sailboat is setting sail, and five young people from BRICS countries are hoisting the sail composed of the BRICS flags. This signifies that China will work with the other four countries to steer the BRICS organization----the sailboat of the times----to lead the world economy forward. People from different countries, different nationalities, different colors and different genders are working together to steer the ship of the times, which reflects that the fruits of BRICS cooperation benefit all the people of the five countries, and China is willing to work with BRICS countries to bring

more benefits to all peoples and more vitality and momentum to the world economic growth.

Figure 1

Figure 2

Figure 3

3.1.2 The smiley face metaphor

By the end of the second chapter of *China in one minute*, the film shows people smiling at the camera, such as researchers, factory workers, pilots, subway employees, sanitation workers, army soldiers and medical personnel, which is in line with the words of General Secretary (X_JP) in his New Year's greeting in 2018: "the people have made sacrifices for the good of the nation without regrets or complaints. I feel the millions of ordinary Chinese are

the greatest, and i also feel that happiness is achieved through hard work. "[4] and then ends with the text "Each of your struggles makes a China miracle". According to Kress & van Leeuwen, when the characters face the camera with their gaze and facial expressions, it creates a direct communication effect with the audience, building an alliance with them to seek their approval and support for their views or ideas [5]. These smiling faces are also a metaphor for the fact that Chinese people from all walks of life and all professions are dedicated to their work and have been working hard day by day to achieve extraordinary things in their ordinary positions. These smiling faces can bring a powerful impact to the audience's visual nerves, and can stimulate the audience's empathy, creating an empathetic effect.

3.1.3 Aircraft Metaphor

The Chinese plane faces west and the Africa Union plane faces east. the backgrounds on the east and west sides, such as Tiananmen Square, Guangzhou Tower, the desert and the tropical rainforest, represent the beautiful homes of both sides, and the planes flying towards each other symbolize the cooperation between China and the AU. the English word "FLYING HIGH"on the top of the plane symbolizes the joint efforts of both sides to promote common development and build a closer China-Africa community with a shared future. At the end of the first chapter of *China in one minute*, a young boy releases a model of an airplane, which then sails into the distance against the backdrop of golden sunlight, followed by the words "Forty years of reform and opening up contribute to a China miracle", extending the metaphorical meaning of the picture. In the film, the metaphor of the airplane shows that the Chinese people, under the leadership of the Party, have entered a new era in the construction of Chinese specialties after more than 40 years of reform and opening up, and the Chinese nation has made a great leap from standing up, getting rich to becoming strong, creating a remarkable Chinese miracle and opening up the road to success of the Chinese nation in its own century.

3.2 Music Metaphor

In the process of multimodal metaphor, the sound modality has a certain auxiliary effect on the whole in the expressive effect of the discourse metaphor. Hope Eternal (with Choir) by X-Ray Dog is used as the background of *China in one minute*, which is accompanied by pure piano, surging, powerful and inspiring. the two sections of music before and after are matched with the one-minute clock hand and the great achievements made by our people in various fields of society in one minute, which in general metaphorically shows that the historical achievements of our people in social and political, economic, scientific and cultural aspects are inseparable from the hard work and struggle of every Chinese person in every minute. In addition to the background music, there is also a powerful voice of General Secretary (X_JP): "With decades of hard work, (SWCC) has crossed the thresh-hold to a new era". Each of Chinese people's struggles and patriotic dedication without regrets, converge into Chinese power, creating the China miracles and adding splendor to the world. In this new era, we will continue to "share the

beauty of each and every one of us". This is to correspond with the theme song of the background music, we should strive to strive.

3.3 Analysis of metaphorical effects

The illustrations on the front page of the overseas edition of *China Daily* follow the hot topics of current affairs, often associated with economy, politics, diplomacy, medical care and people's livelihood, such as G20 summit, BRICS summit, regional economic and trade cooperation organizations, etc. Most of the illustrations use elements with Chinese characteristics, such as Chinese traditional costumes, Chinese representative buildings, and unique Chinese cultural symbols-lion dance and Chinese knot. the distinctive Chinese cultural symbols visually and distinctly show Chinese elements to people of all ages, all civilization levels and all languages, and generally show China's achievements in all aspects, reflect China's internal and external policies and guidelines, and build a responsible image of a great nation advocating peace and development. the national image itself is an abstract thing, but through the multimodal metaphor, it maps out concrete things and presents them intuitively to the readers, indicating the main purpose and intention of the propaganda, which is also more conducive to the dissemination of various ideas.

Through the three chapters of "In one minute, What could happen in China, What could you do, What could happen in the World", the national image propaganda film *China in one minute* introduces the great achievements made by China in the forty years of reform and opening up, and its positive impact on the global economy, culture, technology and social development, and highlights the fact that every minute of global development is closely related to our people, and China shares its miracle with the whole world, thus building a new outlook: "every struggle of millions of ordinary workers in China contributes to the miracle we've made socially, politically, economically, culturally and scientifically since the reform and opening up over forty years. and the China miracle is a shared one with the whole world; a new era, a new starting-point. " in the process of constructing the national image, the text, visual and auditory modalities complement each other, complementing each other and jointly indicating the distinctive theme. the visual modality plays a dominant role and symbolizes rich meanings; the text plays the role of "outlining", helping to highlight the connotations of visual and auditory modalities on the one hand, but also combining with other modalities to help the audience understand the hidden metaphorical meanings; the auditory system, by combining with the visual modality, can enhance the multimodal metaphorical effect by combining with the visual modality. To sum up, the interplay of the three modalities helps viewers to break through the language or traditional cultural barriers to a certain extent, allowing them to recognize and understand more multimodal metaphors, and making the film more vivid, thus helping to spread it more widely.

3.4 National image construction

Whether it is a newspaper or a video promo, both make full use of multimodal resources to spread Chinese culture and shape China's image, and have achieved good results to a certain extent, but in the actual propaganda process, there are still shortcomings and face many problems to be solved. In the use of colors, we mostly use soft warm tones, and rarely use cold tones. Taking the use of "Chinese red" for an example. "Chinese red" is very unique, but we cannot ignore the cultural differences and the acceptance of different colors by different cultural groups. Another example is the use of "dragon", which is the totem of the Chinese nation and represents auspiciousness, nobility and honor in Chinese culture, and also symbolizes luck and success, while in the common perception of Westerners, dragon is a symbol of violence and ferocity. From the perspective of our own outreach, the multimodal metaphorical imagery we use in the process of building our national image is too homogeneous. We can choose more representative and unique cultural symbols from our best traditional culture and create them in a new way, so that the old traditional Chinese culture will have a new charm and attract more people to pay attention to China and build our image better. on the other hand, we need to properly grasp the image and viewpoint we build while highlighting the macro theme. There should be a point to convince the audience, to take the people's life as the starting point and the most original material, so that the image of China is more three-dimensional and the world can see a constantly developing and changing China through more details.

In the process of building a national image, we also face many challenges. Our own efforts to proclaim and disseminate our image are the basis for building a national image, but the image of China that is understood and perceived by audiences across time and space and geographical restrictions is the most important. the first thing to face in the process of national image construction and communication is the cultural barrier. For example, in Latin America, the colonial history and the formation of mixed cultures in Latin American countries have made people in Latin America pay more attention to national identity and have a natural skepticism towards outsiders [6]. Second, Latin America is distant from China geographically and different from China linguistically and culturally. Therefore, the development of relations between the two sides is relatively lagging behind. These factors require us to constantly explore the impact of the changing situation on the construction of the national image, analyze the changes in public opinion, and adjust the foreign communication strategy at the right time; on the other hand, ideological opposition and prejudice are another major obstacle to the construction of our communication national image. Since the 21st century, with China's rapid development, the U. S. government has been worried about China's impact on its economic, technological and institutional superiority, the resulting "status anxiety" has been manifested since the Obama administration and has increased significantly since the Trump administration [7]. the Trump administration clearly saw China as a competitor and took a series of new measures in the areas of economy and trade, humanities, Xinjiang, Tibet, and Hong Kong-Taiwan issues to

strengthen checks and balances on China, attempting to suppress China's development, and demonize and stigmatize China's image. For example, the U. S. government and media have obstructed and discredited the Belt and Road Initiative, fearing that China's "political infiltration" has extended to democratic countries, and have begun a new round of "demonization" of China. "Neo-colonialism of China" has been widely exaggerated. Anti-communism is also an important control mechanism in the U. S. news media, and issues always tend to create a dichotomy between communism and anti-communism to draw in other countries or forces, making them subconsciously criticize and oppose communism when reporting on related events. the relationship between China and the United States is not only a matter of their respective development interests, but also affects the relationship between many intermediate countries and China, thus affecting the construction and dissemination of China's national image in the relevant countries. Take South Korea as an example, the Sino-US game is the biggest influencing factor in South Korea's perception of China. the period of the Sino-US trade war coincides with the sharp deterioration of South Korea's perception of China. Faced with the possibility of further intensification of the conflict between China and the United States, the Korean media showed a "wall-riding" mentality: they wanted to ride the train of China's rapid development, but were afraid of the pressure from the United States [8]. For this reason, the construction of China's national image in South Korea is a dynamic process that is constantly changing. When relations between the two countries are friendly and the need for political and economic cooperation is strong, South Korean media perceive China's national image more positively, while when conflicts arise between the two countries, South Korean media deny or even distort China's image.

In the new situation, the impact of the Covid-19 epidemic on the development of global things has not yet faded. the image of the country in the international arena greatly determines whether countries around the world can successfully realize their own economic, social and cultural development strategies. In today's international situation, our country has successfully established a national image of peace-loving and common development. By establishing a national image, China will have enough power of discourse and a more solid international position on the world stage, and will be able to transmit our idea of "great love" to all corners of the world, so that people all over the world will experience our sincerity and the spirit of mutual benefit and win-win situation.

We need to build a national image at multiple levels in different fields, and build a political, economic and cultural image conducive to our development through diplomatic dialogues, economic and trade exchanges, and civil exchanges. We should also grasp the current dialogue and cooperation platform and mechanism to better publicize the Belt and Road Initiative, so that people from all countries can really feel the real benefits of win-win cooperation with China through practical interactions, and make the community of human destiny accepted and recognized by more people. At the same time, we should focus on the development of Sino-US relations, resolve the Sino-US conflict, and try to eliminate the Western world's hostility and prejudice against us, which will also better open the most important door in the process of national image construction. More importantly, we should not only rely on media reports to enhance China's external image construction, but also further improve the comprehensive literacy of our citizens. Whenever we step out of the door of China, what we say or do represent the image of China. China is a country with a long history and culture of more than 5, 000 years, and the rapid development of China's economy in recent decades has attracted the attention of the world, so every Chinese should further establish and strengthen a national image of modesty, high quality and high education.

IV. Conclusion

Whether it is a front-page illustration in newspapers or a more three-dimensional video propaganda film, through the integrated articulation of multimodal elements, various symbolic metaphorical images are used to tell the story of China in a three-dimensional manner and shape the image of the Chinese nation. But in this process, we also need to pay attention to the negative effects of culture, ideology, prejudice and conflict. As the Covid-19 epidemic reshapes the world landscape, countries around the globe will generally strengthen their ties with China in order to recover their economies and pursue a long-term development. Cooperation with other countries around the world also brings opportunities for the development of China's external communication undertakings. In terms of China's national image construction, we should improve the ability of "self-constructing" and change the passive situation of "other-constructing", and keep telling the Chinese story and spreading the Chinese voice.

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Design Of Encryption Algorithm for Network Information Security

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Abstract: With the advent of the information age, network security technology has increasingly become the focus of attention and research in today's society. In order to ensure that the corresponding stability and confidentiality can be improved in the transmission process, the security algorithm needs to be used to improve its security. At present, there are many types of algorithms used in network security encryption design. For example, the most commonly used security encryption algorithms are quantum algorithm and hyperchaos algorithm. the advantage of designing with quantum algorithm is that the security, accuracy and privacy performance of channel information transmission in the communication process can be guaranteed by the principle of password. When using hyperchaotic information plus to realize secret computing design, it may produce three-dimensional phenomenon, which increases the complexity of message transmission space to a certain extent, but it also determines that in the process of message transmission, It can improve the efficiency of message encryption.

Keywords: Network; Information security; Encryption algorithm; Design

1. ANALYSIS AND APPLICATION OF QUANTUM ENCRYPTION ALGORITHM

At present, due to the increasing development of the network, the security and confidentiality in the process of information technology exchange have become more and more important, especially in the secret transmission between the army and China. the level of network communication and confidentiality has been improved, which can ensure that China's state secrets and military secrets can be well protected.

The first basic hypothesis of quantum mechanics is that since the physical state is a physical situation quantity in space and can fully express the mass, in quantum mechanics, there is a corresponding probability density meaning for the interpretation of the definition of probability and the square of the wave function associated with the particle mass, and the wave function itself cannot represent all probability and physical quantities, Therefore, it basically represents the amplitude of probability, which is used in quantum mechanics. the most fundamental difference is that it can be better than any more typical traditional design method, because the physical meaning of wave function is that it can accurately describe the test results of the system and the distribution of its probability characteristics, record all kinds of information of the whole system in the design process, and give corresponding feedback to the physical properties according to different state characteristics. Any

mechanical value corresponds to the eigenvalue of the operator. the case that the eigenvalue is equal to the mechanical value occurs after the system is described by the situation quantity, which is the second hypothesis of quantum mechanics. the operator of the system is processed in the way of calculation and evolution, and time is used as the parameter of the calculation equation, which is the third hypothesis of the most sub mechanics. the eigenvalue spectrum of operator f is consistent with the possible value spectrum. It is also the fourth hypothesis of quantum mechanics.

Before using quantum encryption algorithm to study and design the system, we first need to determine the basic characteristics of quantum states, which are mainly reflected in the following points. First, the system has the basic principle of stacking quantum states. As long as the states that can exist in all quantum systems are stacked, the stacking of amplitude is a description of the stacking form of the whole system in classical physics. Moreover, it can produce a linear stacking trend. In order to make qubits load more signals, it is necessary to make use of the basic correlation properties of their micro quantum states to make them interfere with each other in the process of quantum stacking. the non cloning of quantum itself should also be fully considered in the process of quantum encryption. the program is numbered according to the four different polarization states of light division. Among them, the polarization states of z-base are $|00$ and $|900$, and the polarization states of X-ray are $|450$ and $|1350$. Then, the polarization photons on Z and X-ray are orthogonal in different states, so that it can be determined that the two polarization photon states on different lines do not intersect each other, the basic principle of numbering is as follows:

Z: $\left|0^0 > \leftrightarrow 0, \right. \left|90^0 > \leftrightarrow 1\right.$

X: $\left|45^0 > \leftrightarrow 0, \right. \left|135^0 > \leftrightarrow 1\right.$

BB84 protocol channel is the first classical channel, which can realize the signal exchange between information transceivers.

The second is quantum channel, which can realize the free transmission of information between quantum state signals. the transfer process of quantum channel has specific randomness. the implementation process of the protocol is as follows. the first step is to use Alice to manufacture the product with a total length of $(4)+\delta)N$ random input key string, and then use Alice at the same time to manufacture a total length of $(4+\delta)N$ random input and output string B, and then compare the number of bits of the special string to analyze it, and assume that its value is zero, that is, the key string a is numbered with z-base

coding, and assuming that the bit rate of bitcoin is one, then the key string a must be numbered with Alice and x-base coding. When the numbering is over, Alice must be used to transmit the quantum state to Bob. At this time, Bob can arbitrarily select z-basis or x-basis to transmit the detected bit string, while using the classical channel, the signal of random number string B can be directly transmitted to Bob. Use the numbers of Bob and Alice to make a correct comparison with the tester, and record their bit values.

Under normal conditions, BB84 can reflect good information transmission performance. However, in the noisy environment, the impact on the BB84 distribution protocol will be reflected, mainly due to the distinction between Alice and Bob. If there is an error, it will lead to eavesdropping errors in the relevant steps. the error signal and noise in the second stage transmission are the main reasons. Therefore, the current BB84 protocol with noise is composed of 4-stage protocol without noise. And through it, the data transmission is realized on the common channel. When completing the message delivery task, a and B must first delete the error location from the original key, and ensure that the digital string in the public key is accurate. First, Alice must be used, the public channel and Bob must be used to continue the publicity research, and the parity has been verified, Once the parity of bits is wrong, they must be compared together.

2. Analysis and application of hyperchaos encryption algorithm

The biggest difference between hyperchaotic system and conventional chaotic system is that it can change the corresponding motion orbit to a certain extent and keep the motion orbit not limited to a certain direction, but the advantages of this application are also determined. Because the spatial structure of hyperchaotic system is complex in the real process, and hyperchaotic cipher calculation must be used to ensure that the system cannot be easily cracked or modified by intruders and hackers. At present, the Rossler operating system and Lorenz system hyperchaotic encryption algorithm are basically used to complete the relevant design and algorithm research. the basic formula is as follows.

The equation of encryption end is:

$$\left.\begin{array}{c} x_1 = 2 + x_1(x_2 - 4); \\ x_2 = -x_1 - x_2; \\ x_3 = x_2 - 2.45x_3 + s; \\ x_4 = -10x_4 + c; \\ x_5 = 28x_4 - x_5 - x_4x_6; \\ x_6 = x_4x_5 - 2.67x_6; \end{array}\right\}$$

The equation at the decryption end is:

$$\left.\begin{array}{c} y_1 = 2 + y_1(y_2 - 4); \\ y_2 = -y_1 - y_2; \\ y_3 = y_2 - 2.45y_3 + s_1; \\ y_4 = -10y_4 + c; \\ y_5 = 28y_4 - y_5 - y_4y_6; \\ y_6 = y_4y_5 - 2.67y_6; \end{array}\right\}$$

If the parameters and initial state values of the two equations are consistent, there will be no great failure in the process of message transmission, and the ciphertext will be accurately transformed into plaintext.

In the process of practice, first start password setting on the computer interface, and then set all data to the standard password strength value. In the process of adding and decrypting, you need to select the adding and decrypting functions at the same time, and set the parameters of the password level at the same time. When the password is entered, you can click Start management and complete the password operation. It is of great significance to use hyperchaotic encryption algorithm in the confidentiality of some key sound, video and audio files.

3. Conclusion

Because many network hackers use eavesdropping technology, counterfeiting technology and tampering technology to invade the state secret information system, which has caused great damage to the confidentiality system of our country. the design of scientific encryption algorithm cannot only change the limitations of traditional encryption algorithm, but also effectively optimize the network security, which cannot only lay a good foundation for the confidentiality of China's state secret information, but also ensure that the privacy of Chinese people can be well protected when using the network.

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Analysis On the Present Situation of Information Construction of P.E. Course in Chinese Universities

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Abstract: In recent years, with the advent and rapid development of our national information-ization, it has penetrated into all fields of our country. Informationization construction of college sports in the sports teaching, information, network resources have been online management of student achievement information teaching to a great extent, changed the traditional teaching methods, give students bring different sports learning experience, and are more likely to cause the students' interest in classroom learning, as a result, It is very important and necessary to construct college PHYSICAL education course informationization.
Keywords: University; Physical Education Curriculum; Information Construction; Present Situation

1. THE SIGNIFICANCE OF INFORMATIONIZATION CONSTRUCTION OF COLLEGE PHYSICAL EDUCATION CURRICULUM IN CHINA

With the advent and development of the Internet era, the informatization construction of college PHYSICAL education has become the key of physical education teaching in China. the establishment of college physical education courses aims to improve the physical and psychological quality of college students, and the construction of information-based physical education classroom can help teachers and students get more learning content with a new teaching method, and also help active students' thinking. Although the construction of the information physical education curriculum has many benefits for students' learning, but this work is not simple, at present in most of our country's college physical education curriculum information construction process, will greatly reduce the teaching quality of the information physical education class due to the existence of various problems. Therefore, this paper mainly analyzes the current situation of information teaching construction of college PHYSICAL education in China.

The active promotion of the information construction of physical education courses in Chinese universities is of key significance to the improvement of the teaching effect of physical education, the improvement of the physical and psychological bearing capacity of college students and the teaching reform of college physical education courses. Under the background of the development of the information age, information construction of university physical education curriculum can make physical education teaching is no longer confined to the traditional teaching mode, in addition to the outdoor exercise, can also through online video, audio, a variety of forms such as the classroom to learn sports knowledge, master the standard action and the main point of the sport, and benefits, etc., This can make students' PE learning more diversified. At the same time, the information construction of college PE curriculum effectively meets the needs of the curriculum teaching reform in the new era, which is the key point of the curriculum teaching reform in the new era.

2. ANALYSIS OF THE CURRENT SITUATION OF INFORMATION CONSTRUCTION OF COLLEGE PHYSICAL EDUCATION CURRICULUM IN CHINA.

2.1 teachers pay less attention to the information construction of physical education curriculum.

At present, in most colleges and universities, PE teachers still use more of the previous teaching methods and models when carrying out PE teaching, and do not pay enough attention to the information technology in the new era. Although some schools actively advocate teachers to build information-based physical education classes, but there are still some teachers do not complete the teaching tasks stipulated by the school according to the requirements, which has a great negative impact on the improvement of physical education teaching quality. From the current actual situation, as a very basic course, the physical education discipline has many defects, such as the inaccurate positioning of the course by teachers or schools, the lack of understanding and understanding of the physical education course, and the lack of teaching methods used in the actual teaching, which makes it difficult for the information construction to effectively penetrate into these links. In addition, teachers' understanding of the teaching objectives of physical education is not clear enough, which leads to teachers' lack of real intention investment and insufficient implementation in the process of information construction. These are the key reasons why the information construction of physical education curriculum cannot be promoted smoothly.

2.2 The traditional PE teaching model is prominent.

At present, in most colleges and universities in China, the traditional teaching mode still occupies a dominant position in the physical education classroom. If this problem is not changed in time, it will seriously affect the progress of information construction in physical education curriculum, which has an adverse impact on the smooth realization of information construction in Physical Education curriculum. Firstly, in the classroom teaching

of college physical education, the previous teaching mode is that teachers occupy a dominant position in the classroom and guide students to learn. Usually, theoretical knowledge and curriculum practice are the main teaching contents, but these two teaching scenes rarely involve the application of information technology. Second, although there are a lot of physical education curriculum has carried out information-based teaching, but confined to use information technology equipment play some online video, and so on, so to some extent, although you can attract students' interest in learning in physical education class, but it can't last, therefore needs the teacher more thoroughly to the construction of information-based physical education curriculum.

2.3 insufficient investment in information construction.

In information construction work of university physical education curriculum in China, the problems existing in the informationization construction of teachers of physical education curriculum in addition to the above said degree is low, the traditional teaching mode, is also the question in the construction of information-ization of colleges and universities sports classroom into far cannot meet the demand of the real, this is a serious problem. the lack of input in information construction is mainly reflected in the following aspects:First, the investment in hardware is insufficient. the informationization construction of college physical education curriculum needs to use multimedia technology and relevant informationization teaching equipment in the new era, so as to truly realize the construction of informationization physical education curriculum. However, some colleges and universities have financial constraints, which makes the hardware equipment required for informationization teaching of physical education curriculum unable to be met, As a result, the information-based teaching cannot be effectively implemented in the actual teaching; Second, there is a lack of investment in software. In order to carry out the information-based teaching of college PHYSICAL education smoothly, it is necessary to have high-quality and high-level excellent talents as backing, but the actual teaching is very short of this kind of sports talents in line with the requirements, which also greatly hindered the progress of the information-based construction of college physical education.

3. SUGGESTIONS ON THE INFORMATIONIZATION CONSTRUCTION OF COLLEGE PHYSICAL EDUCATION CURRICULUM IN CHINA.

3.1 Actively cultivate the information construction literacy of college PE teachers.

The information technology level of college physical education teachers is the key to the construction of information-based physical education classroom. At present, the production of some course websites and web pages is usually completed by professionals, or units provide platforms. Teachers can provide information construction ideas and upload course teaching contents. Shooting and making teaching videos can be mastered only after simple guidance and training. Therefore, must pay attention to cultivating college sports teachers' information literacy, makes every sports teacher

accurately mastering information technology, to information technology and the ability of physical education curriculum and teaching work in depth fusion, clear college sports teachers' concept of informationization, flexible use of various information technology, the deep development of the information-ization teaching resources, for the informationization construction of physical education curriculum to provide effective technical support, thus makes the university sports curriculum informationization performance are more diversified and further promote the college physical education curriculum really realize information-ization, and will eventually be adapt to the new era, the construction of the university sports curriculum development and effectively meet the demand of college sports curriculum study online open courses.

3.2 further strengthen the informationization construction of College Physical Education Courses.

University physical education curriculum teaching is usually set to once a week, for some of the new action learning, for example: In learning tai chi, aerobics, fuck, martial arts moves, follow the teacher in class after learning requires students to actively practice under the lesson, can more clearly know the content of the learning. But a week apart between each PE lesson, the student to the new movement memory tend to become blurred, and even forget the content section on classroom learning, so practice on their own will not know whether it is right, this will lead to sports class and class action between technological learning and practice the disconnect between the after class, can't give feedback in time, make the teaching effect is poorer. Therefore, colleges and universities should pay attention to actively carry out the information construction of physical education curriculum, create a good learning environment combining physical education classroom teaching and online teaching by using computer and information technology, change the previous teaching mode, organically integrate classroom teaching and online teaching, and integrate information technology and physical education curriculum teaching, Make the resources available to students for autonomous learning more diverse after class, and help students deepen their memory by watching teaching videos online. Can also upload your own action recorded to teachers selected software as a job submission, the teacher watch students to upload the video to see each student's action is correct, it can effectively help students to correct their own mistakes, you can also save a lot of class time, students' actions have a clear memory, the next PE class can also save a lot of time, do not need to spend more time for review, effectively improve the teaching efficiency and quality of PE class.

4. CONCLUSION

Summary of the above, we understand the importance of college PHYSICAL education course information construction, not only related to the school, teachers, but also affect the students' own learning and physical and psychological quality improvement. But at present in the actual process of college sports information construction, as a result of the existence of various problems that

blocked the advance of the work process, so the school and teachers must pay attention to the related personnel according to the above content change its own problems, so as to help the university sports curriculum information construction work smoothly.

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Analysis of the Causes of Social Discrimination Against Part-Time Graduate Students and Study of Strategies

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Abstract. To explore the effect of removing the stigmatic label of "part-time" from the graduation certificate of part-time graduate students on eliminating social discrimination in employment. Methods: the negative impact of the word "part-time" and the long-standing discriminatory perception of "part-time" education in society were analyzed and prospectively studied. Conclusion: Eliminating or changing the label of "part-time" on the graduation certificate of part-time graduate students can eliminate the employment discrimination against part-time graduate students, and can also significantly improve the authority of part-time graduate students in the society.
Keywords: Part-Time Graduate Students; Social Discrimination; De-Stigmatizing Labels

INTRODUCTION

Part-time graduates are those who are admitted to colleges and universities in accordance with graduate admission regulations. They study with a flexible schedule while engaging in other occupations or social practices [6]. We explore the sources of employment discrimination against part-time graduate students in China and the negative effects of the stigmatizing label "part-time". the significance of removing or changing the modifier "part-time" on their diploma in eliminating employment discrimination is further explored [1].

1. PROBLEM ANALYSIS

In order to regulate the management of domestic working postgraduates, in September 2016, the Ministry of Education issued the Notice on Coordinating the Management of Full-time and Part-time Postgraduates, abolishing the recruitment for part-time "single-certificate (i. e., only degree certificate without academic certificate) working postgraduates" (hereinafter referred to as single-certificate working postgraduates) with original study form. Since December 1, 2016, the full-time and part-time graduate students with different study forms will be enrolled in the unified national examination for master's degrees. In China, full-time and part-time graduate students of different study forms adhere to common training standards and admission examinations based on the unified national requirements, policies and standards [1]. It can be seen that from 2016 onwards, the national recruitment and admission, training methods and graduation standards

of postgraduates are implemented with a unified policy; except for the study form, there is no difference between the two. However, more and more part-time postgraduates are encountering barriers in job hunting. News and complaints of discrimination are endless, making social discrimination against part-time postgraduates receive attention in China. Under this circumstance, in February 2020, the Ministry of Education and other five departments in China jointly issued the Notice on Further Doing a Good Job in the Employment of Part-time Postgraduates (hereinafter referred to as the Notice), which once again clarified the four aspects of part-time postgraduates and full-time postgraduates, including the same attributes of part-time and full-time postgraduates and further measures of protection of employment rights and interests, employment guidance and services, and policy publicity and guidance [2]. Although some issues related to part-time postgraduate employment have been resolved since the release, "discretions" still can be found in "talent introduction, " "civil servant selection, " "high-level talent subsidies, " and various types of recruitment. the "one size fits all" approach that excludes part-time graduates are merely palliatives. Another noteworthy phenomenon is that two types of academic certificates are issued to full-time and part-time postgraduates simply because of their different study forms, which state the study form as "full-time" and "part-time, " respectively. the word "part-time" is stated on the part-time graduate certificate. the stigma attached to "part-time" is the key factor arousing social discrimination against part-time graduate students.

2. STIGMA ANALYSIS OF PART-TIME GRADUATES

(1)Analysis of the concept of stigma

American anthropologist Kurzban believes that stigma of an individual formed with the advancement of society is a certain cognitive ability to exclude others [3]. Jaynes defines stigma as a symbol and connects its formation with society. He insists that the objects of stigmatization have characteristics not anticipated in society [4]. It can be seen that stigma does not stem from interpersonal relationships but is restricted by social power. Discriminatory policies and labels impose unfair stigma on certain objects through a wide range of social forces.

The reason why part-time graduates are not employed by enterprises originally is the stigmatization of the

character "非" in Chinese society, which is interpreted as "no" and "non" in modern Chinese dictionaries. As the saying goes in Huainanzi Fanlun (a classic written by the Chinese prince Liu An and his followers in Han Dynasty): "Confucius stands for what he stands for, but Mozi does not, " " 非 " means blaming and opposing. Han Yu, a well-known litterateur in Tang Dynasty, says in Feeling Two Birds Fu, "Today is a bird, but the difference in feathers is not moral ingenuity, " where "非" means nothing. In the History of Emperor Guangwu of the Later Han Dynasty: "While the brother Bo promoted to be a good chivalrous scholar, he often laughed at the martial arts, which was better than the brother Zhong of Gaozu. " the word "非" means slander and sarcasm [5]. It can be seen that "非" has represented negative meanings since ancient times in China.

(2)Bias in social cognition

At present, China's higher education system is divided into five categories: general higher education, adult higher education, education of the Open University of China, online distance education, and self-taught higher education. Among them, the study form of the Open University of China and online distance education is part-time. Under this mode, a great distance usually exists between the acquired knowledge and diploma level easily exchanged by money, leading to such postgraduates being rejected by society and recruiters. the two categories feature easy enrollment and graduation. After decades of development, "part-time" has ties to the Open University of China and network distance learning, which has long been deeply rooted in the mind of Chinese people. Under general higher education with strict enrollment and graduation, students need to take the national unified college entrance examination, as well as unified postgraduate preliminary examination and retest. By contrast, China's self-taught higher education examinations are characterized by open-door enrolling.

At present, the "part-time" study mode is marked on the graduation certificate, unprecedented in the development of higher education in China. Part-time graduate students are automatically classified by society into the sequence of the higher education system with a low entry threshold and graduation standard because of the word "part-time" on their graduation certificates. on the one hand, the general public wrongly considers part-time graduates "non-uniformly enrolled" and "informal" graduates. on the other hand, in order to convert the original deep-rooted bias of the society, considerable learning costs and time are needed, making it difficult for "part-time" graduates to earn social recognition.

(3)Social confusion about the original concept of "single-certificate in-service postgraduates"

Although part-time and single-certificate in-service postgraduates are both part-time, the two are very different in recruitment and graduation requirements, which are found very lenient for the latter. Often

single-certificate in-service postgraduates can buy such master's degrees, while part-time and full-time graduate students follow very strict recruitment and graduation standards. In 2016, the Ministry of Education answered a reporter's question about the coordination of full-time and part-time postgraduate management. They clearly pointed out "full-time and part-time graduate examinations and enrollment are based on unified national requirements, strict implementation of common policies and standards. Candidates independently apply for full-time or part-time graduate students according to the Chinese enrollment policy and the enrollment prospectus of the training unit"[6]. At present, because of the difference between the two study forms of postgraduates, the Ministry of Education and some colleges and universities have generalized part-time graduate students into the management sequence of the former single-certificate postgraduates students, leading to social confusion about the concept of part-time and single-certificate postgraduates. In addition, in terms of some schools and full-time postgraduates of some majors, the part-time study form is still adopted, but the postgraduate certificate with the word "full-time" is issued. Therefore, graduation certificates for full-time and part-time graduate students cannot be issued differentially just because of the difference in study forms. the relevant departments cannot treat part-time graduate students in a one-sided way according to the management mode of the original single-certificate in-service graduate students, and part-time graduate students should be "new wine in a new bottle. "

3. STRATEGIES TO RESOLVE THE STIGMA OF PART-TIME POSTGRADUATES

(1)Unification of certificate labeling and elimination of stigmatized labels

The analysis mentioned above reveals that the recruitment and graduation requirements of part-time and full-time graduates are subject to uniform standards and quality. When the employment of part-time graduates is hindered, the key factor of discrimination comes from the stigmatized label caused by the word "非" on the graduation certificate. on the one hand, it is necessary to standardize and unify the labeling of certificates to eliminate the stigma label brought by the word " 非 " on the graduation certificate of part-time graduate students so as not to cause many social contradictions due to the differential labeling on the graduation certificate. on the other hand, relevant departments of the Ministry of Education should coordinate the information management of part-time and full-time postgraduate academic certificates as soon as possible, so that the two study forms of postgraduates can be distinguished only during the training period in school and no longer be reflected in the graduation certificates. the master students of different study forms should be treated equally, and the diplomas should be issued consistently.

(2)Improvement of policy and publicity, and changes

of the original social perception

The Ministry of Education should increase social publicity and actively change the long-standing inherent discriminatory view of part-time study in society. They also should put into practice the legitimate rights and interests of graduate students of both different study forms. First, the contact with relevant departments should be accelerated to improve the supporting policies and implementation details of part-time graduate students' employment as soon as possible. Secondly, the Internet and other platforms should be actively used to publicize the equal legal status of part-time and full-time graduate students to the whole society by holding employment promotions and press conferences for part-time graduate students.

(3)Strict control of the overall quality of postgraduates

The Ministry of Education should guarantee the same quality of full-time and part-time postgraduates. It is necessary to adhere to the unified recruitment and graduation standards for graduates with different study forms and strengthen the inspection of college admissions. First, if some colleges and universities with part-time students lower their preliminary examination score line and graduate admission standards, treat part-time graduate students differentially and lower the national unified graduation standards without permission, they should be seriously handled and accountable for their deeds. the second is to eliminate the irregularities in some universities by improving the regulatory system and legislation so as to promote the sound development of postgraduate education in China.

4. DISCUSSION

In general, the key to social discrimination against part-time graduate students is the widespread social misunderstanding caused by the standard "part-time" on the graduation certificate. First of all, it is difficult to change the original perceptions of all social classes for a while. Therefore, it is necessary to increase social propaganda, boost the penalty for discrimination against part-time graduate students, and actively change the original social perception. Secondly, the graduation certificates of part-time and full-time postgraduates should be uniformly marked with certificates, and the study form should not be marked differentially on the graduation certificates to eliminate the social discrimination caused by artificial stigma labels. Finally, the management mode of part-time and full-time postgraduates should be unified, and the admission and graduation requirements should be strictly enforced to guarantee the overall quality of postgraduates. Through the above three ways, discrimination in many aspects caused by the stigmatized labeling of part-time graduate students can be fundamentally solved to realize the unification of the status and power of part-time and full-time graduate students.

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Study on Problems and Countermeasures of Popular Music Teaching in Colleges and Universities

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Abstract: College music teaching is a very important core subject. With the continuous emphasis on quality education, we should focus on the basic music education in Colleges and universities and fully understand the importance and role of music education in Colleges and universities. Improve students' comprehensive music quality. In order to better improve the overall quality and level of music education in Colleges and universities, we should think about the current problems in music teaching, reflect and change.
Keywords: University; Music Teaching; Problem; Countermeasures

1. THE IMPORTANCE OF MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES

With the continuous progress of society, music education has attracted the attention of the public, especially in Colleges and universities. In order to meet the overall needs of society for music talents, it is necessary to fully understand the importance and role of music teaching in Colleges and universities. on the premise of analyzing the problems of music education in Colleges and universities, we should consider opposing the different contents of music education in Colleges and universities, so as to further improve the quality of music students and improve the overall level of music education in Colleges and universities.

(1)improve college students' aesthetic ability
Holding music classes for students can help students develop correct concepts and self-awareness. This can better guide students to develop healthy and positive mental health and consciousness skills, develop healthy and excellent health skills, and improve the aesthetic ability of college students.

(2)enrich the cultural life of College Students
Music teaching in colleges and universities can provide rich and diverse tools for students' life on campus. Through the combination of classroom music education and college practice education, it can effectively improve students' skills and communication skills, improve the content, reflect students' cultural life, provide students with opportunities to contact and understand music, create campus music culture atmosphere, and improve reading and writing ability and learning ability.

(3)resist the interference of bad cultural elements
In today's global cultural convergence, students are influenced by different arts and cultures, especially pop music. As college students lack experience and the ability to distinguish negative social culture, negative cultural events and problems have a negative impact on the healthy development of students' physical and mental health. Therefore, it is necessary to cultivate students' positive and optimistic attitude through music teaching in colleges and universities, establish an open vision including music, art and culture, and be able to appreciate art and culture correctly, and better resist bad culture.

2. ANALYSIS OF PROBLEMS EXISTING IN MUSIC TEACHING IN COLLEGES AND UNIVERSITIES

(1)Unreasonable problems exist in music curriculum setting
There are contradictions and problems in the curriculum of music education in Colleges and universities. Influenced by the concept, some colleges, departments and universities take music as an elective course, because the research of music education is meaningless teaching content, which allows students to choose freely in the University. In this way, students will be absent from work or even skip classes for no reason.

(2)Lack of innovation in college music teaching methods
In the existing college music teaching process, there are unique teaching methods and problems. Some music teachers follow the traditional music teaching methods and models, and systematically analyze the basic production and content of music works for teaching. Students are in an unreasonable state of acceptance, cannot feel or feel the fun of learning music, and it is difficult to truly realize the beauty of the connotation of music works. At the same time, teachers do not have enough innovation in music teaching, do not train and teach music in many aspects, and do not innovate for college students, so it is difficult to increase the attraction of higher music education.

(3)The practicality of music teaching is weak
Music education courses in Colleges and universities are mainly designed for the needs of school group activities. There is no unique music education design, and students are not allowed to connect the music knowledge learned in the classroom. Unable to obtain the experience of emotional resonance, it is difficult to improve aesthetic ability and music related knowledge

and skills.

(4)The quality of college music teachers needs to be improved

Under the misunderstanding for a long time, music education in Colleges and universities is marginalized and lack of attention, which leads to the weak appointment and departments of music teachers, few music teachers and insufficient teachers. It is difficult to provide strong support for the cultivation of music talents in Colleges and universities. the problems and events in the classroom lead to the loss of music teachers in Colleges and universities. In addition, colleges and universities have no special public art teaching and research departments, and there is no scientific research support in music education, so it is difficult to improve the quality of music education in Colleges and universities.

3. EXPLORATION OF SOLVING THE PROBLEMS OF MUSIC TEACHING IN COLLEGES AND UNIVERSITIES.

(1)enhance the importance of music teaching in Colleges and Universities

College music teaching is an important part of quality education. College leaders and teachers should fully understand the important role of music education through quality education and strengthen college music education. Support in enabling and training, on behalf of music education in colleges and universities, cultivate and improve students' comprehensive music literacy, carry forward the sense of responsibility and mission of music teaching in colleges and universities, and fully promote the development of music career. Teaching music in colleges and universities improves students' music perception, respect and aesthetics, promotes the development of students' music quality, and obtains good psychological and emotional learning in the process of learning music, and applies it to personal life and study.

(2)realize the integration and innovation of music teaching materials in Colleges and Universities

Music education in colleges and universities should no longer be limited to outdated teaching materials. In order to attract college students to participate in the process of music learning, the content of fashionable music teaching materials should be adjusted accordingly. However, with the continuous improvement of quality education in the field of primary education, these former naive teaching ideas and modes cannot be used in the music teaching of teachers, but should be based on the reality. More and more mature students mind and wider field of vision, the addition of more detailed music subject, lead students to deep thinking and learning of music, will be more wide range of music in college music book, let the student at the university of deep thinking about the music proposal, through stimulating the enthusiasm of students to learn music knowledge and skills, increase the teachers' interest in music subject.

(3)scientifically and reasonably set up music courses in Colleges and Universities

Teaching music in colleges and universities is an indisputable part of quality education. In order to improve the quality of music education in colleges and universities and realize the goal and responsibility of quality education, it is necessary to set up and standardize music courses in scientific and equal colleges and universities. Because of the difference between music major students and non-major music major students, different music education systems have been established. Professional music students need to focus on the musical skills of professional music students. Teaches musical skills and respect to improve the quality of professional music for students. For non-major music students, enjoyment of music is the main focus of the course, which aims to inspire love and respect for the art of music and to cultivate and enhance their emotions..

(4)pay attention to the development of practical music teaching activities in Colleges and universities.

In college music education, we should innovate and practice constantly. In order to push the music curriculum into the wider art world, students can provide more open Spaces for music and art performances and opportunities for daily practical educational activities. Carry out and organize music-related teaching activities, so that students will learn music knowledge and daily practice together, actively participate in the study and analysis of music activities, further stimulate students' interest and enthusiasm, develop students' interest and enthusiasm in learning music, real outlook on life, values and world outlook. In addition to music teaching activities that can be carried out in colleges and universities, teachers can also use role-playing methods to get students actively involved. Another example: In the process of introducing Chinese traditional tea culture into music teaching, music activities related to tea culture can be organized and students can be arranged to participate in communication activities. In addition, new media can be used to improve the entertainment and entertainment of music education in colleges and universities, so that students can learn and enjoy the classroom in the combination of music teaching and modern "MOOC", and improve the quality of music and learning efficiency.

(5)strengthen the aesthetic theory and practice of pop music

While improving students' knowledge of pop music, colleges and universities should also strengthen music aesthetics education and improve students' skills. the reason why there are so many songs in pop music is that these communities sing different songs. As a music talent trained in Colleges and universities, it is necessary to have the ability of music reading and writing. Emphasize the aesthetic analysis of pop works, so that students pay more attention to music aesthetics and master the knowledge and application of pop music in a pleasant atmosphere.

4. CONCLUSION

In short, music teaching in Colleges and universities should be constantly updated and implemented according to the specific characteristics and requirements of teaching, improve music teaching in Colleges and universities, improve music teaching contents, innovate music teaching methods, make students willing to accept new music ideas and concepts, cultivate interest and enthusiasm in learning music, and promote the growth and development of quality. In this era of educational development, the teaching of pop music must be constantly updated under the official guidance. Teachers should guide students to understand the essence of different works, analyze the teaching problems in music respect courses, so as to make pop music go further in our campus.

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Common Problems and Effective Countermeasures of Chinese College Students' Teaching Evaluation

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Abstract: Student evaluation of teaching is an important part of teaching quality control in colleges and universities, whose ultimate goal is to improve teaching quality and cultivate qualified talents. This paper analyzes the common problems in the process of teaching evaluation of students in Local Undergraduate Colleges in China, and gives effective strategies.

Keywords: Higher education; Student evaluation of teaching; Appraisal system

1. THE COURSE OF STUDENTS' EVALUATION OF TEACHING.

Teaching quality is the foundation of the survival of colleges and universities, and the improvement of teachers' teaching level is the guarantee of teaching quality. Students are the participants and participants in Teachers' teaching activities. They have the most direct feelings about teachers' teaching ideas, teaching methods and teaching effects. Organizing students to comment on teaching can better allow students to participate in the teaching process and reflect the "student-centered" education concept to a greater extent.

Student evaluation of teaching originated in the United States, to the modern has more than 90 years of history. In the 1920s, student evaluation was mainly carried out in a few important universities in the United States. In 1927, Putuo University compiled a set of standardized "student evaluation scale", which is recognized as the beginning of the student evaluation system.

It was not until the mid-1980s that some schools in China began to organize students to evaluate teaching. In 1984, Beijing Normal University formulated a student survey opinion form, which is considered to be the earliest student evaluation of teaching in the history of Chinese higher education. In particular, with the issuance of the No. 4 document of the Ministry of education in 2001, "several opinions on Strengthening Undergraduate Teaching in Colleges and universities and improving teaching quality", student evaluation of teaching in Colleges and universities has been widely carried out in China, and China's student evaluation of teaching has gradually entered the stage of normalization.

2. THE PROBLEMS FACED BY THE EVALUATION OF TEACHING.

The difficulty of teaching evaluation organization increases. With the transformation of China's education from "elite education" to "mass education", the enrollment scale of most undergraduate universities is constantly expanding, the majors in the past have increased from a dozen to dozens, and the students have increased from thousands to tens of thousands. Therefore, the organization of teaching evaluation is becoming more and more complicated. In addition, before going to college, most students did not participate in student evaluation activities; Despite the notice issued by the school and the mobilization of teaching evaluation in secondary colleges, some students still lack evaluation. Some students are more lazy and directly let others evaluate teaching instead of themselves, without realizing the importance of exercising their rights.

the appraisal index system is not sound Through the investigation, found that most of the henan university student assessment index system of generally set by the office of unity, to all eligible course made a rough classification: ordinary classes, LABS, computer classes, physical education, foreign language, and then for 4-6 first-level indicators, on the basis of the formation of 15 to 20 secondary indicators.

Each index has four grades: A (excellent, above 90 points), B (good, 80-89 points), C (qualified, 60-79 points) and D (unqualified, below 60 points). When students evaluate teaching online, use the account password to enter the teaching evaluation interface, evaluate teaching according to the instructions, and finally form a quantitative score. the scores after teaching evaluation are generally high. According to the undergraduate teaching evaluation experts, the average score of some schools is more than 98, which is seriously divorced from the significance of teaching evaluation.

As the makers of the current evaluation system of teaching, some of them may not have been engaged in teaching themselves, so they cannot have a rational understanding of teaching activities. Or some directly copy the index system of other schools, applied to his school. Sometimes, the language of teaching evaluation indicators also puzzles students: teaching attitude (more dedicated work and sufficient preparation before class), teaching content (novel content, reflecting the new trends of discipline development, rich information, accurate concepts and

theoretical system), teaching effect (expanded knowledge and the combination of theory and practice), how to be more dedicated to work, Students are difficult to locate; As a student, it is difficult to determine whether the teaching content reflects the new trends of the subject; and many liberal arts courses themselves are theoretical courses, less can be reflected in practice. the fuzzy and unsuitable index system also reduces the enthusiasm of students to evaluate teaching. the unreasonable index system also contributed to the students' coping psychology. Even individual students scored directly without reading the evaluation content. Finally, many teachers' scores were very similar, and the scientificity of the evaluation results was questioned.

3. EVALUATE THE IMPROVEMENT STRATEGY OF TEACHING EFFECTIVENESS.

(1) Improve the awareness of teachers and students.

In the process of teaching evaluation, students often fill in the questionnaire randomly because of their lack of understanding of teaching evaluation. At the same time, both teachers and students think that students' evaluation of teaching is greatly affected by subjective factors, and it is easy to make choices according to their own preferences or their own situation. By strengthening the publicity and training of teachers and students, let students master the problems that should be paid attention to in students' teaching evaluation, and improve their understanding of students' teaching evaluation. For teachers, the results of students' teaching evaluation should have the idea of changing if there is something, and encouraging if there is nothing. They realize that the ultimate goal is to promote their own teaching development. Only in this way can they really accept the teaching evaluation and face the results of teaching evaluation, so as to truly achieve the purpose of teaching progress.

(2) Strengthen the monitoring of students' teaching evaluation process.

In order to reduce the influence of various factors on the effectiveness of teaching evaluation, the process of monitoring, adjusting, controlling, identifying and correcting errors is implemented in each step of teaching evaluation. First of all, on the basis of improving students' evaluation of teaching with the system, in order to normalize the evaluation of teaching, we must build institutions in line with the regulations.

(3) Improve the feedback mechanism of teaching evaluation.

In order to arouse the enthusiasm of students and make them participate in the teaching evaluation work spontaneously, we should let students participate in the whole process of teaching evaluation and feedback the results of teaching evaluation to students at last. At the same time to improve the enthusiasm of teachers, but also to the teacher group timely feedback evaluation of teaching results. Reasonable and timely feedback can make the information of evaluation results more effectively communicated and communicated, and achieve the openness and fairness of evaluation.

4. SUMMARY

Teaching evaluation is a complex system engineering, how to set up a more scientific student evaluation system, feedback the results of teaching evaluation, and finally promote the improvement of teaching quality are worth discussing.

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The Era Implication and Implementation Path of Integrating Ideological and Political Elements into College English Teaching from the Perspective of Mobile Multimedia

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Abstract: In the mobile multimedia era, the organic combination of ideological and political elements with college English teaching is of great practical significance to promote students' all-round development, implement the concept of collaborative education and help students establish a correct outlook on life, world outlook and values. However, at this stage, the ideological and political construction of college English curriculum still faces some problems, such as teachers' lack of ideological and political awareness, teachers' low information literacy, and the imbalance between Chinese and Western elements in teaching materials. In response to this, we should start from three aspects: changing the traditional teaching concept and improving teachers' ideological and political education ability; enhancing teachers' information literacy and creating an information-based teaching environment; deepening the reform of teaching content and inheriting China's excellent traditional culture, so as to constantly promote the two-way development of college English teaching and ideological and political education.

Keywords: Ideological and political elements; College English; Mobile multimedia; Collaborative education; Curriculum ideological and Political Education.

1. INTRODUCTION

In order to promote the continuous integration of value education and ability training, the Ministry of Education issued the "Guiding Outline for Curriculum Ideological and Political Construction in Higher Education Institutions" in 2020, which makes a comprehensive plan for the creation of curriculum ideological and political system. the policy document mentions that it is necessary to focus on enhancing the ability of teachers to build ideological and political courses, explore the construction of a curriculum ideological and political teaching system based on the characteristics of diversified majors, and provide basic guidelines for improving the quality of talent training in colleges from a macro level. As one of the compulsory public basic courses in colleges, college English must follow the "Guiding Outline for Curriculum Ideological and Political Construction in Higher Education Institutions" as the basic principle, and gradually infiltrate the ideological and political elements into English classroom teaching, and promote the coordinated development of ideological and political education and English teaching. Especially with the rapid

development of the new round of scientific and technological revolution, a large number of mobile multimedia technologies have emerged, which provides a strong support for the organic integration of college English and ideological and political elements. Under the background of this era, major colleges should give full play to the empowering effect of mobile multimedia technology, infiltrate ideological and political elements into college English teaching, and strive to improve the moral accomplishment and ideological level of young college students. However, it is worth noting that under the influence of many factors, colleges still face many practical difficulties in the process of promoting the ideological and political construction of college English courses. How to realize the development goal of collaborative education between ideological and political education and college English? How to integrate ideological and political education into the foreign language talent training system? the above problems have become an important topic faced by relevant departments and major universities. Based on this, this paper takes mobile multimedia as the research starting point, expounds the era value of integrating ideological and political elements into college English teaching, systematically analyzes the relevant problems faced by the ideological and political construction of college English courses, and puts forward targeted countermeasures, hoping to provide a reference for improving the effectiveness of the ideological and political construction of college English courses.

2. THE ERA IMPLICATION OF INTEGRATING IDEOLOGICAL AND POLITICAL ELEMENTS INTO COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF MOBILE MULTIMEDIA

With China's economy entering a high-quality development stage, the society not only attaches great importance to the professional quality of talents, but also puts forward higher requirements for the ideological and moral level of talents. College English has the characteristics of long-span, extensiveness and universality. Therefore, relying on various mobile multimedia technologies to infiltrate ideological and political elements into college English teaching, which not only helps enrich the content of classroom teaching, but also promotes the collaborative education of ideological and political education and college English. In summary, under the background of the vigorous development of

mobile multimedia, promoting the deep integration of ideological and political elements and college English mainly has the following practical significance.

2.1 The necessary requirements of promoting students' all-round development

Traditional college English teaching usually focuses on "instrumental", pays too much attention to cultivating students' abilities of English listening, speaking, reading, writing and translation, and lacks enough attention to cultivating students' moral quality and humanistic quality. In order to meet the needs of the new era for compound talents, colleges should not only emphasize the "instrumental" of English curriculum, but also take diversified measures to further improve the "Humanistic" of English curriculum. In other words, college English teaching should not only improve young college students' English professional knowledge, but also improve college students' Ideological and moral cultivation, and constantly broaden the knowledge of foreign language talents. With the rapid development of modern information technology, colleges use mobile multimedia that integrates text, animation and images to promote the continuous integration of ideological and political elements and college English teaching, which helps give full play to the educational role of college English classroom education and better integrate the transmission of knowledge, the cultivation of ability and the shaping of value. In general, in the era of mobile multimedia, the infiltration of ideological and political education elements into college English teaching is of great significance to expand the depth and breadth of English courses and promote the all-round development of college students.

2.2 The inevitable choice of implementing the concept of collaborative education

Relying on tablet computers, smart phones and other application terminals, organically combining ideological and political elements with college English teaching is conducive to achieving the same pace of ideological and political theory courses and English courses, and further improving the collaborative education mechanism. In the long run, major colleges urgently need to cultivate a group of compound talents with a sense of responsibility in order to build a new development pattern of "dual cycle" and promote high-quality economic development. This is not only a requirement of the times for accelerating the realization of the Chinese Dream, but also an important criterion for measuring the quality of a university's education. This requires major colleges to actively implement the concept of collaborative education and continue to promote the ideological and political construction of college English courses. on the one hand, in the process of imparting college English course knowledge, college teachers integrate the concept of "curriculum ideology" into classroom teaching, which is conducive to increasing the depth and breadth of English courses in connotation, and improving the professional knowledge level of young college students. on the other hand, college teachers use diversified mobile multimedia to promote the deep integration of ideological and political elements and college English, which is conducive to

imperceptibly cultivate students' professional quality and moral quality, and strengthen their ideals and beliefs.

2.3 An effective way to guide students to establish a correct outlook on life, world outlook and values

With the rapid development of economy and society, the quality of life of the general public is showing a good trend of continuous improvement. At the same time, the social values of young college students also show the characteristics of increasing diversification. Especially along with the economic globalization continues to advance, the increasing popularity of the Internet and smart phones has helped college students acquire new things and ideas. At the same time, the outlook on life and values of some young college students are greatly impacted by foreign ideas such as hedonism and money worship, resulting in many problems such as insufficient moral quality and lack of social responsibility. In view of this, it is necessary for college English teachers to give full play to the teaching advantages of mobile multimedia, dig deeper into the elements of ideological and political education based on the characteristics of English courses and related teaching content, and integrate ideological and moral education and world outlook education into English classroom teaching. This is conducive to helping students establish correct ideals and beliefs, and guide young college students to strive to be new people of the times with moral sentiment and correct world outlook, outlook on life and values.

3. THE REALISTIC DILEMMA OF INTEGRATING IDEOLOGICAL AND POLITICAL ELEMENTS INTO COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF MOBILE MULTIMEDIA

In the "Internet +" era, digital platforms and self-media provide great convenience for college English teaching, which has greatly changed English teachers' teaching objectives, teaching ideas and teaching modes. However, it cannot be ignored that many colleges and universities still face a series of practical difficulties in the process of combining ideological and political elements with English teaching, which restricts the further improvement of the effectiveness of ideological education in college English curriculum.

3.1 Teachers' ideological and political consciousness needs to be strengthened

As far as the reality is concerned, some college English teachers do not pay enough attention to promoting the continuous integration of classroom teaching and ideological and political elements, and they do not give full play to the ideological and political education value of college English courses. Specifically, some college English teachers pay more attention to the cultivation of students' comprehensive abilities such as listening, speaking, reading, writing and translation, ignoring the organic integration of ideological and political elements and English curriculum teaching. From further analysis, the main reasons are the following two aspects: first, college foreign language teachers have heavy teaching and scientific research tasks, so it is difficult to allocate more time and energy to college students' ideological and political education. Second, some college English

teachers lack in-depth understanding of the content and relevant knowledge of ideological and political education, and it is difficult to organically combine ideological and political elements with English teaching, which greatly restricts the further promotion of ideological and political construction of college English curriculum. In the era of mobile multimedia, colleges urgently need to improve the ideological and political quality of English teachers, change their traditional teaching ideas, and guide them to actively dig into the diversified ideological and political elements contained in the teaching of professional courses.

3.2 Teachers' information literacy is relatively insufficient

In the era of mobile multimedia, the wide application of micro-classes, MOOCs, and big data in college English teaching help break the relevant restrictions faced by traditional teaching from the time and space level, effectively promote the development of personalized teaching, and create good conditions for the deep integration of ideological and political elements and college English teaching. However, in the context of the rapid iterative update of mobile multimedia and modern information technology, some English teachers in colleges have always been passive in learning related technologies, and they are relatively insufficient in their mastery of mobile multimedia and various information technologies. It is difficult for them to skillfully use diversified information technology to serve the ideological and political construction of college English courses. Specifically, affected by factors such as imperfect pre-job training knowledge system and lack of effectiveness of information literacy training measures, many English teachers currently use mobile multimedia only in office automation software, and use PPT and other media to carry out foreign language classroom teaching. However, there is less involvement in micro-classes, MOOCs, and multimedia on-demand systems. This makes it difficult for foreign language teachers in colleges to better integrate ideological and political elements into college English teaching through mobile multimedia technology, which is not conducive to the further improvement of teaching effects.

3.3 Imbalance between Chinese and Western elements in textbook content

At present, teaching materials are an important source of language and culture input for college students. However, it is worth noting that in order to ensure that English is more authentic, press usually take the original western literature as the content of college English textbooks, so as to better show the politics, economy and culture of western countries to college students. This practice of compiling teaching materials ignores the ideological and political education materials with unique Chinese characteristics. Essentially, language is bound to have a specific value orientation and ideology whether it is explicit or invisible. the imbalance between Chinese and Western materials in college English textbooks and the long-term infiltration of western culture will inevitably make college students greatly affected by Western ideology, weaken college students' identity with Chinese culture to a certain extent, and even make some students keen on the values and cultural customs advocated by relevant western countries.

4. THE IMPLEMENTATION PATH OF INTEGRATING IDEOLOGICAL AND POLITICAL ELEMENTS INTO COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF MOBILE MULTIMEDIA

In fact, promoting the deep integration of ideological and political elements and college English teaching is a relatively complex and systematic work, which not only involves teachers and students, but also design teaching management, textbook compilation and revision and many other links. In order to further infiltrate ideological and political education into the field of college English teaching, we should strengthen teachers' political awareness, improve teachers' information literacy, deepen the reform of teaching content, actively implement the concept of collaborative education, and cultivate foreign language talents with high ideological and moral literacy for the sustainable and healthy development of economy and society.

4.1 Change the traditional teaching concept, strive to improve teachers' ability of ideological and political education

As an important group to comprehensively promote the ideological and political education of college English curriculum, foreign language teachers use mobile multimedia to deeply explore the ideological and political elements in English teaching, which is of great significance to achieve the goal of ideological and political education. Therefore, college foreign language teachers should first establish the core concept of curriculum ideological and political education and give full play to the important value of English teaching in improving college students' moral cultivation and ideological and political consciousness. Specifically, it should be carried out from the following aspects: Firsty, enhance foreign language teachers' awareness of moral education. It is necessary for colleges to incorporate the cultivation of moral education awareness into the training system of English teachers, effectively improve the sense of responsibility of English teachers in promoting the ideological and political education of college English courses, guide teachers to condense knowledge in the process of value communication, strengthen value guidance in the process of knowledge transmission, and promote the deep integration of invisible moral education and explicit language education. Secondly, strengthen the study of ideological and political theory. College foreign language teachers should not only improve their professional level and consolidate their professional knowledge, but also deeply study and understand the general trend of national development, the party's principles and policies. on this basis, continue to innovate the teaching concept, combine the advanced ideological and political theory with college English teaching, and integrate the ideological and political elements into the classroom teaching activities by using mobile multimedia technologies such as MOOCs and micro-classes, so as to promote the two-way development of ideological and

political education and college English teaching. Thirdly, strengthen the development of college English ideological and political education resources. Based on the characteristics of English curriculum, college English teachers should deeply excavate and refine the moral education elements contained in English teaching materials, tell Chinese stories on the basis of comparing Chinese and Western culture, and spread Chinese excellent traditional culture and socialist core values, so as to further enhance the cultural self-confidence of young college students. At the same time, college English teachers should make full use of extracurricular time, use various mobile multimedia technologies, select English teaching materials that can integrate more ideological and political elements, and gradually realize the organic unity between English teaching, ideal and belief education and patriotism education.

4.2 Improve teachers' information literacy, create an information-based teaching environment

On the one hand, improve relevant systems and establish a long-term mechanism. According to the relevant requirements of the national education informatization policy, major colleges need to comprehensively consider the school development objectives and teacher development needs, formulate and improve various systems such as training, assessment and incentive, and encourage English teachers to use mobile multimedia technology to realize the deep integration of ideological and political elements and English Teaching. As far as the training system is concerned, colleges should fully understand the individual training needs of English teachers and formulate more targeted training programs based on the teachers' personal development plans. At the same time, relevant departments and colleges should provide English teachers with relevant learning and exchange platforms such as exchange meetings, seminars and information skills training lectures, strengthen the sharing and exchange of mobile multimedia technology application experience and curriculum ideological and political teaching experience. As far as the assessment system is concerned, colleges should formulate and improve assessment standards with long-term incentive effects, conduct regular assessments of English teachers, and give full play to the assessment system's due role in improving the information literacy of English teachers. As far as the incentive system is concerned, major colleges should explore and formulate various incentive measures in accordance with the relevant requirements of scientific research and teaching, guide English teachers to actively improve their information literacy. on the other hand, create an information-based teaching environment and promote the integration of mobile multimedia and teaching. Colleges should take improving English teachers' information literacy as a key task, rely on digital technologies such as artificial intelligence and big data, build smart classrooms and teaching platforms with perfect functions, provide data collection and analysis services for English teachers, and provide strong support for improving English teachers' information literacy and promoting the ideological and political construction of

college English courses. In addition, the relevant functional departments of colleges should strengthen cooperation and jointly establish a three-dimensional linkage operation mechanism, and build a support service system for English teachers to improve their mobile multimedia application ability. By improving English teachers' information literacy, help teachers promote the deep integration of ideological and political elements and English teaching with the help of mobile multimedia.

4.3 Deepen the reform of teaching content, inherit China's excellent traditional culture

As the core carrier of cultivating talents, the quality and richness of teaching materials affect the effectiveness of teaching to a great extent. In reality, traditional college English textbooks mainly teach the language and culture of western countries, and pay insufficient attention to China's excellent traditional culture and moral sentiment, which is difficult to fundamentally meet the basic requirements of college English curriculum ideological and political construction. Therefore, reforming the content of college English teaching has become an inevitable measure to meet the demand for talents in the new era. From a specific analysis point of view, Tthe "University English Teaching Guide (2020 Edition)" pointed out that college English needs to start with the compilation of teaching materials, curriculum construction and other links to enrich the humanistic connotation of teaching materials, accelerate the continuous integration of instrumental and humanistic features. According to the basic requirements of the party and the state for higher education, college English textbooks must take deepening the reform of higher education and cultivating talents as the starting point, and integrate the contents of Chinese excellent traditional culture into the textbooks, fully absorb the excellent achievements of human civilization, and cultivate a number of foreign language talents with both political integrity and talent. Specifically, college English teaching usually involves three parts: cross-cultural communicative English, English for special purposes and general English. the compilation and revision of college English textbooks should focus on the above three parts. As far as the cross-cultural communication English course is concerned, it is necessary to add the comparison between China and Western countries in terms of values, civilization history and mode of thinking in English textbooks, further highlight the significance of protecting cultural diversity and promoting the exchange and mutual learning between Chinese and Western civilizations, and improve college students' awareness of cross-cultural communication. As far as English courses for special purposes are concerned, it is necessary to add ethics, professional quality and other related content in the English textbooks, and set up debates and discussions related to the above content in the after-class exercises. As far as the general English course is concerned, it is necessary to add content reflecting the Chinese social system, historical and cultural development history, and social customs in the English textbooks, and add the content of comparison between Chinese and Western languages and cultures in after-

school exercises such as writing and translation, so as to improve the communication power of Chinese culture. In general, relevant departments and major colleges should develop and revise English teaching materials suitable for teaching needs, make college students better accept the edification of Chinese excellent traditional culture.

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From the Perspective of Systemic Functional Grammar of Modal System Analysis of Control Discourse-Take *People's Daily*'s as an Example

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Abstract: Epidemic prevention and control discourse is a part of national emergency language, which provides language assistance in response to public health emergency. Epidemic prevention and control discourse mainly refers to the language that can be comprehended by the government, experts, and the public. It is an expression for the government to convey views and methods regarding public emergencies. From the perspective of systemic functional grammar, this thesis attempts a modal analysis of all the articles on epidemic prevention and control discourse published by the official Weibo of *People's Daily* during the epidemic period to explore the influence of modal operators on the discourse system of epidemic prevention and control.
Keywords: Systemic Functional Grammar; Modality; Control Discourse; *People'S Daily*

1. INTRODUCTION

Since the outbreak of the epidemic, the Chinese government has introduced a number of measures and taken strict policies to control the outbreak, so as to ensure the normal operation of social order. Among them, the active construction and dissemination of epidemic prevention and control discourse plays a vital role in the prevention and control of the epidemic. Epidemic prevention and control discourse is an important part of the national emergency discourse system, and it is a series of matters needing attention and solutions in response to public health emergencies [1]. Public health emergencies belong to emergencies in the field of public health. Because they do not have a specific mode of occurrence and are easy to damage public health or cause serious social harm, they are very easy to cause panic among the public and disturb people's physical and mental health, which even cause unpredictable damage to society [2]. In order to deal with sudden public security incidents, our country pays more and more attention to the use of discourse and the construction of national security discourse system [3]. the dissemination of epidemic prevention and control discourse through the news media plays a important role in the process of epidemic prevention and control in China, so this thesis is based on the modal system of interpersonal function. By summarizing the Weibo about epidemic prevention and control discourse released by *People's Daily* during 2020, in order to analyze the modal system involved in the self-built corpus, the focus of the research is to analyze the use of modal operators in epidemic prevention and control discourse.

2. THEORETICAL FRAMEWORK

Halliday (1978)[4] held that language was a part of the social symbolic system, which could generate discourse and conveyed meaning in the process of communication. Combined with the view of situational context, the author holds that the understanding of language needs to be based on social and cultural context. All language activities and communicative behaviors take place in a certain context, and the speaker achieves the purpose of communication through the implementation of language in the context [5]. Systemic Functional Grammar holds that language can be realized and developed in the communication between people, and that people realize different semantic functions through the interaction of language in society. Therefore, Halliday (1966)[6] focused on the functional part of grammar and held that grammar expressed meaning through functional units, that is, sentence components. In explaining this theory, ZongXin Feng [7] held that the configuration of functions was used to explain the grammatical structure. Halliday (1973)[8] held that there were three meta-functions used to express functional meaning in the language system, that is, the three meta-functions of language: conceptual function, interpersonal function and textual function. Interpersonal function focuses on the communication and negotiation between the speaker and the hearer in the context, which can be used to express people's inference about things, as well as to establish and maintain people's social status, mainly through tone and modality. As one of the important theories of interpersonal function, modality can express not only the speaker's subjective attitude, but also the speaker's inference and guess about the proposition or proposal.

Modality can be divided into high, middle, and low levels of value according to the intensity of expression. the modal operator of which value the speaker choice

needs to choose according to the needs of communication, thus conveying different degrees of will or obligation. For example, "may" or "might" often indicates the obligation of low value, "will" or "should" indicates the obligation of medium value, and "must" or "need to" often indicates the obligation of high value. Under the theoretical framework of interpersonal function in systemic functional grammar, modal system mainly covers three aspects: modal operator, modal adjunct and interpersonal grammatical metaphor [9]. Modal adjuncts and interpersonal grammatical metaphors are rarely used in epidemic prevention and control discourse. therefore, the focus of this study is to investigate the frequency of modal operators in epidemic prevention and control discourse.

3. ANALYSIS

During the epidemic prevention and control period, most of the major strategic decisions and epidemic control discourses issued by the Chinese government are spread through the news media [10]. Among them, *People's Daily* is the necessary official media to show people that the government has issued relevant discourses, so it plays an important role in the discourse system of epidemic prevention and control. the corpus in this self-built corpus comes from *People's Daily* account of 337 pieces of news about epidemic prevention and control posted on Weibo from January 1, 2020 to December 31, 2020. A total of 55586 characters, in order to analyze the modal operators involved, so as to better understand and use for people. Modal operators are classified according to different modal values, and low-value modal operators include affirmations: can, may, could, might, dare, be allowed; negation: needn't, doesn't need to, have to. the median value is positive: will, would, should, shall, be supposed; negative: won't, wouldn't, shouldn't. High value affirmation: must, ought to, need to, has/had to, be required; negation: mustn't, oughtn't to, can't, couldn't, mayn't, mightn't, hasn't/hadn't [11].

On the basis of the self-built corpus, this thesis uses the Corpus Word Paser word segmentation software to segment the text, and then uses the Antconc3.2 software to extract and count the modal operators of different modal assignments in the self-built corpus, and get the following data.

First of all, *People's Daily* released the epidemic prevention and control discourse Weibo, the frequency of use of high-value modal operators is higher than that of medium-value and low-value modal operators, and the retrieval results show that high-value modal operators "must", "can't", "need to", and "mustn't" account for 43%, 8.7%, 5.3% and 4.9%, respectively. the medium and low values of modal operators such as "will", "would", "should", and "wouldn't" account for 6%, 4%, 3.6% and 3.1% of the modal operators. From the above data, it can be concluded that the frequency of high-value modal operators is used very frequently in the discourse system of epidemic prevention and control. For example:

(1) All localities, especially the provinces around Hubei, *must* strengthen the communication and sharing of information and the coordination of prevention and control measures, earnestly strengthen the guidance of candidates, organize candidates to enter and leave examination sites and examination rooms at different peaks, and maintain a reasonable distance.

(2) the front line is working hard, and each of us *should* do our duty, and we *must not* allow the prevention and control of the hard-won epidemic to continue to reverse the situation!

In the above two example sentences, high-value modal verbs "must" and "must not" are used to strengthen the tone, express the credibility of the proposition, and improve the scientific nature and effectiveness of epidemic prevention and control. In the exchange of information in the state of emergency, the use of high-value modal operators can attract people's attention in a simple and direct way, get more accurate information. Increase the intensity of information release, simple and effective popularization of epidemic prevention measures, so as to maximize the spread of the epidemic.

Secondly, in the discourse of epidemic prevention and control, the proportion of positive modal verbs is relatively higher than that of negative modal verbs. It can be concluded from the data that the proportion of positive modal verbs such as "must"43%, "can" 6%, "need" 4%, etc. is higher than that of negative modal verbs "can't" 8.7%, "mustn't" 4.9%, "couldn't" 1.9%, etc. This shows that when publicizing the discourse of epidemic prevention and control, the use of positive modal verbs is often more polite than negative modal verbs.

(3) the epidemic *must* be strictly controlled, life need to be continued, social operation cannot be stopped, and epidemic prevention and production *need to* walking on two legs.

(4) Once the defense line is lost, the epidemic *can* drive straight in; if banished from duty, it *will* be held accountable.

In examples (3) and (4), the positive modal verbs "must", "need to", and "will" are used to convey people's firm belief in the prevention and control of the epidemic, and the epidemic must be strictly controlled so that people's lives can be carried out in an orderly manner. Affirmative modal verbs are more direct, have positive meaning, and can arouse resonance in the hearts of the public, which is conducive to the implementation of various arrangements by the government. the expression of positive modal verbs in epidemic prevention and control discourse can enhance people's sense of identity, ensure the stability and security of information content, and provide solutions for the public.

Finally, in the Weibo related to epidemic prevention

and control discourse, the negative modal verbs account for the largest proportion of high-value negative modal verbs. Such as "can't" 8.7%, "must not" 4.9%, "could not" 1.9%, "hasn't" 0.85%. It shows that the attitude adopted by the state on issues related to people's lives and health is very clear, that is, anything that harms the lives and safety of the country and the people is absolutely not allowed.

(5) Advocate that it is necessary to have good hygiene habits, correctly adopt the "seven-step" washing technique, and not share towels and toiletries. Advocate separate meals, *cannot* use tablespoons of public chopsticks when eating separately, and bring your own tableware as far as possible when eating at school.

(6) All personnel gathering activities shall be suspended, and any unit or individual *must not* hold any form of dinner activities.

Example (5) use the high-value negative modal verb "cannot" in an euphemistic tone to warn people of the protective measures that need to be taken in the face of a sudden epidemic and the related matters that need to be paid attention to. In example (6), "must not any unit or individual holding any form of dinner activities" uses the strongest negative modal verbs to express the country's responsible attitude towards epidemic prevention and control, and restricts and regulates people's behavior with compulsory measures. From the above example sentences, we can see that the relatively colloquial negative modal verbs can cause the public's position convergence and emotional resonance, mobilize the public forces to stop the epidemic, and contribute their own strength to the epidemic prevention and control work.

3. CONCLUSION

From the perspective of modal system, this thesis takes all the news words about epidemic prevention and control released by *People's Daily* in 2020 as the research object, in order to find out the general characteristics of modal operators. the conclusions are as follows: In the epidemic prevention and control discourse Weibo published by *People's Daily*, the frequency of high-value modal operators is higher than that of medium-value and low-value modal operators; the proportion of positive modal verbs is relatively higher than that of negative modal verbs; the highest frequency of negative modal verbs are high-value negative modal verbs. For the discourse of epidemic prevention and control, the use of high-value modal verbs can increase publicity efforts than medium-and low-value modal verbs, publicize and report the major arrangements of organizational work in a timely manner, so as to enable the people to understand the prevention and treatment of the epidemic in time. With the arrival of the post-epidemic era, our government advocates the establishment of a complete national emergency discourse system, and the position of actively participating in and constructing the epidemic prevention and control discourse system in the epidemic dynamic discourse is becoming more and more important. It is also hoped that this analysis cannot only contribute to the study of modal system, but also provide some reference for the construction and spread of epidemic prevention and control discourse.

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The Cultivation Path of The Craftsman Spirit of English Majors in Higher Vocational Colleges Under The "Integration of Production and Education"

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ABSTRACT. "Integration of production and education" has become a basic feature in the development of vocational education and the training of applied talents in the new era. In recent years, there has been an obvious trend of cultivating the craftsmanship spirit of English professionals in higher vocational colleges under the "integration of production and education", and some teachers have also made corresponding training attempts in their teaching. However, based on specific observation, comparison and analysis, it can be seen that the cultivation of craftsmanship is very difficult, and it is not easy to achieve the expected training results. Under the combined influence and action of many factors, some obvious problems have even appeared in the cultivation of craftsman spirit. This article will analyze the corresponding problems in detail, and put forward more effective strategies for cultivating craftsman spirit in combination with the actual situation.
Keywords: Integration of Production and Education; English for Higher Vocational Education; Craftsman Spirit

INTRODUCTION

On the whole, higher vocational English majors teaching and application professional talent training ability have been significantly improved compared with the past. However, in the new era, the cultivation of the craftsman spirit of applied talents has gradually become a new teaching goal and talent training goal, which puts forward new requirements for both professional teaching and talent training. Under the "integration of production and education", the spirit of craftsmanship training for English professionals has a good environment, but there are many influencing factors in actual training, which usually lead to some specific problems. For this reason, it is necessary and important to find more effective training strategies.

1. OVERVIEW OF THE CRAFTSMANSHIP CULTIVATION OF ENGLISH PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES UNDER THE "INTEGRATION OF PRODUCTION AND EDUCATION"

The cultivation of the craftsmanship spirit of English majors in higher vocational colleges under the "integration of production and education" is of great significance. This is also a direct reason why many higher vocational colleges and English teachers have made corresponding attempts to cultivate the spirit in talent training and professional teaching [1]. on the one hand, the cultivation of craftsmanship can point out new directions for the training of applied talents and English majors in the new era. In this process, some new English teaching methods are applied, and the enrichment of student training content can also drive effective innovation in teaching methods. on the other hand, the craftsman spirit is a basic spirit that applied talents need to possess in the new era. After schools and companies can better cultivate the craftsmanship of the corresponding talents, the employment advantages of English majors can be enhanced after graduation, which is also very helpful for their growth and development. But we should also be soberly aware that the cultivation of the corresponding spirit under the "integration of production and education" is more systematic and complicated, and the training subjects involved are also more diverse. For higher vocational colleges, especially English teachers, they should also think more about the cultivation of the corresponding spirit in the cultivation of professional talents.

2. PROBLEMS IN THE CULTIVATION OF CRAFTSMANSHIP SPIRIT OF "INTEGRATION OF PRODUCTION AND EDUCATION" IN THE SELECTION OF HIGHER VOCATIONAL ENGLISH PROFESSIONALS

2.1 INSUFFICIENT ATTENTION IS PAID TO THE CULTIVATION OF CRAFTSMANSHIP

Under the "integration of production and education", the trend of cultivating the craftsmanship spirit of English majors in higher vocational colleges is obvious, and some higher vocational colleges have also carried out corresponding training attempts. But on the whole, the inherent professional teaching concepts and talent training concepts have far-reaching influence. Although there have been attempts to cultivate the spirit of craftsmanship from time to time, compared with the cultivation of students' English ability, the actual value of the cultivation of craftsmanship is obviously insufficient. Whether it is higher vocational colleges or specific enterprises, the corresponding spiritual training mostly shows the phenomenon of "applauding but not popular". Taking higher vocational colleges as an example, few higher vocational colleges will combine talent training and professional teaching changes under the "integration of production and education", and plan for the cultivation of craftsmanship spirit. This has also led to related training

efforts and attempts that cannot become overall. Even if some training attempts are made intermittently, but these attempts, but these specific attempts are difficult to translate into specific results of the continuous cultivation and strengthening of the craftsman spirit. It can be seen that in most vocational colleges, the actual emphasis on the cultivation of the craftsmanship of English professionals is still at a low level.

2.2 INADEQUATE GUIDANCE IN THE CULTIVATION OF CRAFTSMANSHIP

When communicating with some English majors in higher vocational colleges, we can find that many students lack a basic understanding of craftsman spirit, and at the same time, they do not have a deep understanding of the connotation of craftsman spirit [2]. In a sense, this is a manifestation of the inadequate guidance of professional talent training and teaching. the lack of effective guidance has also become a problem in the corresponding spiritual training of higher vocational English professionals under the "integration of production and education". In schools, many teachers in the teaching of English majors often explain English knowledge mechanically, and the development of some special teaching activities is also aimed at cultivating students' reading and writing skills. In off-campus training, many companies pay more attention to the enhancement of students' work awareness and work abilities. Under the "integration of production and education", although the main body of talent training and education has been diversified, the environment for the cultivation of craftsmanship has been optimized to a certain extent. But in fact, because they have not been effectively guided in professional teaching and specific job training, most students also lack a basic understanding of craftsmanship and lack a high sense of identity, which is naturally not conducive to effective cultivation of their corresponding spirit.

2.3 INSUFFICIENT SYNERGY IN TRAINING CRAFTSMANSHIP BETWEEN SCHOOLS AND ENTERPRISES

Under the "integration of production and education", both schools and specific enterprises are the main bodies in the cultivation of professional talents. From the perspective of craftsmanship cultivation, schools and enterprises should also become the main bodies in the cultivation of corresponding spirits. From the perspective of the effectiveness of specific craftsmanship training, although schools and companies have conducted different levels and different forms of training attempts, the communication and collaboration related to specific spiritual training are not in place, which has also led to obvious insufficient synergy in the corresponding spiritual training. the cultivation of the craftsmanship spirit is different from the core English literacy in the general sense, or the cultivation of the corresponding special ability, which itself has great particularity. It has to be admitted that most vocational colleges and specific enterprises obviously lack sufficient experience in the cultivation of students' corresponding spirit. In addition, the corresponding spiritual training plan has not been prepared in advance, and the high coordination of

corresponding spiritual training has not been maintained on the basis of in-depth communication. Time and other resources are also easily wasted. At the same time, many higher vocational colleges are unable to respond to English professionals, this is one reason for the breakthrough in spiritual cultivation.

2.4 CULTIVATION OF CRAFTSMAN SPIRIT LACKS PERTINENCE

The lack of pertinence of craftsmanship training under the "integration of production and education" is also an obvious problem, that is, the training of the corresponding spirit is often separated from the training of English professionals and the actual conditions of students. Individual differences among different students are often large. This difference is not only reflected in the English professional ability, but also in the level of employment intention and specific planning. However, in higher vocational colleges, the training of craftsmanship often ignores the differences in students' personal professional understanding and professional development. Even in the internship stage, the school and the company did not fully integrate the individual differences of students, and targeted the training and guidance of craftsmanship in English teaching and job work. Because schools and companies have not conducted in-depth communication with students, and have not fully integrated students' individual differences and other actual conditions to cultivate the corresponding spirit, many training attempts and efforts can often achieve poor results. What's more serious is that the interpretation of specific spiritual connotations can easily conflict with students' own understanding, and many students are unwilling to accept specific guidance related to corresponding spiritual training.

3. SPECIFIC STRATEGIES FOR CULTIVATING THE CRAFTSMANSHIP SPIRIT OF ENGLISH PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES UNDER THE "INTEGRATION OF PRODUCTION AND EDUCATION"

3.1 MAKE PLANS FOR CRAFTSMANSHIP CULTIVATION

In cultivating the craftsmanship spirit of English professionals in higher vocational colleges under the "integration of production and education", it is important to plan accordingly in advance. Especially in higher vocational colleges, when English teachers and related companies are obviously inexperienced in the development of students' corresponding spirit, it is also important to plan accordingly in advance. For example, a higher vocational college in Weifang City conducted a specific analysis of the changes in the training of English professionals under the "integration of production and education", and at the same time identified several key points in the cultivation of craftsmanship. Based on the corresponding observation and analysis in advance, a planning plan for the cultivation of the students' corresponding spirit has been worked out. In this plan, the power and responsibility relationship between the school and the enterprise in the cultivation of students' corresponding spirits is well clarified. At the same time,

how to carry out special training activities and how to choose conventional training strategies are also well clarified in the specific plan. Thanks to the formulation and implementation of scientific and systematic planning plans, attempts at various levels and periods of corresponding spiritual cultivation have also formed a better whole.

3.2 DO A GOOD JOB IN TRAINING AND GUIDING CRAFTSMANSHIP IN TALENT TRAINING

Under the "integration of production and education" in the training of higher vocational English talents, it is necessary to do a good job in the training of artisan spirit, especially when the pressure of many students in English learning and employment is high, corresponding guidance plays an important role in the cultivation of students' artisan spirit [3]. Taking the teaching of English majors as an example, teachers should infiltrate the ideas of craftsmanship cultivation in the explanation of professional knowledge, interspersed to explain some relevant knowledge and content of craftsmanship cultivation. At the same time, teachers can contact some employment cases of excellent talents related to English translation and foreign affairs exchanges, as well as their outstanding contributions in their fields, and conduct relevant guidance on the cultivation of students' craftsmanship based on case-based learning. In the specific guidance, higher vocational colleges and specific enterprises should pay attention to students' better understanding of the spiritual connotation of craftsmen, and cultivate students' identification with the spiritual connotation of craftsmen. After the corresponding guidance is done, the specific efforts in the corresponding spirit training can be better transformed into the results of the student craftsman spirit training.

3.3 SCHOOL-ENTERPRISE JOINT-STYLE SIMULTANEOUS TRAINING OF CRAFTSMANSHIP

In cultivating the craftsmanship spirit of English majors under the "integration of production and education", it is very desirable to carry out corresponding spirit training in a joint school-enterprise style. For this reason, higher vocational colleges should communicate with specific enterprises in the cultivation of English professional talents and the cultivation of craftsmanship. on the basis of in-depth communication, make specific plans for corresponding spiritual cultivation. After clarifying the specific spiritual training goals, and clarifying the content and tasks of specific spiritual training, the corresponding spiritual training should be carried out simultaneously. For example, after explaining the connotation of craftsmanship in higher vocational colleges and its practical practice in English-related positions, enterprise job training and practical operations also need to infiltrate some craftsmanship training content. At the same time, some specific conditions are created for the practice of the craftsman spirit in the job training for students. After cultivating the corresponding spirit in a synchronized and coordinated manner, the expected training goal can be better achieved, and the pressure on the corresponding spirit training of English majors in its higher vocational

colleges can also be better alleviated.

3.4 COMBINING THE INDIVIDUAL DIFFERENCES OF STUDENTS TO CULTIVATE CRAFTSMANSHIP IN A TARGETED MANNER

Individual differences between students will not only have a great influence on the teaching of English majors in higher vocational colleges, but also have a great influence on the cultivation of craftsmanship under the "integration of production and education" [4]. Therefore, in the process of cultivating students' corresponding spirit, it is very desirable to combine students' individual differences to carry out targeted training. Specifically, teachers should infiltrate some artisan spirit training related content in the daily teaching of English majors, observe the general performance of students, and grasp the level of students' understanding of the artisan spirit and the level of identity. Not only that, teachers should also contact the career plans of different students and combine their industries and fields of interest to cultivate their craftsmanship in a more targeted manner. Along with a better grasp of the individual differences of students, teachers can also master more initiative in the cultivation of students' corresponding spirit. More importantly, after combining the individual differences of students to carry out corresponding spiritual training attempts, teachers can also have a better grasp of the students' craftsmanship training status. the mastery of this information can also provide a lot referece for the adjustment and optimization of subsequent training strategies.

4. DISCUSSION

Under the "integration of production and education", higher vocational colleges should do a good job in the management of English majors, guide professional teachers to do general teaching work, and actively cultivate students' craftsmanship. Considering that the corresponding spiritual cultivation requires a certain period of time, and in this process, it is necessary to solve many difficulties and solve some specific problems. To this end, higher vocational colleges and teachers should also do a good job of teaching-related and relevant evaluations of corresponding spirit cultivation on a regular basis. on the basis of timely discovery and resolution of various problems, various obstacles in the corresponding spiritual training should be cleared. Through dynamic adjustment and optimization, the professional teaching process under the "integration of production and education" is taken as a dynamic process of cultivating students' craftsmanship spirit.

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Public Art, Monumentality and Urban Experience

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ABSTRACT: This thesis attempts to explain public art and analyze the linkages between public art, monumentality, and urban experience, combining with Memorial to the Murdered Jews of Europe, Franklin Delano Roosevelt Memorial, and the public art development of Barcelona.
Keywords: Public Art; Monumentality; Urban Experience

INTRODUCTION

People are the mainstay of urban life, and public art is the art of the city, which is closely related to the life of the city. With the development of the times, the construction requirements of the city should not only meet the basic needs of people's food, clothing, housing and transportation also good living facilities and rich cultural activities, because the city is the distribution center of human culture and secular feelings. As a result, people began to pursue spiritual satisfaction and emotional pleasure. In the wave of global urbanization, many countries and governments have gradually paid attention to the role of culture and art in urban construction. Public Sphere is one of the concepts used by English countries in recent years. the concept was translated into English based on the German word "offentlichkeit" which means open [1]. the German concept is also translated as "the public" according to the specific context. This kind of public sphere with the characteristics of openness, which is freely participated and recognized by the public, is called public space, and public art refers to the artistic creation and corresponding environmental design in this public space [2].

1. PUBLIC ART

According to Encyclopedia of Urban Studies (2009), public art is an art that exists in public space and can relate to the public in the sense of contemporary culture. Public art is a unique landscape space element in the urban environment, and so that its size, scale, proportion, space, function, shape, material, color and other factors have a significant influence on the urban space environment [3]. the formation of the public art design and its related environmental factors lies not only in the integrity of its own achievements but also in the positive impact on the environment. In the field of urban environmental design, public art can be realized in various ways, such as architecture, urban sculpture, murals, garden landscape sketches, public facilities, earth art, decorative art, performance art and other forms. From the characteristics of its functions, public art can be divided into the following categories:

First, practical public art is a public facility that can be used in real life and has service and ornamental functions.

the function of public facilities is generated by the various needs of the public to conduct activities in public places. Therefore, the design of public facilities should first be considered from the function, which is the premise of the existence of the works. It is necessary for the designer to investigate the activity patterns of people in various public places to determine the function of a public facility. Then, from the "association of matter" as the starting point, the form of the function will be expanded outward, and the material, structure and visual characteristics of the design will be integrated and echoed with the environment. So that, the expression of the design concept will be completer. Second, he public art of decoration is an artistic creation in accordance with the established environment, which is the main form of public art. the main features of this kind of public art are: firstly, there are open themes that cause people to think and resonate; secondly, the display of humanistic creativity, high-tech, high-tech components; thirdly, the landscape display combined with artistic creation Garden. Third, the public art that exists in the context of the humanities is to shape public art works according to the local cultural background, living customs and historical characteristics. the characteristics of this type of public art correspond to the environment in a reflective and harmonious way, complementing the environment. In public art that exists in the context of humanity, commemorative landscape creation is the main content of the kind of work. Last, the public art that exists in the natural landscape is based on the natural scene for public art creation. This type of public art highlights the dependence and integration of the work itself and the environment.

The key to the culture and art of a city is not only the subject matter, meaning, conception and artistic expression level of public art itself but also whether it can complement the natural and cultural environment of the city. For some emerging cities with short history and weak cultural traditions, the first task is to build and form the characteristics of their cities. the modern artistic image of the city is presented by the unity of the city's content and its beauty. It depends not only on the spiritual civilization of the town but also on the internal cultural accumulation [4]. Public art designers are required to understand the characteristics of the real political, economic, cultural and geographical environment of the modern city, as well as the existing style and pattern of the town, and determine the urban theme to form the characteristics of the city [5]. Public art has a social memory that highlights the city's aesthetic image and even the image of the country, which the higher the level of integration into people's daily lives, the greater their value. As an essential part of the public space, public art has established a connection between the

citizens and the city, which helps to cultivate their sense of identity and intimacy and enhances the good memories of the town. People do not need to visit the city's representative attractions because, through the public art of everyday life, they can evoke their beautiful memories and enjoy a pleasant aesthetic experience [6]. Therefore, public art has an important influence on people's physiology and psychology through urban experience, regular life fragments and good memories. Besides, public art is also an essential window to showcase the image of the city and the image of the country. From a design perspective, it is particularly important to strengthen the influence of public art, promote the aesthetic experience of citizens and tourists, and intuitively enhance the aesthetic image of cities and countries [7]. Strengthening the construction of public art has a positive effect on promoting the aesthetic experience of citizens and tourists and intuitively improving the aesthetic image of cities and countries.

2. PUBLIC ART AND MONUMENTALITY

With the increasing number of public art spaces, its value has received more and more attention. the monumental public art, through the artistic representation in the public space, constructs space with material entities to help people save or evoke the vivid memories of past events, especially those public events such as war, terrorist activities, genocide and so on [8] [9]. Commemorative public art helps people to remember history and historical figures, reflect on humanity, unload the burden of thought, and look to the future. Furthermore, the monumental public art, in addition to containing common and collective memories, can also provide or create personal experiences and memories. the design of monumental public art is also closely related to commemorative ceremonies, symbolic symbols, social customs and citizens' behavioral habits, that means the relationship between monumental public art and visitors must be balanced [10].

As a social landscape art, commemorative public art truly reflects the individual's psychological needs and the spiritual requirements of the social community. the individual's psychological needs include the desire for democracy, the maintenance of fundamental human rights, the sympathy and commemoration of the victims, and the respect and admiration of the hero's model [11]. From a social perspective, commemorative public art is a heritage of different cultures and intergenerational generations, and the preservation of historical memory and event data provides space for activities and activities [11]. A wide range of public participation or entry can be used as a measure of the actual value of various design works related to the public. For example, public art with monumentality can artistically reproduce the horrific and catastrophic historical moments. In addition to the role of building urban landscapes, it is more important to help people reflect on the threat of blood, violence and disasters and create respect for different cultures. the atmosphere of ideas, peaceful resolution of conflicts of powers and interests. Moreover, commemorative public art also plays a significant role in building citizens' lives and conveying

urban ideas and promoting urban policies. In a memorial public space, people can express their views on political issues and various policies and corporate initiatives and present their opinions [12]. Public space has become an important place for democratic discussion and dialogue, and through transparent discussion and controversy to build a social foundation for the development of democracy and the continuation of democracy. the monumental public art has a dual function. on the one hand, it conveys relevant information to the visitors, especially to a new generation of young people [13]. on the other hand, public art enables foreign tourists to resonate and sympathize with historical events that occur in the region, bringing such thoughts, ideas, and emotions to other places or countries, and to connect with similar historical events and social problems in their countries [14]. Although there are differences in social conditions and environment, there are many similarities that can be used for reference. Hence, the monumental public art allows people from different societies and different countries to establish a bond of emotional connection.

An example of that, the Berlin public artwork by the architect Peter Eisenman, Memorial to the Murdered Jews of Europe, is to cherish the memory of the many Jewish lives of the Nazis who were ravaged by the Nazis during World War II. This work is different from any traditional monumental public art in history, and its layout is very distinctive [15]. the work is located in an open space that allows anyone to enter at any time. Due to the large number of Jews who were killed in World War II, the artificial landscape cast 2, 700 concrete square columns with the column width of 2m and the maximum column height of 7m [16]. All concrete square columns are placed in a bone structure. Although the height of the columns is not the same, the arrangement is very regular, and the rhythmic fluctuations are formed in conformity with the slope of the terrain. the rugged surface, large volume and scale, the whole resembles a huge cuboid matrix, giving a very spectacular visual effect. the array of concrete columns forms a sculpture park that impacts people's hearts. During the walk, the tall and staggered columns will give people a different space experience, and the overall gives a flexible and varied visual experience. Visitors can sit on the pillars, walk on top of the pillars, or hide in the tall pillars of the jungle. the high square column and the low square column form a differentiated sense of space, thereby guiding people to produce different psychological experiences. Eisenman used an artistic approach and a completely open space to commemorate that painful history. Because of its openness and unrestricted, citizens and outside visitors can enter 24 hours a day. This public space is integrated into the life of the citizens and is no longer a mere memorial. Therefore, monumental public art is an integral part of the daily life of the citizens and the city.

3. PUBLIC ART AND URBAN EXPERIENCE

In addition to its monumental artistic value, public art is more important to the urban experience because of the cultural value of its "public" attributes. Public art intervenes in urban experiences in an artistic way,

changing public values, constructing or reflecting new relationships between people and the environment [17]. That not only transcends the material symbol itself but also provides hidden teaching functions. the key is to criticize, question or propose new cultural values and reflections through the comprehensive perception of people, public art, environment and time. So that, the development of public art has become a cultural phenomenon in the state of human life, which has the core of taking the city as the stage, the needs of people's communication, furthering the experience of space, the acquisition of aesthetics and the knowledge and activities of the form, imagery and aesthetics.

The "public" in public art represents the person who appears in all public spheres and enjoys the highest visibility and perceived openness. the public domain refers to all places, places, and areas other than privacy, where is a place where the public can freely enter, freely accept and exchange information. Public art is a part of the world of life, and it has become the medium of encounter in the city. Although this encounter is very personal, it is not incompatible with the public sentiment of the open world. Art exists as a form that may provide the rare possibilities of meeting the world today. When art is no longer only a sculpture placed on the pedestal, it can more naturally affect people and the city of life. Public art is fundamentally based on public space, and only public participation constitutes public art. Public art is seen as one of the original forms of old cultural practice in the public sphere. Such art reflects the dynamic local contemporary cultural identity, which is primarily related to the historical and cultural vocabulary of the urban context. In this regard, any medium, including photography, books, local music, lines on the wall and traditional decorations, mirrors or sculptures themselves can be applied. In this sense, this artistic expression of the public domain must be related to the public space itself (including scope, height, form, color, function and others), as well as a visual language that is both interrelated and distinct. Public art can allow the public to enter and exit freely, and it is the basis for free public communication and dialogue [18]. In that way, public art indeed becomes a valuable urban experience.

In addition, the narrow scope of public art is the urban landscape art which is open. This openness is expressed as a visual space outside the building, and landscape art has become a public place where the public participates in criticism and recognition [6]. the ultimate goal of placing art facilities in appropriate locations is to create a visual environment with smooth lines, rich moods and artistic associations. These public places are often crowded mass-communication and relatively open spaces. For example, the city's square green area provides a shared external space for people's lives. Here, people-to-people communication not only satisfies the social attributes of people but also reflects the value of people's existence and city. Returning to nature is a manifestation of human instinct. the senses and optic nerves of human beings are always relatively relaxed in the embrace of nature. From the perspective of artistic visual design and psychological

design, the visual and subjective feelings of the artificial environment are designed and adjusted to a state similar to nature [4] [11]. In such an artificial environment, people naturally enter a state of relaxation, comfort and willingness to communicate. Therefore, the excellent value of the city, that people can naturally get along with each other, is reflected in the public experience function. Excellent squares and sculpture art have become the link between the buildings and become the communication link of ordinary people. Here, people are more likely to feel safe, comfortable, and more likely to have a sense of identity with the city and region.

CASE 1 WASHINGTON, DC, US: FRANKLIN DELANO ROOSEVELT MEMORIAL [19]

The Franklin Delano Roosevelt Memorial was built to commemorate former US President Franklin Roosevelt and was the first memorial park designed by landscape architects in Washington, D. C., US. the memorial is located within the National Mall and Memorial Parks. the National Mall and Memorial Parks focus on the Washington Monument as a focal point. the Lincoln Memorial and the Capitol Building form the east-west axis. the White House and the Jefferson Memorial are north-south axes, while the Franklin Delano Roosevelt Memorial is located on the southwest side of the National Park. Designer Lawrence Halprin changed the design method of traditional monuments for many years and got rid of the high-level, excellent mode with huge volume. Instead, it consists of stone walls, waterfalls, jungles, and flowering shrubs that are low-profile, designed with horizontal, open spaces to tell stories and encourage experiencer to participate rather than just silently admire the monument.

Figure 1. the Choreography of Memory: Lawrence Halprin's Franklin Delano Roosevelt Memorial [20]

A: White House   B: Capitol Building   C: Washington Monument
D: Lincoln Memorial   E: Jefferson Memorial
the Franklin Delano Roosevelt Memorial
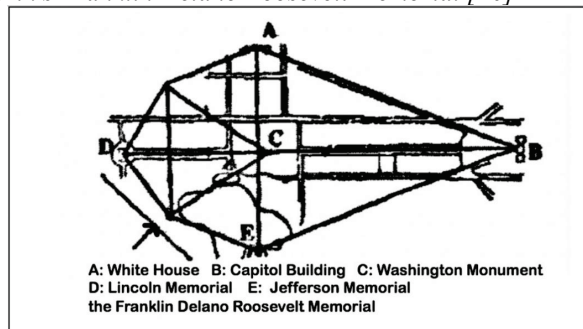
The main body of the Franklin Delano Roosevelt Memorial is four open spaces surrounded by red granite walls. the four areas are used in the order of the timeline to express President Roosevelt's four terms and the four freedoms he preaches. the succinct, hard and powerful texture of the granite represents Roosevelt's courage and perseverance. the open space is equipped with garden views such as flower beds, lawns, pools and sculptures, which enable people to understand and experience the history and culture of the United States during the tour. All granite walls do not exceed the surrounding trees, and the entire monuments are hidden in the trees and blends in with the environment. the designer used the separation and combination of flower beds and lawns to arrange the opening and paving before entering the main space. and a

sequence of spaces is arranged, which limits the experience of the explorer to explore the space in the order of time developing. the first space was opened by an eagle sculpture hanging on the wall. the statues from the top of the rock and the people waiting in line for relief showed the hard life of the Great Depression, the vows of Roosevelt who revealed optimism and inspirational vitality when he took office in 1993. the second open space includes bas-relief totems and water features, where expresses Roosevelt's "new policy" and people's efforts to get out of the economic crisis. the third space entrance is decorated with messy granite, symbolizing the horror of the Second World War. the fourth space consists of two parts. the first part is a small space with bas-reliefs. the content is that people follow the carriage with coffins, expressing Roosevelt's death during the fourth term and the people's condolences. the second part is a large curved square, which is also the design's climax and end point. the Grand Place can be used for dance and theatre performances, symbolizing the arrival of peace and the joy of people after the war.

Figure 2. the Franklin Delano Roosevelt Memorial
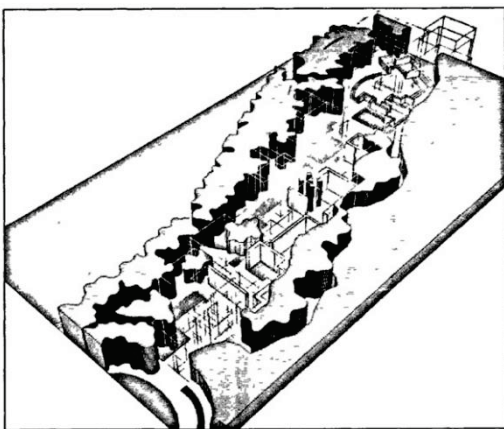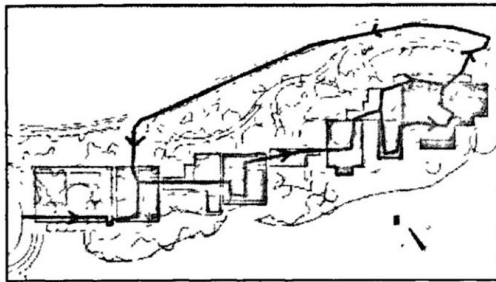
The Franklin Delano Roosevelt Memorial designed by Halprin divides the monument space with a unique timeline and different historical periods. the four regions explain their respective themes in various forms and use the same materials to express different connotations through different design methods. He used sculpture to represent essential events of each period and applied the changes of rocks and water to set off the social atmosphere of each era. Also, he also uses straight lines, polylines, rectangles and other formal languages: creating a straight water surface, a broken line of the ground and a rectangular wall contrasting with the straight background of the arbor, as well as the fountain and the water sounds provide a calm atmosphere. on both sides of the four spaces are dense forests that not only form the background of the park, but also define the axis space. the separation of the area is done by plants and sculpture walls, so it is full of natural atmosphere. the Franklin Delano Roosevelt Memorial is monumental while provides visitors with a relaxing, studying and appreciation experience. and the image of President Roosevelt was fixed as an ordinary person, a president, and did not deify his character. This design idea was groundbreaking at the time and proposed a new concept of monumental design.

CASE 2 BARCELONA, SPAIN: A CITY KNOWN AS THE "OPEN SPACE SCULPTURE ART MUSEUM"[21][22]

Barcelona is a famous industrial and commercial city in northeastern Spain. It is the capital of Catalonia and is gradually forming on the broad coastal plains on the Mediterranean Sea. After a long history of baptism and precipitation, in 1859, Ildefons Cerda proposed the Barcelona urban expansion plan, which laid the foundation for Barcelona, a modern urban landscape. Although Cerda's planning ideas have not been fully accepted, it has not been promoted outside of Barcelona, Spain, but this plan of Cerda has made the Catalan modernist construction trend from 1880 which is a right place to stay fully prepared for the public art ideas that emerged later. After entering the industrial revolution, Spain's economy began a golden age, which in turn created the leading position of Spanish culture and art in the world. A group of nobles in Barcelona are fascinated by artistic activities and have a high level of artistic accomplishment, which makes Barcelona a characteristic of a world-class cultural city. the germination and development of urban public art thought have become a prominent representative. As a broad concept, "public art" has long been regarded as a new concept and a new thing in urban life. It does not only mean that works of art are displayed in the public space of the city, but more importantly, the creation of this art is close to life, enjoyed by the citizens, and naturally blends with urban life.

During this period, the representative figure of Barcelona's public art thoughts was known as "Mad and Genius" and Antoni Gaudi. Gaudi's architecture is considered to be the most original and important building in the world in the 20th century and is the representative of modern architectural art. Oriental Islamic style, neo-Gothic, modernism, naturalism and many other elements have been used freely by him and unified in his architecture. Each of his works flows with his vitality to all things, his natural life, and his devotion to God. For example, his representative works, the Park Guell and the Sagrada Familia, show his admiration for nature and his dedication to God. Gaudi's artistic style has been fully utilized in the planning and design of the Park Guell. the architectural light color space and shadow space is fully integrated with nature. In this garden, which is entirely based on cheap local materials, it is full of rich local flavor and rich in local ethnic characteristics. the mosaic decoration is very symbolic of local culture. the unique design of the outdoor dragon-shaped cool chair creates a resting place for citizens with a southern flavor. the bold

colors express the inheritance of Catalan culture, and the sculptural environment reflects Gaudi's unique artistic feelings. Hence, the Park Guell is an outstanding masterpiece of the burgeoning period of public art. Moreover, the Sagrada Familia is another excellent public art that Gaudi devoted to Barcelona with his life. After studying the relationship between the church and the city, in order to highlight the iconic status of the Sagrada Familia in the city, according to the needs of the landscape, Gaudi suggested keeping the corresponding open space around the church to form a four-star square to obtain good vision. the artistic effect is as little as possible to occupy the urban land. For Sagrada Familia, the 170-meter tower, the colorful mosaic decoration, the spiral staircase like the lifelike statue that grows from the wall. the vast building like the sand castle built by the children on the beach. the entire building takes a huge scale relative to people, which has the same expressive power as a giant stone sculpture. the whole building is more like a massive sculpture in the city. the intense publicity shown in Gaudi's work has become a pillar of the influence of Catalonian modernism and has always attracted the citizens of Barcelona to become a monumental landmark of Barcelona.

After a hundred years, Barcelona's public art has matured. In 1985, Barcelona implemented a public art policy in the same way as "Percent for Art". With the initiative to host the Olympic Games in 1992, Barcelona accelerated the pace of urban transformation and launched a more attractive open space. During this period, Barcelona adopted a new concept to integrate its civic cultural strength. the idea is to build the whole of Barcelona as a giant art park in order to improve the urban environment, improve the urban experience and meet the needs of citizens to improve their quality of life. the concept of public art is liberated from the single form, with the public art and landscape construction as the origin and intervening in the overall area and space of the city. Incorporate planning and urban construction, historical environmental protection, urban rectification and exchange into a large visual system to consider, and even study the plan itself as a model. Among them, three representative projects include the environmental transformation of Plaza Catalunya, the renovation of the Spanish dyeing factory park and the reconstruction of the Barcelona Pavilion of Mies van der Rohe, which transformation and reconstruction have aroused public awareness of the public environment. the public participation of the new public art of Barcelona reflects the artistic chest and cultivation of the people of Barcelona. In the 1990s, Barcelona's public art was shocking. the Spanish Railways will hand over the abandoned North Railway Station and the neighboring land to the city government for planning to become a public use space. This unremarkable wasteland has turned into a large-scale landscape art, where it conforms to the deep love of the citizens of Barcelona and inherits the tradition of dragon-making in Barcelona's public art. the North Station Park uses modern abstraction techniques and large tiles to create this spectacular dragon with a scale that can sit, ride

and climb. the public and artistic nature of the public art of the North Station Park has become a complete integration. Therefore, this public art of direct integration of tradition and civic life has made the citizens feel a sense of belonging and enhances the urban experience and cultural understanding of foreign tourists.

CONCLUSION

Public art refers to the creation of environmental facilities corresponding to it in an open public space and serves the public in some form. This accessible art form is set in the urban public area while decorating the environment. Successful public art construction can create a strong sense of place and awareness in a city, and its monumentality promotes the inheritance and development of social, national concepts and consciousness. In addition, the publicity of excellent public art enhances the urban experience, which creates an interactive exchange between people and art and enjoys the beauty in communication, which can make the citizens feel happy and enhance their sense of security. Public art works are considered to be aimed at a wider audience, which can be understood and playing a subtle role in shaping the people's sentiments and cultivating public order. Further, from the long-term goal of cultivating urban culture, growing public visibility and influence has become an important growth point for stimulating urban development, and even increasing emerging industries.

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The Improvement of Bond Excess Return and the Revision of the Model -- Empirical Research Based on the American Bond Markets

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Abstract: On the basis of the traditional CP-LN predictor, author construct a new model to predict bond excess return by adding three new factors from related literature: investor sentiment (BW_t), stock market liquidity(LQ) and technical indicator (MA^{fs}). All three additional factors are significant and the in-sample R^2s of the whole model are improved. Besides, author also adopt out-of-sample methods to prove that our model has more excellent forecast power than the benchmark. Finally, based on the empirical finds of the model, author do robust check and successfully form a investing strategy to catch excess return.
Keywords: Bond Risk Premium; Return Predictability; Stock Market Liquidity; Investment Strategy

1 LITERATURE REVIEW

Fama and Bliss(1987) found that current 1-years forward rates can be used to forecast the bond excess return due to a mean-reverting tendency in the 1-year interest rate, and the predictive power increases with the forecast horizon.

Cochrane and Piazzesi(2005) pointed out in their paper that the linear combination of five forward spreads can predict bond excess return better, and its R^2 is up to 0.44, which is higher than Fama and Bliss Model.

Based on Cochrane and Piazzesi Model, Ludvigson and Ng(2009) improved the traditional model by adding macroeconomic factors and constructed their own new model. They succeeded in demonstrating that macroeconomic variables play an important role in predicting bond excess return.

After study the relevant theory of Baker and Wurgler(2006), Larboda and Olma(2013) found that investor sentiment can also be used to forecast bond excess return in addition to macroeconomic variables and forward spread.

Bouwman, Sojli and Tham(2013) tried to explain the link between stock market liquidity and bond excess return. When they added stock market illiquidity to the CP-LN model, they found the adjusted R^2 was increased by 3-6% across all maturities.

Goh, Jiang, Tu and Zhou(2013) found the forecasting ability of technical indicators on bond excess return in their paper, and drew the conclusion that considering technical indicators and economic variables together could improve the forecasting ability of bond excess return.

2 NEW FACTORS

2.1 Investor Sentiment BW_t

Larboda and Olma(2013) have found that Investor sentiment can be exploited to predict bond excess returns, and their work was based on Baker and Wurgler's theory of market sentiment variables. We have extended the CP and LN models with a new factor BW_t that reflects investor sentiment, which is defined as the projection of $\overline{rx}_{t+1}$ on $S_t^\perp, S_t^{\perp 2}, and \Delta S_t^\perp$, with $S_t^\perp$ a sentiment index that is orthogonal to a sample of macroeconomic factors, $S_t^{\perp 2}$ is the square of the sentiment variable and reflects the magnitude of the underlying sentiment and $\Delta S_t^\perp$ that measures the variation in sentiment. More specifically, the sentiment factor is obtained from the following regression:

$$\overline{rx}_{t+1} = \varphi_0 + \varphi_1 S_t^\perp + \varphi_2 S_t^{\perp 2} + \varphi_3 \Delta S_t^\perp + \tau_{t+1}$$

Where $\overline{rx}_{t+1} = \frac{1}{4}\sum_{n=2}^5 rx_{t+1}^{(n)} = BW_t$.

Table 1 Regression of $\overline{rx}_{t+1}$ on the Sentiment Indexes

	coef	std err	t	P>|t|	[0.025	0.975]
Intercept	0.0085	0.002	4.662	0.000	0.005	0.012
$S^\perp$	0.0108	0.002	6.933	0.000	0.008	0.014
$S^{\perp 2}$	0.0024	0.001	2.293	0.022	0.000	0.004
$\Delta S^\perp$	-0.0343	0.010	-3.553	0.000	-0.053	-0.015

The sample period is 1965:7 – 2012:12.

The sentiment factor BW_t allows us to extend the model in Ludvigson and Ng (2009) by incorporating investor sentiment for predicting the risk premium on bond returns. the proposed model is

$$rx_{t+1}^{(n)} = b_{n,CP} CP_t + b_{n,LN} LN_t + b_{n,BW} BW_t + \xi_{t+1}^{(n)}$$

2.2 Stock Market Liquidity LQ

Bouwman, Sojli and Tham(2011)pointed out that the illiquidity of the whole stock market can reflect business cycles and macroeconomic information, which are significant determining factors of the term structure of interest rates and bond risk premia. Thus, we predict that changes in illiquidity of stock market may affect funding conditions in the U. S bond market.

Based on Bouwman, Sojli and Tham(2011), we use the following formula to calculate the illiquidity ratio(ILR):

$$\frac{1}{N}\sum_{t=1}^N (|r_t|/VOLUME_t)$$

where |rt| means the daily absolute return, VOLUMEt means the daily total dollar volume and N means the number of trading days in a month. For each stock, the ILR is calculated daily and averaged across the month for each stocks and then averaged across all securities to

create a market-wide measure. Besides, we use the difference between the ILR of small and large stocks, represented by the bottom and top quartile respectively, ILRSMB. Finally, we take the yearly change in log illiquidity to be consistent with the bond risk premia literature, i. e. For time t in months we define:

$D_{12}ILR_t = logILR_t - logILR_{t-12}$,

$D_{12}ILRSMB_t = (logILR_{small,t} - logILR_{large,t}) - (logILR_{small,t-12} - logILR_{large,t-12})$.

By comparing two models based on regression in the following tables, we choose the D12ILRSMBt to represent the factor LQ and add LQ factor into the CP LN model. Thus, the extend model can be expressed as:

$$rx_{t+1}^{(n)} = \beta_0 + \beta_1 CP_t + \beta_2 LN_t + \beta_3 LQ_t + \varepsilon_{t+1}.$$

Table 2 Regression of rx_{t+1} on $D_{12}ILR_t$

rx_avg	coef	Std. err	t-value	p-value	[95%conf	Interval]	sig
LQ_1	0.009	0.004	2.51	0.013	0.002	0.016	**
constant	0.018	0.002	8.74	0	0.014	0.023	***
Mean dependent var	0.019		SD dependent var	0.030			
R-squared	0.030		Number of obs	204			
f-test	6.300		Prob>F	0.013			
AIC	-850.075		BIC	-843.439			

***p<0.01, **p<0.05, *p<0.1

Table 3 Regression of rx_{t+1} on $D_{12}ILRSMB_t$

rx_avg	coef	Std. err	t-value	p-value	[95%conf	Interval]	sig
LQ	0.018	0.004	4.20	0	0.01	0.027	***
constant	0.016	0.002	7.26	0	0.011	0.02	***
Mean dependent var	0.019		SD dependent var	0.030			
R-squared	0.080		Number of obs	204			
F-test	17.644		Prob>F	0.000			
AIC	-860.894		BIC	-854.258			

***p<0.01, **p<0.05, *p<0.1

2.3 Technical Indicator MA^{fs}

Goh, Jiang, Tu, and Zhou (2013) construct the forward spread moving average trading rule MA^fs to detect the changes in trends of the forward rates. Following the notations of Goh, Jiang, Tu, and Zhou (2013), we use the zero coupon U. S Treasury bond prices with maturities from 1 to 5-years bond prices to construct MA^fs factor. Before that, we declare that $fs_{t-k/12}^{(n)}$ means the *n*-year forward spread at time *t-k*/12 and *s* (*l*) is the length of the short(long) forward spread moving average, so

$fs_{t-k/12}^{(n)} = f_{t-k/12}^{(n)} - y_{t-k/12}^{(1)}$.

We denote the forward spread moving average rule with maturity *n* and lengths *s* and *l* as $MA_{i,t}^{f\,s,(n)}(m,l)$.

$$MA_{i,t}^{f\,s,(n)} = \left(\frac{1}{i}\right)\sum_{k=0}^{i-1} fs_{t-k/12}^{(n)}, \text{for } i = m, l$$

(n = 2, 3, 4, 5, m = 3, 6, 9, l = 18, 24, 30, 36)

By comparing two moving averages of *n*-year forward spreads, MA generates a buy or sell signal at the end of period *t*.

$$S_t = \begin{cases} 1, if\ MA_{m,t}^{f\,s,(n)} > MA_{l,t}^{f\,s,(n)} \\ 0, if\ MA_{m,t}^{f\,s,(n)} < MA_{l,t}^{f\,s,(n)} \end{cases}$$

Following the above steps, we would get 48 variables and furthur used PCA (principal component analysis) to obtain the first factor as a proxy for MA_t.

3 EMPIRICAL FINDINGS

3.1 In-Sample Analysis

Based on the CP model and LN model, we add another three factors: LQ, BW and MA into our model:

$$rx_{t+1}^{(n)} = \beta_0 + \beta_1 CP_t + \beta_2 LN_t + \beta_3 LQ_t + \beta_4 MA_t + \beta_5 BW_t + \varepsilon_{t+1}$$

The following table shows the result of our in-sample analysis under different constraints.

Table 4 Regression of rx2

Variables	(1)	(2)	(3)	(4)	(5)
CP	0.003***	0.003***	0.003***	0.003***	0.003***
	(5.20)	(5.37)	(5.35)	(5.40)	(5.77)
LN	0.004***	0.004***	0.004***	0.004***	0.003***
	(7.22)	(6.62)	(6.21)	(7.16)	(5.57)
LQ			0.005**		0.005***
			(2.55)		(2.66)
BW		0.240***			0.237***
		(2.70)			(2.74)
MA				0.005**	0.006***
				(2.28)	(2.64)
Constant	0.001	-0.001	0.001	0.004**	0.002
	(1.06)	(-0.62)	(0.95)	(2.40)	(1.21)
Observations	204	204	204	204	204
Adj R-squared	0.306	0.331	0.328	0.324	0.373

Table 5 Regression of rx3

Variables	(1)	(2)	(3)	(4)	(5)
CP	0.006***	0.006***	0.006***	0.006***	0.006***
	(5.75)	(5.95)	(5.98)	(5.91)	(6.38)
LN	0.007***	0.007***	0.006***	0.007***	0.005***
	(6.36)	(5.74)	(5.26)	(6.29)	(4.60)
LQ			0.011***		0.011***
			(3.11)		(3.19)
BW		0.499***			0.486***
		(2.89)			(2.90)
MA				0.009*	0.010**
				(1.93)	(2.35)
Constant	0.002	-0.003	0.001	0.006*	0.002
	(0.66)	(-1.06)	(0.52)	(1.86)	(0.66)
Observations	204	204	204	204	204
Adj R-squared	0.292	0.320	0.325	0.305	0.368

Table 6 Regression of rx4

Variables	(1)	(2)	(3)	(4)	(5)
CP	0.010***	0.010***	0.010***	0.010***	0.010***
	(6.77)	(6.91)	(7.05)	(6.90)	(7.38)
LN	0.009***	0.008***	0.007***	0.009***	0.006***
	(5.69)	(5.16)	(4.54)	(5.62)	(3.96)
LQ			0.016***		0.016***
			(3.40)		(3.47)
BW		0.552**			0.529**
		(2.30)			(2.27)
MA				0.011*	0.013**
				(1.74)	(2.13)
Constant	0.002	-0.003	0.001	0.007	0.003
	(0.47)	(-0.89)	(0.32)	(1.59)	(0.66)
Observations	204	204	204	204	204
Adj R-squared	0.305	0.322	0.343	0.315	0.372

Table 7 Regression of rx5

Variables	(1)	(2)	(3)	(4)	(5)
CP	0.012***	0.013***	0.013***	0.013***	0.013***

	(1)	(2)	(3)	(4)	(5)
	(6.76)	(6.88)	(7.05)	(6.85)	(7.30)
LN	0.009***	0.008***	0.007***	0.009***	0.006***
	(4.59)	(4.09)	(3.46)	(4.52)	(2.93)
LQ			0.020***		0.021***
			(3.42)		(3.46)
BW		0.646**			0.612**
		(2.12)			(2.06)
MA				0.011	0.014*
				(1.40)	(1.77)
Constant	0.001	-0.005	0.001	0.007	0.002
	(0.29)	(-0.94)	(0.13)	(1.21)	(0.38)
Observations	204	204	204	204	204
Adj R-squared	0.271	0.287	0.311	0.278	0.335

t-statistics in parentheses *** p<0.01, ** p<0.05, * p<0.1

Our test sample is monthly bond return data from January 1987 to December 2003. the coefficients of each variable, the corresponding t value and djusted R^2 are shown on the table4 to table7.

In columns (1), we show the results of basic CP-LN model, which is consistent to Cochrane and Piazzesi(2005) and Ludvigson and Ng(2009)'s findings. In columns(2) to columns(4), we add one additional factor from the three new factors to the CP-LN model respectively to test their validity. the results demonstrate that almost all addtional factors are significant in three regressions from rx2 to rx5 besides CP and LN factors. At last, in columns(5), we put all factors together and prove that whole model is effective in our test period except that the only one factor MA is insignificant on rx5.

What's more, our model's adjusted R2 has improved compared to CP-LN model in from rx2 to rx5. For example, the adjusted R2 of CP-LN model on rx2 is 30.6% and our model increased it by 6.7% to 37.3%, which shows that our model has more outstanding prediction power than the CP-LN model.

3.2 Out of Sample Analysis

In the out-of-sample test, we use Out-of-Sample R^2:

$$1 - \frac{\sum_{j=1}^{T}\left(y_j - \hat{y}_j\right)^2}{\sum_{j=1}^{T}\left(y_j - \overline{y}_j\right)^2}$$

to test whether our model has better predict ability than the constant.

Firstly, we divide our sample period into two periods, 1987.1-1995.7 and 1995.7-2004.1, but the Out-of-Sample R2s are below zero. Then we adopt rolling window method using window length = 102 months, step = 1month one year ahead to forecast the excess return of the next month using SAS coding. By doing so, we obtain 102 series of factor loadings and forecasted excess returns from 1995.7 to 2004.1. the historical data used above include LN, CP factors and the original datasets of our MA, BW, LQ factors.

Table 8 Out of sample R2

Dependent variance	Out of sample R^2
rx2	0.172
rx3	0.181
rx4	0.167
rx5	0.136

rx_avg	0.158

The average Out-of-Sample R^2 we get is 0.158, which is 15.8% higher than that of constant. Such results are in accordance with in-sample analysis and reject the expectation hypothesis and indicate that our model has more excellent forcast power than constant.

4 ROBUST CHECK

4.1 Visual Analysis

In this section, we regress the average excess return with CP, LN, BW, LQ and MA factor, and obtain the predicted value, which was denoted as $y\_$new. Meanwhile, as a control group, we obtain the predicted value by regressing average excess return with CP and LN factor and denote it as $y\_$old. the true and two groups of predicted values are shown in the Figure1, so we can judge visually the predictive ability of our model beats the CP-LN model in the whole time.
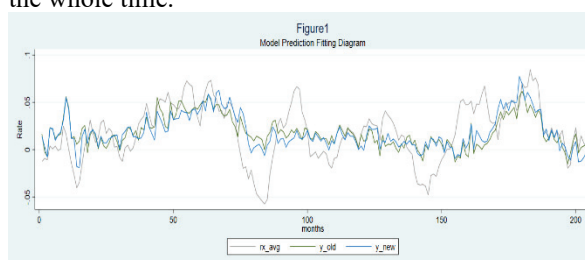
Figure 1 rx_avg & y_old & y_new

4.2 Special Time Window

4.2.1 Example 1 The Black Monday

Table 9 Period:1987M10-1988M10

Variables	(1)	(2)	(3)	(4)
CP	0.007**	0.005**	0.004**	0.005***
	(2.61)	(2.48)	(2.38)	(3.75)
LN	-0.001	-0.001	-0.001	0.002
	(-0.47)	(-0.30)	(-0.72)	(1.08)
BW		1.338*	0.516	0.489
		(2.13)	(0.85)	(1.09)
MA			0.005**	-0.002
			(2.42)	(-0.72)
LQ				-0.034**
				(-2.78)
Constant	-0.019**	-0.033***	-0.015	-0.030**
	(-2.98)	(-3.86)	(-1.51)	(-3.29)
Observations	13	13	13	13
R-squared	0.461	0.642	0.793	0.902

Black Monday refers to the stock market crash on October 19, 1987 (Monday). on the same day, the global stock market led by the Dow Jones industrial average in New York fell sharply, causing panic in the financial market and the subsequent economic recession in the late 1980s. We try to investigate whether the model still has prediction effect when the black swan event has a great impact on investor sentiment and market liquidity. As shown in table 9, we take the CP-LN model as benchmark model, the introduction of BW, MA, LQ increases R^2 by 18%, 15%, 11%, respectively, which proves that our model can better reflect the excess return in this period.

4.2.2 Example 2 The New Economic Era

Table 10 Period:1993M1-1997M1

Variables	(1)	(2)	(3)	(4)
CP	0.018***	0.016***	0.016***	0.017***
	(4.35)	(4.11)	(3.92)	(4.98)
LN	0.007	0.006	0.006	-0.003
	(1.40)	(1.28)	(1.09)	(-0.61)
BW		1.696*	1.976*	1.179

	(1.71)	(1.71)	(1.19)
MA		0.007	0.010
		(0.49)	(0.79)
LQ			0.029***
			(4.36)
Constant	-0.024***	-0.036***	-0.033***	-0.015
	(-2.92)	(-3.38)	(-2.82)	(-1.40)
Observations	49	49	49	49
R-squared	0.295	0.338	0.342	0.544

The new economic era refers to an unprecedented series of new phenomena in the U. S. economy during almost the whole administration of former U. S. President Clinton, with record long-term prosperity, high growth, and even low inflation accompanied by low unemployment. We select 1993-1997 (Clinton's first presidential term) as the sample period to test the model interpretation ability in the period of rapid economic growth. According to the results shown in Table 10, LQ brings a 20% increase of R^2 while BW and MA only provide a slight increase. Though the model does not perform as good as before, LQ and BW still shows their significance.

5 INVESTMENT STRATEGY

In order to study whether our model can create economic value for investors, we study utility income from the perspective of asset allocation. For the convenience of calculation, we assume that investors are risk-averse and have a mean variance preference. We choose a simple investing strategy of allocation between a 1year bond and a long term bond during 5 years: Every month from January 1998 to December 2002 The investors should choose the w_t^n to invest in a n year long-term bond versus one-year national debt (risk-free).

We first assume that the risk aversion coefficient (γ) of investors is 2. By solving the expected utility maximization problem, we can use the following function to determine w_t.

$$\widehat{w_t^n} = \frac{1}{\gamma}\frac{\widehat{rx_{t+1}^{(n)}}}{\hat{\sigma}_{n,t+1}}$$

Where γ represents the risk aversion coefficient, $\widehat{rx_{t+1}^{(n)}}$ means the excess rate of return calculated by either the prediction model we used or the benchmark model. To enhance the accuracy of the results, $\hat{\sigma}_{n,t+1}$ of each period is calculated based on the rolling data of the past 120 months before each month.

Then the return rate $r_{p,t+1}^{(n)}$ of this portfolio can be described as

$$r_{p,t+1}^{(n)} = w_t^{(n)} * rx_{t+1}^{(n)} + y_t^{(1)}$$

where $y_t^{(1)}$ represents the 1-year risk-free yield, and $rx_{t+1}^{(n)}$ represents the excess n-year log return. and the below figure shows the comparison of the return of our portfolio and benchmark.

After that, we can calculate the average utility of investors by the following method,

$$\widehat{AU} = \hat{\mu} - \frac{1}{2}\gamma\hat{\sigma}^2$$

We measured four periods of average utility and benchmark utility with the above method, and the final result is shown in the table 11 below. Through the following formula, we can see that no matter which long-term bond is chosen, the average utility calculated by our model is greater than benchmark utility. Besides, the Δvalue calculated by the following formula is positive, which proves that the model we predicted has more economic value, and investors tend to be more willing to pay portfolio management fees.

$$\Delta = \widehat{AU} - \overline{AU}$$

Table 11 Utility

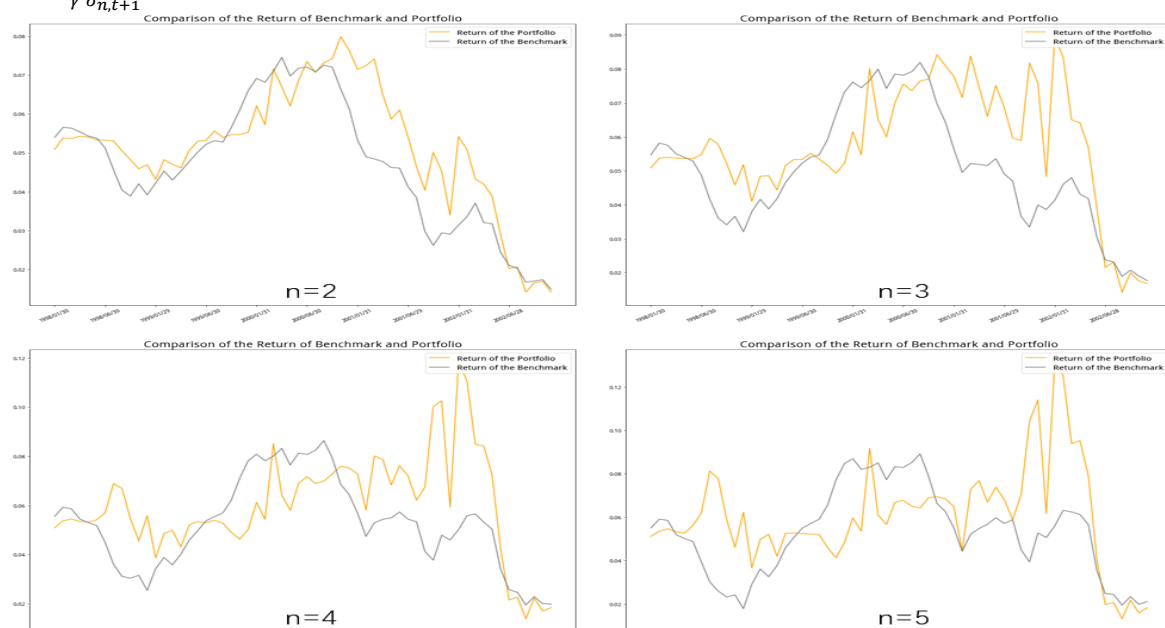| n	average utility	benchmark utility	Δ
2	0.051468	0.046816	0.004652
3	0.057294	0.050080	0.007214
4	0.059753	0.051871	0.007882
5	0.059990	0.052463	0.007527

Figure 2 Comparison of the Return of Benchmark Portfolio

In addition, based on our model, we compare the expected return of our investing strategy and the benchmark using two, three, four, five year bond as long-term bond respectively and plot the figure 2 below. Additionally, the

benchmark's returns are substracted from that of our stragegy to get the expected excess return, which is also plotted below.

The final result can be seen from the figures 3 below that the average return rate provided by our portfolio in each period is generally higher than benchmark return.
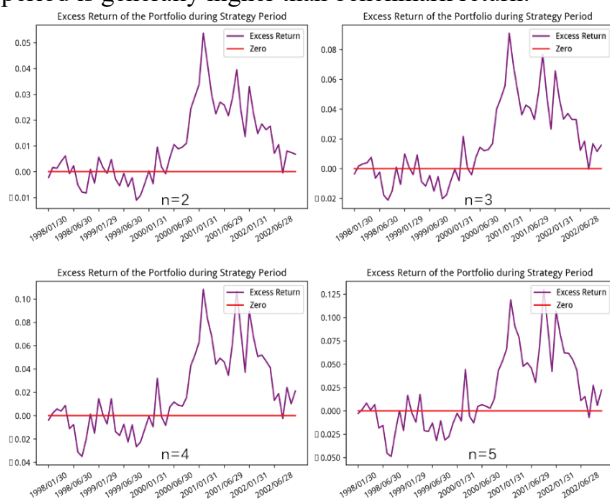
Figure 3 Excess Return of the Portfolio during Strategy Period

6 CONCLUSION

In this essay, I successfully construct a new model to predict bond excess return. This model is constructed on the basis of CP-LN factor, and introduces three new factors: investor sentiment(BW), stock market liquidity(LQ) and technical indicator(MA). Through the regression of BW factor, LQ factor, MA factor, I can confirm that they have independent power to predict the bond excess return. Meanwhile, our new model has passed in-sample analysis, out of sample analysis and robust test, and its R^2 is up to 0.373, which means that our model and coefficients are statistically and economically significant. Finally, I propose an investment strategy based on the results obtained from my model and Markowitz's Mean-Variance Theory to further investigate the economic value of our model.

Table 12 Definition of All Variables

Symbols	Meanings
CP_t	Single forward-rate factor found by Cochrane and Piazzesi
LN_t	Macroeconomic factor
BW_t	Investor sentiment
$S_t^{\perp}$	A sentiment index that is orthogonal to a sample of macroeconomic factors
$rx_{t+1}^{(n)}$	Excess log returns
$\overline{rx}_{t+1}$	Average excess log returns
LQ_t	Stock market liquidity
$|r_t|$	Daily absolute return
$VOLUME_T$	Daily total dollar volume
$ILR_t = \frac{1}{N}\sum_{t=1}^{N}(|r_t|/VOLUME_t)$	Illiquidity ratio
$D_{12}ILR_t$	$logILR_t - logILR_{t-12}$
$D_{12}ILRSMB_t$	$(logILR_{small,t} - logILR_{large,t}) - (logILR_{small,t-12} - logILR_{large,t-12})$
MA^{fs}	Technical indicator
$fs_{t-k/12}^{(n)}$	The n-year forward spread at time t-k/12
AU	Average utility of investors

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China's Great Demand for Oil and the Implications for Future U. S-China relations

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Abstract: Over the past two decades, the world has witnessed the remarkable economic progress made by China, which is being accompanied by a strong increase in demand for energy. This paper aims to discuss that the most salient characteristic of the overall U. S-China relations is that China and the U. S. are becoming more economically interdependent and as oil is a kind of extremely important energy resource for both countries to maintain the healthy growth of the economy and social and political stability, learning to live constructively with our growing interdependence could chart a path toward long-term peaceful coexistence and cooperation on challenges of mutual concern.
Key words: China; Oil; Demand; U. S-China Relations

Over the past two decades, the world has witnessed the remarkable economic progress made by China. Meanwhile, China's economic expansion is being accompanied by a strong increase in demand for energy. With the demands for high-quality energy products in the residential sector and rapid transportation and petrochemical sector developments, China's dependency on overseas oils has escalated yearly. It is true that there is a clear relationship between the future GDP growth in China and what's going to happen with our energy demand.

China transferred from a net oil exporter to a net oil importer in 1993. Chinese oil imports will reach 7 to 8 million barrels per day by 2015 and 13 to 15 million barrels per day by 2025. In comparison, the United States currently imports 8.4 million barrels per day. According to the statistics of China Customs, China's total oil import has reached 70.26 mbbl as early as 2000 and this volume has increased to 96 mbbl in 2003. In that case, we have replaced Japan as the biggest oil consumer in Asia and the world second biggest oil importer. In terms of world standard, a country's national economy would be under the influence of the world oil market if its oil import reaches 50 mbbl. When its import reaches 100 mbbl, this country should consider of diplomatic, economic and military measures to guarantee its oil supply. So the oil security has become an important driving force in China's diplomatic policy formulating process and its military strategy adjustment.

The U. S realizes that China may rival it as a superpower in the 21st century, which clearly implies that the two countries will compete with each other for important global resources, particularly crude oil. Some American scholars think that, in many respects, China resembles Japan some 70 years ago – a rapidly rising Asian power with surging demand for imported oil and other natural resources. Dr. Gal Luft, executive director of the

Washington, DC based Institute for the Analysis of Global Security (IAGS) claimed that "Sixty-seven years ago, oil-starved Japan embarked on an aggressive expansionary policy designed to secure its growing energy needs, which eventually led the nation into a world war. Today, another Asian power thirsts for oil: China. " This kind of concern was also expressed on the side of U. S congress. It was said on the congressional hearing about China' energy needs and strategies that "China's energy picture poses a unique set of challenges for the United States. China's energy needs may be a driver in its relations with certain oil-producing state sponsors of terrorism, particularly Iran and Sudan, and that arms sales and components for weapons"

On the flipside of the same thing, there are also fears from the Chinese government that when China compete with the U. S. For international oil supplies, the fate of China's economic growth is closely linked with U. S. geopolitical interests and the implications of China's shift to a world energy importer are also significant. Over the next ten to twenty years, China will become increasingly dependent on the same energy source as the U. S., Japan, and other industrialized economies and has to participate in international energy trade to form alliances for energy supply and transportation.

There is reasonably a growing sense of insecurity in terms of crude oil on the side of Chinese government and conflicts of interests with the U. S over oil do exist.

China's dependence on oil firstly means dependence on the Middle East. 70% of the world's proven reserves are in the Middle East and 60% of China's oil imports come from there. China can no longer afford to be an outsider of this tumultuous region. Presently this area is largely within the scope of U. S. In fluence. the U. S. could exert pressure on this part of the world and can obviously curtail shipments to China, which would definitely stymie China's economic development.

Since the oil crisis in 1973, the United States has strategically attached special importance to the oil security and regarded the oil embargo as a strategic weapon, which leads to more uncertainties in the big power relations and the international politics as a whole. M. T. Klare, an America international politics professor in New Hampshire College, openly wrote in his book- *Resource Wars: the New Landscape of Global Conflict*, that Oil is a power mine rather than simply a kind of energy. Once you control the gulf, you control Europe, Japan and China, like holding the tap in your hands. the similar statement is expressed by the Bush Administration in its *National Energy Policy* that America should always control the oil in the Middle East, although searching for more oil suppliers is prioritized in the future. the U. S is the only

military power in the world able to deliver troops from long distance and it has deployed heavy military existence in large scale in the Middle East, so actually America has already seized the lifeline for global oil supply. As soon as disorder occurs in world politics, many countries would succumb to America because of the oil issue. Given the possibility of cross-Taiwan Strait conflict, the America has the capacity and possibility to cut off the resource of China's oil supply. Therefore, how to deal with the oil security is also an important task for China's Peaceful Rise strategy.

In addition to the possibility that the oil supply from the Middle East might be potentially endangered by the U. S, the transportation lines which go through the Malaccan Straits will be a continuing source of concern. There is no nation powerful enough to balance the U. S., and the U. S. Navy dominates the 7, 000-mile sea lanes from Shanghai to the Straits of Hormuz. Over half of China's oil supplies must pass through this course. In that case, getting oil, to a great extent, depends largely on shipping lanes policed by the U. S. Navy. the security situation for China's marine transportation is rather serious. the military existence of big powers such as the US and India along the narrow Malacca Strait poses a great challenge to China's oil trade security. In event of military conflict and certain kind of emergence, China will not have the capacity to transport overseas oil safely to her ports. China's imported oil from the Middle East and Africa is totally transported by sea. During the course, we should pass the Hormuz Strait, go around the southern tip of India, and pass the narrow but busy Melaka Straits. Moreover, if the oil is needed to reach northern China through the Yangtse River it would have to pass the Taiwan Straits, which is of course regard as the sphere of influence of the U. S. Presently. 90% of China's sea transportation is at the hands of foreign ships, which makes China's oil transportation subject to other factors. Therefore China's oil transportation security would get in trouble in case of foreign forces' intervention, wars and diplomatic risks and so on.

Although the basic strategy for China's energy diplomacy is "to attach great importance to the surrounding areas, to maintain the traditional relations with the Middle East and to develop new relations with Africa", on the one hand, the investments of China's oil and gas companies in Iran, Susan and other Middle East and North African oil producing countries has been politically influenced by America; on the other, over the past few years, China's willingness and efforts to deepen its oil trading relationships with Iran, Sudan, and Libya give rise to fears among the U. S and other western countries. They think that China is exerting the leverage of bilateral relations with those so-called "marginalized countries" in the time of post-9/11 and Iraq war and that China will form oil-for-arms, military-client relationships with nations under boycott by the United States. They also detect that a lot of the countries that are traditionally exporters to the U. S. are somewhat fearful of their marginalized position to sell to the U. S and will look into new markets. China is an attractive market to those marginalized countries. All of what I mentioned above will inevitably bring diplomat dilemma for China when dealing with the U. S and it will meddle in China's interests in those areas under the banners of anti-terrorism and human rights.

Personally speaking, although there are conflicts of interests over the oil issue **between the U. S and China**, the possibility that the **U. S. and China will on collision course over oil is relatively little and there is still leeway left for mutual accommodation and cooperation.**

China is a vastly different country after the reform and open-door policy. It is a country now largely dependent on foreign investment and foreign markets. and so long as the two countries feel themselves to be interdependent upon those international relations, they will be constrained in the degree to which they are prepared to upset those relationships. For china, primary interest will be economic growth, so it is a better choice for the U. S to focus on the interests with the China that it shares in common. Yet China today is a major participant in the global trading system, and it is also wise for china to take a more active and responsible role in keeping with its energy vulnerability.

The most salient characteristic of the overall U. S-China relations is that China and the U. S. are becoming more economically interdependent. U. S. 's demand for inexpensive Chinese goods guarantees employment for millions of Chinese workers. China uses the dollars earned from trade with the U. S. to buy oil and other commodities on the global market. U. S. -based firms have invested billions of dollars in China's economy, providing jobs and raising living standards. At the same time, China's inexpensive goods help to keep the U. S. cost of living down. In turn, Chinese demand for U. S. goods and services creates opportunities for U. S. business and jobs for U. S. workers. China invests its large number of dollar reserves in U. S. Treasury bonds, which helps keep U. S. In terest rates low and the U. S. economy growing.

Although China has concrete strategic interests in Asia's sea-lanes which are directly linked to energy concerns and commitment to its own military strength, in light of the limitations on China's own force projection capabilities, these interests are best served, at least for many years to come, through cooperation and strategic partnership. It is precisely the U. S. guarantee of equal access for all of Asia's sea-lanes that allows China to fulfill its strategic energy requirements. the U. S. presently has a window of opportunity to pursue cooperative energy policies that help China feel more secure about its energy security, thereby reducing the stimulus to mutual conflict.

In recent years, political factors have far outweighed geological ones in limiting available supply to world oil markets. It is in managing these political factors that the United States and China have common interests. the U. S has more important goals to pursue than Chinese energy policy. To name a most obvious one, for the immediate future, cooperation with the Chinese on the question of North Korean nuclear capabilities has a partial coincidence of interest with the United States. With respect to the more ferocious aspect of the terrorism

problem, the support from China also is also of great importance to the United States.

With the rise of China, within a few decades, it will likely become a great power in the international arena, which is actually a check on the U. S. global dominance. As oil is a kind of extremely important energy resource for both countries to maintain the healthy growth of the economy and social and political stability, there do exist conflicts of interests concerning oil resources. But in the long run, severe collision is not the keynote for the two countries to deal with oil issue. We share more common interests as the two countries are gradually becoming interdependent on each other. Learning to live constructively with our growing interdependence could chart a path toward long-term peaceful coexistence and cooperation on challenges of mutual concern.

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Comment On the Civil War Ended Slavery but Freed Racism

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Abstract: The Civil War is a milestone in American history, after which there were many troublesome problems submerging. In the social life, racial segregation and discrimination haunted the blacks for decades after the Civil War. the task for the blacks to fare as complete citizens of the United States was even much harder than the war itself. This paper aims to discuss that the Civil War just freed blacks from the chains of oppression nominally and the blacks still experienced harsh racism, though it became less tangible.
Keywords: America; the Civil War; the Blacks; Racism

It has been said that, "The Civil War ended slavery but freed racism. " As far as I am concerned, this judgment is reasonable. the Civil War is a milestone in American history. It overthrew an economic system which underpinned the development of the south for years and emancipated a large group of people from the constraints of slavery. There were many troublesome problems submerging in the aftermath of the Civil War. One of them was that how the blacks could fare as complete citizens as their white counterparts. Actually, it was a problem left unresolved for decades. A series of constitutional amendments rendered the blacks unprecedented rights and the blacks seemed to be guaranteed full citizenship, but those achievements were merely nominal. If we examine the economic, social and political conditions of the blacks in the south after the Civil War, we can find that racism was still epidemic and the black was still a vulnerable group and there was still a long way to go for the blacks to realize equality with the whites.

Economic independence is the prerequisite of political independence. Blacks in the south after the Civil War were far from achieving that point. A crucial factor is that after the civil war there was no large-scale land reform, so freedmen's wish of owning land was failed to be materialized. They lacked capital to buy land or tools and of course white southerners were not willing to sell land to the blacks. the former planters just wanted to keep cheap labor force, which was strengthened by the passage of Black Codes. Like what the slave statues had done in pre-Civil War years, these laws were designed to regulate the affairs of the emancipated blacks, but the most essential aim of the Black Codes was to ensure a stable and subservient labor force. Harsh penalties would be imposed if the blacks fail to obligate their labor contracts which "committed them to work for the same employer for one year and generally at pittance wages. Violators could be made to forfeit back wages or could be forcibly dragged back to work by a paid 'negro catcher'". In that case, the freedmen disliked the new wage system, which had a direct effect on agricultural productivity. New labor force schemes, sharecropping and tenant farming, became the most widespread arrangements, but their aim was still to keep the blacks economically dependent. the post-war south was in want of a credit system, so " crop-lien" system stepped in, through which " store keepers extended credit to small farmers for food and supplies and in return took a lien on their harvests. " and "Shrewd merchants manipulated the system so that farmers remained perpetually in debt to them. For generations to come, southern blacks were condemned to eke out a threadbare living under conditions scarcely better than slavery. " More often than not, the high interest rates forced many tenants and sharecroppers into a cycle of indebtedness. Blacks became the chief victims of the new agricultural order.

In the social life of the south, racial segregation and discrimination, like devils, haunted the blacks for decades after the Civil War. In a democratic society, it is taken for granted that a citizen has an inalienable right to enjoy equal education and other public facilities. In the postwar era, the whites in the south psychologically could not accept the fact that the blacks had become their equal counterparts and would probably pose as independent entities. the whites tried their best to make a distinction between them and the blacks in almost every aspect of social life, through which they consistently reminded the blacks that they were still inferior. A lot of southern states passed severe "Jim Crow" laws to justify racial segregation. It was indicated in *American Pageant* that "…segregation of schools, housing and all kinds of public facilities made a mockery of African-Americans' Reconstruction-era hopes for equality before the law…" in my opinion, the *Plessy v. Ferguson* case, in which "the Supreme Court upheld a Louisiana law requiring separate railroad cars for blacks and whites", had great impact in exacerbating this terrible trend. the Supreme Court decision made this notorious assertion of "separate but equal". Segregation was allowed not only in private commercial facilities but also in public schools and even in towns and cities. the decision lasted until 1954, when it was overturned by the Supreme Court in the landmark decision in *Brown v. the Board of Education of Topeka.* " It laid the seemingly legislative foundation to support racial segregation. In addition to public legislation and Supreme Court decision vindicating racial discrimination against the blacks, the lynching system also indelibly scared the blacks. It had become a common practice for the whites to impose harsh physical punishments or even kill the blacks without any legal process. the excuses were often imaginary. For example, black males were often accused of raping white women, which increased the hatred and misunderstanding among white people toward

the blacks. Decades after the Civil war, they were still two incompatible racial groups.

After the Civil War, in order to create a new electorate to prevent the former aristocratic planters from gaining power, the Republican Party "haltingly and somewhat belatedly" secured the franchise for the blacks. the fifteenth amendment was drawn up by Republicans and approved by congress. It aimed both to protect black suffrage in the south and to extent it to the northern and border states. It was a dramatic progress for the blacks; at least they had gained political rights nominally. Blacks seized this opportunity and began to organize politically and they did make some encouraging achievements. For example, some blacks were elected as delegates to participate in constitutional conventions. But in the long run, those achievements were proved to be short-lived and too insufficient. the blacks quickly received furious backlash from the whites in the south. A lot of organizations and even terrorist groups like the Ku Klux Klan emerged to prevent the blacks from gaining power. They tried every means to humiliate and intimidate the blacks and draw them away from the ballot. the blacks would live in horror and misery if they showed any willingness to gain power. Although the congress outlawed the Ku Klux Klan in the harsh Force Acts of 1870 and 1871, but "by this time the Invisible Empire had already done its work of intimidation. Many of the outlawed groups continued their tactics…. " the Compromise of 1877 also constituted a heavy blow for the blacks' empowerment. the Democrats reluctantly agreed that the Republican Hayes could take office but they insisted that the federal troops had to pull out from two southern states they remained. "The compromise brought peace at a price. Violence was averted by sacrificing the black freedmen in the south. With the Hayes-Tilden deal, the Republican Party quietly abandoned its commitment to black equality. " Since 1870s onward, the Republican idealism diminished gradually. Commercial and agricultural interests were given much attention. Finally, Republicans generally agreed with Democrats that the blacks were inferior. During the post-war era, white Democrats regained political power in the south through fraud and intimidation. If the blacks tried to vote, what awaited them would be unemployment, eviction, and physical harm. In the 1890s, literacy requirements, voter-registration laws and poll taxes were added in southern states to ensure full-scale disfranchisement of the South's black population. For the majority of the blacks, enjoying political power was still an unrealized dream.

To sum up, after examining the overall economic, social and political conditions, we can conclude that the Civil War just freed blacks from the chains of oppression nominally. For the majority of blacks, the post-Civil War era was still full of pains, dependence, depression, powerlessness and struggle. the whites still maintained their dominant position in the south and manipulated any means to keep the blacks subordinate. the task for the blacks to fare as complete citizens of the United States was even much harder than the war itself. the blacks still experienced harsh racism, though it became less tangible.

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The Comparative Study on the Concepts of Inner Hearing and Teaching Implication

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Abstract: The purpose of this paper is to analyze the different appellations of "Inner hearing", and deduce the relationship between elements and other related concepts of "inner hearing", that is "Music imagery" and "Audiation", so as to further extend the thinking of "Inner hearing" in piano teaching, and from the specific performance of "Inner hearing" in piano teaching and the shaping of creativity the research shows that "Inner hearing" could encourage increasingly more teachers and learners to think deeply about the connotation of the essence of music from the perspective of music itself. At the same time, more musical experience and interdisciplinary study in other aspects of perception may also change the differences in piano teaching nowadays.

Keywords: Inner hearing; Music imagery; Audiation; Teaching implication

1. INTRODUCTION

Deciding how to guide students to improve and realize the key issues during the learning period has a long time with consideration and concern for every teacher. "Inner hearing" as one of the most worthy things of learning music almost influence all the musicians and learners. the ability to inner hearing not only enables the internal perception of the music but also takes large affects on the ensemble and other correlative studies. Traditionally the teachers are often excited with this aspect but may be unsure how to really instruct their learners to develop and cultivate this skill [1]. the person who lacks of "Inner hearing" could be interfered with the following music studies. In spite of this, there were already some important perspectives about "Inner hearing" with broad attentions. However, how to combine these concepts of inner hearing with different music effectively? How to find the negative and positive way to improve this skill? Probably amounts of the questions will be waited for us to explore and investigate.

In order to comprehend the term of "Inner hearing", it could be entered with its definitions as the beginning. According to the discussion of the pedagogue Kodály [2], "Inner hearing" means the ability of thinking the sound inside without playing or singing, and it could be taught by looking the notation and thinking sound by training practices without the instrument. the teacher could maintain the quiet beat to "hide the songs" to guide the younger students first and then resume singing aloud by picking up the intercepted phrases or clapping the rhythm for training the ear. In this study, analysis tended to hunt for the process by comparing the forms and deriving the relationship among the elements and other terms of "Inner hearing" to concern with the improvement and cultivation of the piano teaching.

2. AUDIATION

Audiation, the term which took place of "Inner hearing" also pointed out that it is the fundamental basis by hearing the music in mind of music learning theory when the learners to hear the music silently and the sound of the music is not physically existed [3]. Meanwhile, it requires the ability of identification to recreate what is heard inside one's own brain. Thus different musicians are capable to consider about the pieces of music by applying different sorts or modes of audiation.

Notational audiation means the process of audiating by reading or writing the notations. If one person try to audiate what is seen before he hears it performed or before he performs it himself, the person would be notationally audiated. As one type of audiation, it sometime would be difficult for the learners to audiate if the performers interpreted the piece in the ensemble or orchestra instead of solo performance. For the symphony orchestra musicians, aural skills are also worked out in the differentiated instrument sections despite the musician subgroups exert different development during the utilization of audiation [4]. Imitation as another basis of audiation throughout the learning of hearing is the picture that the person trying to draw by the traces of the music, on the contrary, audiation seems to retain the pictures in short time or even very long time ago, so imitation is just one of the basic manifestations of audiation.

Moreover, there are seven types of audiation in Gordon's concept of audiations; the stages of audition are concerned with each other in the concurrent and helpful way:

Type 1: listening to the familiar and unfamiliar tonal and rhythmical patterns.

Type 2, 3, 5, and 7: all these types tended to read the notation or organize and recall the familiar and unfamiliar patterns in familiar and unfamiliar music.

Type 4: Taking the patterns silently without audiating the familiar tonal and rhythmical patters in familiar music.

Type 6: Improvising or creating the unfamiliar music by using familiar and unfamiliar patterns.

"Aural perception" as one of another close relationship with audiation as well discovered properly about the

mind. Although the "absolute pitch" which means the innate ability to identify the pitches by the unlearn environment and the "tone deafness" which demonstrated that the inability to hear the tone and tended to regarded as an auditory pathology, those phenomena could be identified and improved as a better understanding of the pitch relationships and the structure of the pieces to improve and develop the internal aural perceptions between the individuals during the learning. As a result, audiation as a long-term process of the educational activities should be touched upon those relative segments [5].

Furthermore, there were some dissimilarity within the individuals; it could not be over-emphasized if the "tone deaf" of a child appeared in the study, because sometimes the uneven element of the learning attentions should be carefully considered in the musical activities [6]. on the other hand, people often involves with the opposite perspective or actions when they studied the music, singing and playing the piece just by the direct performance and poor motor strategies without thinking or indicating the aural perception, so to some extent, it interfere with the achievement of the ultimate result.

3. AUDIATION

What is musical imagery? Generally the study which traditionally concerned with the field of visual perception and psychological cognition and perception would be the answer which related to inner hearing or audiation. It is a conceptual framework that linked the dynamic continuous images of time and organizational mental conducts into a meaningful essence. the information of the images is fitted together in terms of definite causality and coherence in the data grouping process. They involves with the subsequent steps illustrated some further processing: the initial images are built up as the casual feature of the different codes, such as the time-code or the place-code. But pitch, rhythm, loudness and timbre are not related with the expression of the images.

Not only the process of learning the music could come down to the musical imagery, but also included the usage of imagery in the compositional preparations. When the composers tried to arrange the materials and put them together into the eventual communication of the listeners, the collection process is usually an associated transferring of the auditory configurations into the actual musical languages and notational diversities of the entity.

Some concepts of different imageries would be discussed as follows: first of all, auditory imagery plays an important role in the development of figuring out new materials when the persons tried to arrange the images to store and retrieve the musical imaginations for constructing the subjects. This kind of internal 'hearing' often have already embodied the special elements and characters even if it is not demonstrated in the actual instrument. In addition, visual imagery to some extent is regarded as linking form with auditory

imagery to express the final encoding of the work [7]. Mental imagery as one field of understanding another terms of audiation also provided vital efforts. It included six sensory aspects - visual, auditory, kinesthetic, tactile, olfactory and gustatory, but mental imagery as an analogue of visual and aural images which also caused a misunderstanding of the representation of audiation. the imagery skills of different individuals have variable terms of manipulations. Multi-sensory images tended to be developed into the common experiences. To sum up, musical imagery is used and experienced by the performers in a variety of recalling and improvising the aural images of the performances whilst the audiation of the music are tended to build up the acquisitions of the musical understanding throughout the improvement and achievement of the tones and timbres of the musical interpretations [8].

Whatever any kind of concepts and perspectives about the "Inner hearing" were showed in the discussion of the compatible and interpenetrating ways, there were all valuable results of illustration the importance of considerations in both theoretical and psychological learning of the newly areas.

4. IMPLICATION FOR PIANO TEACHING

Lacking of "Inner hearing" as one of the widespread issues during the teaching process is concerned with increasingly more musicians and teachers. In the piano studio teaching, there are also amounts of strength and weakness situations among the students. Throughout the cognitive stages of learning ages, it could be divided into four parts: sensorimotor (ages 0-2), preoperational (ages 2-7), concrete operations (7-11) and formal operations (ages 11-14), so each stages of age manifests dissimilar symbolic traits and every period of studies should have appropriate purposes for the students to enter into the necessary environment. With the general observation and identification in light of the inner hearing, probably the sources during the piano teaching could be discussed into three aspects as follows:

(1) the concrete embodiment of "Inner hearing" in piano performance

To start with the piano performance, when we using the brain to imagine and design the sound quality and visulisation without using any exoteric conditions to hear the melody is generally the basic definition of "Inner hearing" in piano performance. Before the performance, several important things should be mentioned. the terms of tempo, pitch, rhythm, and dynamics are the significant steps for the concrete embodiment, including the rhythmical problems. For instance, if the three beats of the waltz have inherent pattern of "inner hearing" in student's mind, the comparatively correct way of rhythmical perception would be built up easily for the improvement and understanding of the piece. In other words, a good performer will try to imagine the pictures of the sound which begin with the inner hearing to play the piece

positively by active and concentrated consideration instead of just expressing the performance passively and randomly without thinking about the essential musical imagery.

(2) the creativity of "inner hearing" in piano performance

Piano performance is not generated simply from the idea of the composer or teachers, so after the study and objective analysis of the piece, different performers could demonstrate their own special styles of the same piece with different creative imagery of "Inner hearing".

(3) the improvement and cultivation of"Inner hearing"in piano performance

1) Increasing the times of hearing

When the learner listened the piece, the vibration of the sounds will give them strong aural feeling to inspire the resonances from the emotional sensibilities. the more hearing, the more musical memories and perceptions will be stored in their brain. Therefore, the variety of music styles would be mastered by breaking up the limitation of the shallow musical cognition to open out the piano performance.

2) Enriching the background and relative music knowledge

In this section, background knowledge of music was significant for engaging the basic understanding of the piano performance. the ability to read and analyze the piece is the first thing for the student to pay more attentions, including the tonal relationships, dynamics, phrasing, music terms, fingering, pedalling and harmony. In addition, the structure of the piece with logical and reasonable observations would be helpful for the performers to figure out the cause and effect of the context. Both musical and technical basis by respecting the piece of the composer could be combined with inner hearing.

Likewise, the independent thinking to a large degree according to the chronological periods, different countries, schools and nationalities of composers could be another manner to increase the motive and thorough understanding of the piano pieces. the special styles of the music will enhance the cumulated sensitivity and identification of the performance in deeper theoretical and historical ways day by day. Therefore, it is beneficial for the learners to contain the music experiences to affects what they heard and ultimately produces the ideal performance by the usage of inner hearing.

3) Using singing to improve the understanding of the piece.

Singing is one of the natural means of our human beings. In the piano teachings, it plays an important role to guide the students to think about the flow of breath and the emotional feeling. the particular pitch and distances between the intervals such as the sound from low to the high notes would be such kind of activities for the children to manipulate the sound either within or outside of their own hearings [9]. the

training of inner hearing could be adjustable stably by comparing and imaging the notes without seeing the pieces or without playing the piano or without doing any instrument and seeing any pieces just by silent singing of the melodies.

Furthermore, the unrehearsed performance of the music which called sight reading is another skill demanded to put the inner hearing training under the visual imagination of the sounds. the inner hearing skill as one of the three categories of this research is considered to reach the outstanding sight reading achievement by imaging the sound of musical notation. In summary, inner hearing practices as one of practice-related skills with the combination of practice-unrelated approaches such as speed of the information processing could enhance the explanation of music and task-oriented trainings [10].

4) Recording and comparing the performance

Sometimes the students illustrate nervous and stressful performance when they had the course with the piano teachers. Under this kind of situations, the warm and comfortable teaching environment by the developmental-orientated teaching approach would be easier for the teachers to come up into the untrained and even undeveloped perception among the learners. the training of inner hearing in the individual piano course could be variable stated. For example, the teacher could record several sections of the piece to compare the constantly different performances of students themselves; the teacher could compare and demonstrate the correct performance with student to build up their thinking about the inner hearing; the teacher could ask several targeted questions about inner hearing to give as a topic for the students to consider the issues by themselves; or even the teachers could require several students to play the same piece and inter communicate with each other to find out the key issues to improve the piece directly. Whatever which kind of methods with comparisons between the teacher and students, the longer relationship and deeper thinking by pursuing the better sound quality would be constructive for both teachers and students.

5. CONCLUSION

In conclusion, inner hearing would be likely more meaningful and significant by increasingly more attentions during the piano teachings and performance even other relative majors of music, Not only would the use of inner hearing encourage teachers to look at the essential meanings in terms of music itself but also the musical experiences and intersectional trainings of other perceptual aspects could be leaded to change the difference in what is represented until now.

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Application of Example Motivation in Ideological and Political Education of College Students

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Abstract: Using example to inspire education has become the mainstream trend of ideological and political education for college students. In the education process, the excellent quality and character of example cannot be measured and imagined with pale words. If excellent example is selected in the teaching process, it is equivalent to directly setting a bright flag for students. It can effectively regulate the daily behavior of college students and imperceptibly improve their ideological level. Therefore, it is necessary to use example to inspire college students in ideological and political education. This paper starts from the significance of example motivation in ideological and political education of college students, and elaborates the principles and concrete practices that should be followed by example motivation in ideological and political education of college students, hoping to provide relevant suggestions for ideological and political education of college students.

Keywords: College students; Ideological and political education; Example inspired

1. INTRODUCTION

As the saying goes, it takes ten years to grow trees and a hundred years to cultivate people. the school undertakes the responsibility of cultivating students' survival skills and working ability, and at the same time, it should also make correct guidance to students' way of thinking, so that students can establish correct ideas while possessing professional ability. In the course of China's development, numerous revolutionary ancestors and outstanding deeds are excellent teaching resources to improve students' ideological and political quality. As a place for the output of high-quality talents for the society, as a place to export high-quality talents for the society, schools need to pay attention to cultivating students' ideological and moral qualities while cultivating students' professional skills. Therefore, improving students' ideological and political quality with the help of example has become the main direction of current education and teaching, which is of great significance to help students establish correct values and form good moral qualities while learning professional theoretical knowledge [1].

2. THE SIGNIFICANCE OF INSPIRING EXAMPLE IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

China has a long history of education and rich experience in education. According to the experience, the growth experience of students needs to set clear goals. Otherwise, students blindly mechanically learn basic knowledge and professional skills, they will lose their learning and life goals, unable to truly understand the rules of survival in the learning process, and poor psychological tolerance. This is not only not conducive to students' physical and mental health growth, but also lead to students in the future when entering the society because of too many practical problems and setbacks frustrated or even unable to recover after a fall. Therefore, in the teaching process, it is necessary to set up a corresponding example for students, to help students set up the corresponding life goals, with the excellent power of example to stimulate students' ambition, improve the level of students' thinking and promote students' physical and mental health growth [2].

First of all, helping college students to set an example can help students establish correct values in the process of teaching theoretical courses, cultivate students to gradually develop a strong will, which is convenient for teachers to carry out ideological and moral education. It can also set an example for college students to learn the way of doing things, so that they can better adapt to the living environment, with a positive attitude towards life and team spirit. Therefore, it is not only a requirement of curriculum standard but also an important way to set up students' faith in life to use example to inspire students in ideological and political education.

Secondly, in the traditional education mode, both students and teachers pay more attention to the study of theoretical knowledge, and often neglect the cultivation of students' thinking ability and interpersonal skills in the teaching process. the implementation of example incentive education can ensure that students in learning theoretical knowledge at the same time set up the corresponding independent thinking ability, with the corresponding problem solving consciousness, is conducive to the overall development of students when entering the society.

Finally, the current campus education also focuses on students' mental health, focusing on the transformation of education mode from simple knowledge imparting to building students' will and character. Therefore, incorporating example incentive education into the

ideological and political teaching of college students can help students successfully go through the emotionally rich and sensitive period, resist the temptation of the outside world, and promote the healthy growth of students' physiological and psychological coordination [3].

3. THE PRINCIPLE OF EXAMPLE INSPIRATION APPLICATION IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

3.1 Students as the Main Body

The primary purpose of education is to cultivate students' abilities in all aspects so that they can contribute to the construction of the country after they enter the society. Therefore, we should adhere to the student-centered principle when carrying out ideological and political education with inspiration from example. All example inspired teaching design revolves around construction of student's body and mind, according to the specific needs of students, to select example motivation of resources, ensure the teaching content of comprehensiveness and integrity and continuity, ensure example inspired education of effective teaching means to improve students' ideological quality, put an end to the temporary education situation. Teachers should also accumulate experience in the process of inspiring education by example for a long time. In this way, more targeted plans for students' ideological and political quality training should be made to ensure that the principle of student-oriented and student-centered education should not be shaken in the process of integrating example motivation into ideological and political education [4].

3.2 Give Play to the Guiding Role of Teachers in Inspiring Education by Example

We should give full play to the guiding role of teachers when inspiring students to improve their ideological and political quality by example. Teachers should pay attention to the ideas and problems raised by students in the process of learning inspired by example, provide relevant help to students in learning, and realize ideological and political guidance. Teachers should also keep pace with the Times, update their own ideas, change the traditional teaching mode, try to start from students' interests and hobbies, teach students according to their aptitude, stimulate students' interest in learning inspired by example, and lay a good foundation for improving their ideological and political quality. At the same time, teachers should also realize the personalized development of students, pay attention to the combination of ideological and political ideas with current social affairs, train students to establish correct values, and then develop a good habit of consciously paying attention to current affairs and politics around them and improving ideological and political quality [5].

In order to achieve the above aspects, teachers should pay attention to improve their own ideas and spread ideological and political ideas with correct value orientation and position. In the process of example motivation education, we should pay attention to time allocation, use the existing example motivation teaching resources to maximize to bring students the correct ideological guidance, and ensure the orderly development of teaching activities.

3.3 in Daily Education and Teaching into the Role Model Incentive Education

3.3.1 Combined with example to inspire educational resources, do a good job in curriculum design

Teachers should make full preparation before teaching, excavate teaching resources inspired by example and broaden the path of ideological and political education. Search relevant content through the Internet or other channels, and analyze the ideological and political content of this class with the help of example inspiring stories. In the process of exploring teaching resources inspired by example, students are encouraged to inherit the red gene in the era of revolution and learn the red culture in the era of construction and reform, so as to improve their ideological and political quality. For example, by learning in the construction of the "iron man spirit", "two bombs, one star spirit". To make students clear the national spirit of hard work and unremitting self-improvement, not only let students personally into the historical process of our county, but also for the inheritance of "red gene" to create a good atmosphere, pointing out the direction. Through learning, students are more determined to be practical and realistic, work hard, dare to innovate and be willing to contribute, so that students gradually establish the correct concept of serving the people and contributing to the society in the process of learning [6].

3.3.2 Make classroom teaching vivid, integrate example to inspire education

In the traditional teaching mode, too rigid ideological and political theory knowledge will often discourage students' learning enthusiasm, let alone improve students' ideological and political quality. Therefore, teachers should pay attention to the exploration of model inspiring teaching resources and create new teaching methods, stimulate students' desire for knowledge with lively teaching content and teaching methods, and improve students' ideological and political quality imsubtly by means of model inspiring education, so as to facilitate the effective application of curriculum ideological and political.

3.3.3 Establishing evaluation mechanism, summarizes the class content

After the example inspiring education is completed, the teacher should evaluate the students' ideological and political feelings in the example inspiring education course by means of mutual evaluation, self-evaluation and teacher's comment, according to the students' feedback and actual mastery of the classroom teaching content. Teachers summarize students' performance in class, sum up the advantages and disadvantages of model incentive education process, and build a model

incentive education system suitable for students over time, so as to better improve students' ideological and political quality with the help of model incentive education.

3.4 With Multi-Network Education as the Auxiliary, Enrich the Way of Inspiring Example Education

With the advent of the information age, the Internet has become one of the important factors affecting students' study and life. on the one hand, the school should actively set up computer example inspiring network courses when carrying out example inspiring education, provide corresponding places and platforms for students to use the Internet to learn example inspiring, at the same time extend the time for students to use the network classroom, give students a green environment to surf the Internet, and avoid students to access harmful information on the Internet in the Internet bar outside the school. on the other hand, the establishment of green Internet supervision system, filtering out harmful information, to ensure that students receive positive energy on the Internet information, at the same time, increase publicity, call on students to civilized Internet access, play a positive role in the network, as far as possible to filter out the negative impact of network garbage on students.

In the process of carrying out social practice activities, schools should make students aware of their shortcomings in ideological and political ideas, and teachers should also pay attention to the diversity of practice activities to ensure that students improve their ideological and political quality in a relaxed and pleasant atmosphere. For example, the school can organize regular students to "study history of the country, tell a story" as the theme of the speech contest, or organizing students to visit the landmark of color that are rich in teaching resources of the history of the country, such as heroes monument, martyr cemetery, stimulate students' patriotic enthusiasm, improve the students' political quality.

4. APPLICATION OF EXAMPLE MOTIVATION IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

4.1 Setting up Situation and Setting up Example to Encourage Education Mechanism

In the process of ideological and political teaching for college students, teachers should accomplish three objectives: to cultivate students' understanding of the current national political road knowledge and improve their ideological level; Pay attention to the learning process and learning methods, with rich content to stimulate the enthusiasm of students to understand ideological and political content; We should have a correct understanding of the country's road and realize the goal of cultivating students' emotional attitude and values through ideological and political education. Through a series of educational reforms, most teachers have been able to complete the first two goals perfectly in the teaching process, but there are formalism and perfunctory phenomenon in the training of students' emotional attitude. Therefore, in the process of inspiring teaching by example, teachers should first set up correct emotional attitude, values and goals for themselves, so as to infiltrate students' thinking in teaching activities and promote anti-frustration education into example education. For example, through history teaching, students will learn about various crimes committed by western powers during their invasion of China's territorial sovereignty during the transition period between ancient and modern times. Our country has been fighting hard on the road of resistance for a hundred years, and the revolutionaries have emerged in endlessly, which is an excellent teaching resource for inspiring by example. In the teaching process of this stage, teachers can give students a detailed background introduction and analyze the heroes and their practices. In this way, students can set up the consciousness of worrying about the country and the people, reflect on themselves with the role of national history and example, improve their ideological consciousness, and stimulate the patriotism and sense of responsibility of college students. Through the study of this topic, students' patriotism is cultivated in history teaching, ensuring that students can give priority to national interests under various circumstances [7].

4.2 Looking for Example, Enhance Student's Thought Level

In the process of ideological and political education for college students, the selection of model is extremely necessary and important. How to select corresponding model model in the teaching process is the primary problem teachers are faced with. First of all, the selection of role models needs to formulate corresponding directions in advance to ensure that the direction contains distinct and unique characteristics of the Times. In the process of teaching with advanced models selected as the target, we must carefully select some advanced models in line with the actual situation of the school, and choose from all phases and genres, not just looking for some intimidating, perfect model. A model is a product of the social environment at that time, and its value in all aspects is adapted to the needs of the society in economic development of this era. Therefore, it should more closely follow the steps of the era in social development, and the model should also conform to the atmosphere of the era when it is shaped [8].

In view of China's current development situation, the concrete embodiment of the standard of hero and model should focus on the contribution to the whole country and nation, and should take the elites at this time as the object of learning Take the initiative to promote some people who have made positive contributions to China's social progress and human development, including some scientists and entrepreneurs. Take their pioneering spirit as a model for Chinese college students to study hard in real life. At the same time, positive guidance should be given to

college students to make them pay more attention to real life, strive to explore the value of each person, and strive to communicate harmoniously with each other in the overall social environment. In daily life efforts to maintain a positive, healthy, positive attitude, and cannot be rigidly stuck to the traditional sense of good, work-study program, etc.

4.3 Teachers Set an Example and Take the Lead

Practice has proved that in ideological and political education, in order to obtain full persuasion in a more practical way, one is to rely on the ability of knowledge theory; Second, it is to make use of the powerful personality charm. the strength of personality charm refers to the corresponding effects of various factors in the inner spiritual world through practice in real life. Education workers, therefore, must be lead by example, words and deeds to maintain unity, and to advocate the school education goals, positive good lead role, and want to unremitting efforts to struggle for it. Personality charm is an invisible influence with non-power in terms of appeal, imperceptible and permeable power, and infinite tension. It is not restricted by time, but can also carry out effective propaganda with the help of public opinion, so that people can have a certain intimacy and sense of trust [9].

Under the unremitting influence of personality charm, the affected people will form a certain feeling of being convinced in behavior, mentality and other aspects.

Therefore, the influence of personality charm, inspiring effect, compared with the past kind of oppressive influence, will come a bit more lasting. Due to the compulsion of personality charm, or through external influences such as position and seniority, an additional ability is generated, which creates a feeling of passivity, submission and awe in the mind. the effective use of personality charm on students requires the ideological and political educators in school courses to produce a very obvious and exemplary effect in students' life and work. Only in this way can it play a guiding function in the school, and finally can it form a representative and directional educational ability.

5. CONCLUSION

In the use of example to inspire students, must fully reflect the people-oriented concept. Humanistic care should be fully implemented in the ideological and political education of college students. In ideological and political education, to deal with various problems correctly is a key condition to ensure that students can get sustainable development. When colleges and universities carry out ideological and political education for college students, they should apply the role of inspiring example scientifically, reasonably and effectively, so as to effectively improve the quality and efficiency of ideological and political education.

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Research on the Reform Path of Undergraduate Accounting Teaching in the Age of Digital Intelligence: Exploration Based on Talent Demand

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Abstract: The application and popularization of big data and artificial intelligence have significantly changed the lifestyle of modern people and the way people get along with the world. We have entered the era of digital intelligence full of infinite possibilities. Due to traditional statistics and accounting methods have been unable to accurately deal with a variety of mixed data, it has put forward higher requirements for contemporary accounting practitioners in information analysis and application. As a social high-end accounting personnel training institution, teaching reform in Accounting college is imminent. From the perspective of talent demand, this paper analyzes the problems of undergraduate accounting teaching reform in the age of digital intelligence and puts forward corresponding measures. First of all, it explores the origin and characteristics of the digital intelligence era and analyzes the new market demands of the accounting industry on the level of professional literacy, information ability, laws and regulations, and business ability on this basis. Secondly, the paper understand the status quo of accounting teaching in universities and discuss the problems of backward teaching ideas, single teaching mode of teachers, unreasonable assessment methods and teaching results that do not conform to the market. Finally, combined with the characteristics of the digital and intelligent era, the measures and approaches for college reforms are proposed to lay the foundation for the reform of college accounting teaching in the future.

Keywords: The Age Of Digital Intelligence; Undergraduate Universities; Accounting; The Teaching Reform

1. RESEARCH BACKGROUND AND SIGNIFICANCE

Nowadays, big data and artificial intelligence are more and more used. the production and life of modern people have completely adapted to their existence, which is so specific and detailed to change the way humans get along with the world. From the original giant computers to office laptops, smartphones, now big data and artificial intelligence, human beings have continuously improved the means of collecting, storing and using data. With the reduction of equipment size and technological progress, the cost has been constantly reduced. In terms of production and manufacturing, the big data platform has dramatically improved the production, manufacturing, transportation and other aspects of the enterprise, increasing the profitability and further liberating social productivity. From counting the energy consumption of production equipment to monitoring global temperature changes and from analyzing consumer shopping preferences to predicting future industrial upgrading trends, data has connected people and the world to form a highly developed Internet and cloud system.

But more and more problems have emerged. Despite the growing debate over privacy protection, what we need to solve is that traditional statistical methods are no longer able to deal with a variety of mixed data accurately. Unlike conventional data, in the digital intelligence era, data is not only more in quantity, but also more complex in type. Due to the diversity of recorded data, it is self-evident that it is difficult to analyze and deal with so many variables. In the accounting field, the impact of this change is more intense. [1] [the] essence of accounting is to use prescribed methods and procedures to record and make statistics on the economic activities of accounting subjects in the unit of currency, reflect the performance of entrusted responsibilities, and provide the basis for future decisions. It is not difficult to see that a large part of the function of accounting work is to sort out the data. With the arrival of the era of intelligence, so that the unique way of accounting personnel processing is efficiently completed by the computer, resulting in a large number of low-end accounting is facing the elimination of the society, the overall quality of accounting personnel is imminent.

One of the functions of colleges and universities is to provide specialized senior talents for national construction. Facing age of digital intelligence, it is necessary to carry out educational reform to meet the needs of the times. It is an important topic of the times that how to use the information processing methods in the era of digital intelligence to enhance the professionalism and flexibility of accountants, so that accountants can provide a more specific and macroscopic analysis of corporate decision-making.

2. NEW CHANGES IN THE DEMAND FOR

ACCOUNTING TALENTS IN THE ERA OF DIGITAL INTELLIGENCE

Since the establishment of double-entry bookkeeping, accounting has experienced several different stages from manual bookkeeping to computerization, ERP, financial sharing and so on. [2] Financial work continues to progress and update with environmental changes. At present, with the development of big data and artificial intelligence, accounting business processing is gradually stepping into the era of digital intelligence. the influence of big data and artificial intelligence on accounting work has penetrated order coordination, fund operation, cost management and other links to make enterprise finance and accounting practice undergo great changes. However, in the era of digital intelligence, the accounting industry has put forward new requirements for talents in the level of professional literacy, information ability, knowledge of law and business ability. New market demands are forming.

(1) Putting forward new requirements for the professional quality of accounting personnel

Since the founding of the new China in 1949, the development process of China's economy is very tortuous. It has undergone several explorations and reforms, leading to the overall quality of accounting workers in China variable and complex. In the early days of the founding and the reform and opening up of China, China was a serious lack of laws and regulations in relevant fields and was no corresponding education and training system. Most companies do not have professional accountants, so members of other departments double as company accountants. Accounting practitioners had to explore work experience and methods of accounting treatment in practical business by themselves.

In 2001, China formally joined the WTO, further opening up the market. It has more participation in the international division of labor and international cooperation. With the increase in import and export trade, the increasingly close links between various industries in China have led more complicated corporate accounting. the former wild growth of accounting personnel in the face of complex and changeable economic business activities become powerless, China's accounting industry is facing a considerable challenge. With the development of economy, the society has higher and higher requirements for accounting personnel, however, as everyone knows, the knowledge structure and professional system of accountants are single. It is urgent to improve the specialization and informatization of relevant practitioners.

From the perspective of professional ethics, in recent years, accounting personnel make false accounts, embezzlement and other behaviors are common. [3] These crimes reflect a certain extent the current characteristics of accountant whose knowledge of law is weak and professional ethics level is not high.

Accountants are the key personnel to control the inflow and outflow of funds. They are tempted by large amounts of funds every day and have good conditions for theft of funds. Once they can't resist the temptation, they are likely to embark on the path of illegality and crime, causing huge losses to both the enterprise and the country.

In addition, compared with other departments, the tasks of traditional accounting departments are more fixed and no need to innovate in specific forms and contents. This makes people who have been engaged in accounting work for a long time limited their thinking and are unwilling to achieve breakthroughs in their work. Secondly, the accounting industry is a kind of work with experience. Accountants with long working years still have significant advantages compared with new employees even if they have been stuck in the past for a long time, and it is difficult to be eliminated easily. Third, financial work requires employees to be more cautious and legal, so who have been engaged in accounting for a long time often do not have the innovative consciousness. Due to the above reasons, those financial personnel with a single knowledge structure and lack of legal knowledge also are mediocre in self-improvement. This is not only unfavorable for the development of the accounting industry, but also has certain hidden dangers for the development of the enterprise.

(2) Putting forward new requirements for accounting personnel information ability

With the development and application of artificial intelligence, big data, cloud computing, 5G communication and other technologies, changes in information collection, sorting, storage and analysis have impacted the financial system of enterprises, and the industry has put forward new requirements for accounting talents. on the one hand, the popularization of artificial intelligence will accelerate the elimination of low-end accounting. the speed and accuracy of information organization and storage are far more tremendous than those of manual work. the daily accounting work of enterprises has long shown the trend of intelligence. on the other hand, the powerful computing power of the big data platform has greatly enhanced the use of accounting information by financial workers, such as realizing accurate budgeting and cost control of corporate. With the development of digital intelligence, companies will rely more on big data operations and intelligent processing to guide capital operations and product production. Financial analysis is more important in companies, in the future. However, as far as the current situation is concerned, there are still many shortcomings in the accounting staff. the accounting work is still confined to the sorting out of financial statements and invoice review and reimbursement. Perfect financial work is an important support for the healthy operation of enterprises. [4] If accountants want to maintain the healthy development of the business and promote the progress of the industry,

they not only need to have strong professional standards and extremely high professional ethics, in the era of digital intelligence where big data is more and more widely used, but also pay attention to the development trend of the industry and the overall situation of the company and provide full control of corporate management. Under the background that big data technology is widely used in financial analysis, expanding the service areas of financial management work, realizing the multi-level development of accounting analysis functions, defining budgeting and cost management, guiding the trend of business reforms and providing vital support for decision-making are the essential work goals of future financial practitioners.

(3) Accounting business-related laws and regulations are facing new changes

China's relevant accounting laws and regulations started late. Even the *Accounting Law of the People's Republic of China* was officially passed on January 21th, 1985, far behind the developed countries such as Britain and the United States. However, China's legislative and administrative organs actively improved the accounting legislation, formed a system of accounting laws and regulations with Chinese characteristics.

China's accounting laws and regulations system has begun to take shape in only 20 years and has made outstanding contributions to China's economic take-off. However, the application of big data and artificial intelligence technology has had a huge impact in accounting industry. the application of digital intelligent tools has made accounting analysis more powerful, but it has also produced new legal loopholes and industry standards, resulting in the existing legal system to be unable to effectively supervise accounting business processing. When Internet companies are booming, the form of corporate assets has shifted from original physical assets to network virtual assets. To better realize the accounting and supervision of such assets, relevant functional departments are bound to issue more specific regulations in the future. At the same time, big data technology has broadened the information channels for companies to communicate with the outside world, but it has also brought hidden dangers to information security, so the introduction of data security provisions is imminent. the breaking of information boundaries puts forward new requirements for diversified information disclosure as well as new demands for internal control talents and high-end auditing talents.

The new legal demand for accounting talents in enterprises is also reflected in the definition of new accounting functions. Relevant laws have more specific provisions on accounting supervision functions of accounting, but the description of new functions in the era of digital intelligence is still being improved. the application of digital intelligence tools greatly eliminates the accounting supervision function

of traditional accounting. the emergence of data information and the increase of the demand for information disclosure make the enterprises have higher requirements on the data analysis ability of financial personnel. This change of functional direction will promote the upgrading of market demand for accounting personnel, and a new form of talent supply is being formed. Simple financial accounting cannot meet the increasing demand for information analysis of enterprises. Therefore, financial personnel will improve their overall control of the macroeconomic situation and differentiated analysis capabilities to guide enterprises' production and manufacturing.

(4) Putting forward new requirements for accounting personnel's business ability

In the era of digital intelligence, the amount of data is much more than in the past. With the maturity of big data and artificial intelligence platforms, the efficiency of information collection and analysis has also developed rapidly. At the same time, the international recognition of Chinese accounting standards is getting higher and higher, and the standards are updated more frequently. Accounting theory cannot lag behind the development of the times, so the theory needs to undergo innovation.

Under the background of the fourth industrial revolution represented by the digital intelligence age, accounting business processing can be more refined. For example, big data can to estimate the depreciation of fixed assets effectively, and the depreciation cost can be accurately allocated to the price of products, which is conducive to accurate pricing of inventory to enhance competitiveness. For another example, use big data to optimize inventory management methods and clarify the cost of goods. Moreover, in the era of digital intelligence, Internet enterprise software assets account for a huge proportion, and the simple division into research phase and development phase cannot meet the needs of the current stage. and this future accounting should master the necessary skills, the current market financial practitioners are not aware of and timely learning. Most practitioners still repeat mechanical accounting records and summary of these obsolete accounting businesses.

3. THE EXISTING PROBLEMS OF UNDERGRADUATE ACCOUNTING TEACHING IN THE AGE OF DIGITAL INTELLIGENCE

The changes in accounting business in the era of digital intelligence have put forward new standards for financial talents. Due to the emergence of big data and automatic processing procedures, most of the basic business of accountants has been replaced by artificial intelligence systems. However, the accuracy of data analysis and scientific decision-making has also been substantially improved, and the future tasks of accountants in the enterprise are more irreplaceable. Enterprises are in urgent need of sophisticated financial talents who not only understand financial theory and business practice but also can skillfully integrate

financial data and automate accounting workflow. Influenced by this, an accounting major in colleges and universities, as the cradle of high-end financial personnel, face new challenges in accounting talent training. Because companies are at different stages in the road to digital intelligence, the characteristics of accounting business are also different, and the requirements for accounting practitioners are also different. Therefore, cultivating multi-level accounting talents is the main task of the accounting profession in colleges in the future. the training of talents in colleges and universities still has the following shortcomings in terms of teaching philosophy, teacher teaching, assessment system and educational achievements.

(1) Backward teaching conditions and concepts

1) Outdated teaching materials and related equipment

Compared with other subjects, accounting has the characteristics of real-time and practical, so teaching materials must be updated in time. In the course of practical operation, the ever-changing market and policy environment have led to the elimination of teaching materials for accounting majors at a faster rate than other majors. the teaching materials could not be revised in time according to various conditions such as system changes and market development. the content of textbooks used by colleges and universities is generally backward, and students cannot learn the latest professional information in the industry in time. For example, the reform of the accounting system in 18-19 was rapid and drastic, so specific regulations might change within a few months. Only after detailed and lengthy examination and editing could relevant laws be published into accounting texts. During this period, students even modified the textbooks while attending classes, significantly affecting the teaching efficiency. In addition, the relevant concepts in management courses of accounting majors have not been updated for many years. As the place with the largest concentration of advanced talents in society, it is very regrettable that the most advanced professional course education lags behind some large enterprises.

At the same time, some universities will set up computer software operation courses. Still most of the university laboratory computer equipment has been used for many years, the operating system has fallen behind the times, these old equipment is not conducive to the study and use of students in the process of learning. Secondly, relevant financial software must be upgraded in time according to market demand, so the software market is changing very fast, and the advent of the era of digital intelligence has further accelerated the speed of software updates. Due to various reasons, colleges and universities cannot match the financial software in the laboratory with the market version. As a result, the financial software used by students often lags behind the times and cannot meet the business processing requirements of today's enterprises.

2) Long-term neglect of business practices

The nature of accounting requires students to test what they have learned through practical activities, find their professional or non-professional problems in practical exercises, and improve their functional application ability. However, the current teaching focus of colleges and universities is still on theoretical teaching, and the relevant practical teaching activities are lacking. [5]

Of course, most universities will arrange computer simulation operation to improve students' professional learning. However, the practical training materials are too old and have not been revised for many years. There is a big gap between practical courses and actual operations. the content of the course is simple operations such as repeated establishment of account books and registration of account books, so the importance of corporate decision-making and operation management in the course is ignored. In the future, as big data and artificial intelligence become more perfect and traditional accounting processing can be replaced by robots, only by allowing students to participate in data analysis and operation decision-making truly can they provide beneficial training for senior talents needed by society to the greatest extent.

Students did not take actual off-campus internships seriously, and the school ignored this situation, resulting in ineffective training. In addition, the accounting profession has fewer counterpart jobs than other professions. Any mistakes in the finance department will have more immense consequences, so most companies will not readily recruit financial interns. Even if students can practice in accounting firms, they can only participate in simple checks and errands. Compared with the vast number of auditing work, only a few months of training time cannot have a deep understanding of accounting business and cannot make students actually improve.

3) Teaching objectives deviate from the requirements of the age of digital intelligence

The teaching objectives of accounting, auditing and financial management in contemporary colleges and universities mainly focus on the guidance of knowledge and skills, aiming to teach students to understand the corporate accounting practice process and master accounting treatment methods. However, in the period of consequent development of digitalization, with the continuous emergence of information, the development of the times will inevitably lead to changes in teaching concepts and teaching methods. Following the steps of the times, updating teaching ideas and clarifying learning objectives are the necessary way to realize the progress of colleges and students.

The accounting industry has been impacted by artificial intelligence and has begun industrial innovation. the financial sharing center of large companies and groups has long been established, and its demand for grassroots financial personnel is significantly reduced. Accounting firms, including the Big Four, actively carry out research and application of financial robots. It

is the future trend for the accounting industry to eliminate low-end accounting. However, colleges and universities still regard elementary accounting treatment as the teaching focus and even only teach the basic courses of financial accounting. the various abilities required for information analysis and processing in the age of digital intelligence are seriously lacking in teaching tasks. the teaching concept is far behind the development of the times.

In addition to ignoring the information processing ability required by the times, colleges and universities also overlook the importance of quality-oriented education in talent training, especially in the new era of steady improvement of digital intelligence, the importance of overall quality is increasingly prominent. Compared with mechanical learning such as simple filling of accounting entries and repeated generation of statement items, which are highly valued in daily teaching, honesty and trustworthiness, pressure training, team spirit and national feelings are more worthy of attention. Nowadays, enterprises attach much more importance to the overall quality of students than to the simple recognition of professional skills. Therefore, colleges and universities need to understand the talent needs of enterprises, improve teaching concepts and cultivate high-end talents.

(2) the level of teachers needs to be improved

1) Rigid teaching methods of teachers

In an age of rapid information collection, storage and processing, the teaching methods adopted by many teachers are still behind the times. Most college teachers still simply explain professional knowledge in accordance with the traditional teaching methods, and will not arrange enough high-quality tasks to help students understand after class. At the same time, teachers neglected the cultivation of students' overall quality for a long time, resulting in students' professional background and comprehensive quality that could not meet the needs of enterprise development. For teachers, the teaching methods should be changed in time according to market requirements. the training program for students should be more integrated, requiring them to master sufficient accounting theory knowledge while training and improving their overall literacy in order to enhance the core competitiveness of students in the job market.

Of course, changes in student training methods require multi-party cooperation. University leaders should cooperate with teachers to explore new teaching models. More importantly, students should also be aware of the cruelty of the job market and actively improve their comprehensive capabilities to lay a solid foundation for further studies or employment in the future.

2) Teachers have less work experience in enterprises

In the era of rapid development of big data, the requirements of universities for teachers are also undergoing corresponding changes. [6] the traditional path of academic specialization has increasingly deviated from the needs of contemporary employers for talents. For accountants who attach importance to practice, the most cutting-edge technology and management experience do not exist in universities but in famous enterprises. Except for a small number of university graduates who choose to study further, most of them are employed in enterprises. University professors are seriously inadequate in working experience in enterprises, and they are weak in providing employment guidance to students. However, high-end managers from enterprises cannot directly participate in the cultivation of skills in colleges and universities, so the employment orientation of college graduates has always been wrong. Although universities have cooperative projects with many companies, it is difficult for university teachers to obtain employment opportunities in enterprises, which is not conducive to teachers' education of students' comprehensive abilities. Teachers often fail to combine theory with practice in the teaching process, and students can get limited exercise, which will have a negative impact on the future employment of students.

(3) Unreasonable design of assessment system

1) the degree of emphasis on assessment does not meet the standards of the times

China's university education management mode is loose, general, students only need to pass the final examination to get the corresponding credits to graduate. Exams often do not examine difficult problems, and the content and depth of the assessment cannot test the level of knowledge a student has. There will be no open analysis questions in the test papers to exercise students' comprehensive quality. Before the exam part of the teacher will give students to draw the test focus; some teachers are even exposed to the original topic, the significance of the assessment wholly lost. After the exam, the process of judging the paper will not be difficult for students, piecing together ways to let students pass.

High school graduates could already find better jobs in a country where the general public was poorly educated, and most people in vast rural areas could not even read. With the popularization of compulsory education and the industrial upgrading brought by the reform and opening up, all sectors of society have higher and higher requirements for talents. Emerging industries urgently need high-level talents to participate in production, so undergraduate education is expanded. the expansion of college enrollment leads to the change of training standards for graduates and the gradual formation of a relaxed training mode. In addition, high school students are generally under strict control, and there is often not enough self-control after university, which makes the educational standard of colleges and universities questioned by all sides.

At present, the fourth technological revolution with big data and artificial intelligence as the core is in full swing, and all departments and industries, including the government, have repeatedly called for industrial

upgrading. Especially in the accounting field, the trend of digitalization is irreversible. Under the severe impact of big data, the employment situation of low-end accountants in the market is increasingly difficult, and the entry threshold of the accounting industry is very low. Therefore, financial practitioners must upgrade overall. If college accounting undergraduate students continuing to use the relaxed training mode, especially continue to relax the examination form, it will hurt the comprehensive improvement of accounting students.

2) the assessment method lacks the perspective of digital intelligence

Qualified finance students should have the ability to help enterprises find, analyze and solve problems, and be excellent in comprehensive quality. However, in the mid-term and final assessments of university coursework, the content is primarily rote knowledge points, which are not integrated and comprehensive. Students can cope with the exam by simply reciting a few days before the exam, and they don not need a complete understanding of professional knowledge. And, most of the examination methods are written examinations by filling out simple accounting entries. This assessment mode has entirely deviated from the background of the times, because paper-based examination papers are basically no longer used in accounting examinations. Moreover, the national implementation of accounting computerization for many years, the daily accounting business has been paperless operation, as the top talents in the accounting industry, still use the outdated paper assessment has not played a role in urging learning. the current way of not evaluating students' daily learning process and only carrying out paper-based theoretical knowledge tests cannot accurately assess students' comprehensive quality and learning outcomes. the exam fail to motivate students to learn, and the results of the assessment cannot accurately assess the quality of students. Many students end up regretting their time at university as they approach graduation, feeling they have wasted their time and learned too little. Therefore, it is urgent to improve the assessment methods and content of accounting majors in colleges and universities. In the era of digital intelligence, big data platforms are developing rapidly. Designing an assessment plan from the perspective of big data and artificial intelligence to comprehensively assess students' professional knowledge and cultivate mathematical thinking methods is the focus of future college undergraduate accounting major teaching reforms. [7]

(4) the teaching achievements is not suitable for the market

1) Serious homogenization of talents

The phenomenon of talent homogenization has a long history, which is the product leftover from the national long-term imperial examination. For finance and accounting majors, the phenomenon of talent homogenization can be divided into two levels. on the overall level, there is a lack of professional characteristics in students majoring in traditional finance and accounting, such as financial management, accounting and auditing. the professional courses taught by students of various accounting majors are almost the same, and the classes that should be cultivated in a differentiated manner are not specifically distinguished by colleges. As a result, the financial management, accounting, and auditing trained by colleges and universities are essentially prepared following the accounting model. Without the fine division of students, enterprises cannot differentiate talents, leading to the burying of the advantages of the professional division. on the individual level, colleges and universities have not implemented the educational policy of teaching students in accordance with their aptitude. All students are a training model, teaching the so-called official answers. Hence, students lack the ability to think independently and become superstitious in authority. When facing specific problems, it is often challenging for them to consider the particularity of the incident and adopt different solutions to solve the problem. the root cause is the abandonment of thinking, the failure of teachers and universities to provide practical opportunities in time, and the failure of careful consideration in the face of specific problems. In the era of digital intelligence, multi-level talent demand will be the general trend of the future market. If accounting talents trained by colleges and universities still lack the heterogeneous conditions required by the era, the employment difficulties for college students will continue to worsen.

2) Lack of integrated professional skills

Nowadays, the teaching focus of colleges and universities is entirely on the teaching of professional skills, and the training of practice and comprehensive quality is seriously insufficient. With the development of financial robots and other tools in the era of digital intelligence, the talents required by major companies are new era accounting talents with ability to analyze and process information, team consciousness, and ability to resist pressure, rather than the traditional financial accountants who specialize in filling in entries. In talent training, colleges and universities have reflected the phenomenon of overall quality is not coordinated.

But it has to be mentioned that even in the knowledge and skills training that colleges and universities attach great importance to, they also show many deficiencies, especially for the severe lack of overall grasp of the accounting structure framework. Although many college students understand the way of compiling accounting entries, they are not familiar with the specific meaning of filling in accounting entries, and do not understand the general position of the existence of this in the production process of enterprises. So students' macro application of scattered entries is extremely limited. Enhance students' overall

understanding of majors is also the priority among priorities in the concept upgrading of colleges and universities.

4. REFORM MEASURES OF UNDERGRADUATE ACCOUNTING TEACHING IN THE ERA OF DIGITAL INTELLIGENCE BASED ON TALENT DEMAND

Colleges are training bases for high-end talents, and the significance of their existence in society is not to train giant babies with high scores and low energy. on the basis of mastering the relevant knowledge of accounting business processing, high-end accounting talents also need to have accurate analysis of cumbersome information. At the same time, they also need to have the extensive capabilities required by the company, including but not limited to comprehensive learning capabilities, team awareness, stress resistance, communication skills, and so on.

Accounting-related universities should have enough overall view and long-term vision, carry out the concept of comprehensive training, realize the overall development of theory, practice, and comprehensive quality, and meet the demand of market talents. Colleges and universities must be more flexible in the selection of teaching materials, and give priority to authoritative and novel materials on the market. Teachers need to expand students' divergent thinking in teaching, and can't just focus on the knowledge in textbooks. Relevant hardware and software equipment should be updated in time. For colleges and universities with insufficient financial resources, they can make up for it in the teaching process. For example, teachers can introduce the operating methods of the new version of the financial software, instead of simulating the training in the old version. In the era of digital intelligence, information exchange channels have been further expanded, and universities can share resources to cultivate accounting talents needed by society. Now there are a lot of related platforms on the network. How to further develop the university multi-level, multi-module, cross-professional resources allocation in talent training maximization will be the focus of accounting teaching mode innovation. In particular, the accounting major does not need specific experimental instruments. the realization of resource sharing through big data information connectivity will ample improve the teaching ability of the undergraduate accounting major and provide more sophisticated accounting talents for the market. For the problem of insufficient internship positions, schools can increase school-enterprise cooperation to obtain more internship positions for students. In business practice, universities must also strictly enforce internship standards by investigating internship experience and other means to prevent students from perfunctory internship.

Teaching philosophy is the soul of colleges and universities, so the process of changing the educational philosophy cannot be accomplished overnight. There is no doubt that this will be a very long process. the leadership of higher education institutions needs to fully understand the significant impact of the development of the times and social changes on teaching work. Aiming at the specific problems existing in the teaching work at this stage. Colleges should take advantage of smart tools and organize teaching resources on the big data platform to integrate teaching goals. [8]

(1) Improving the quality of teachers

The construction of teachers is to enrich the ranks of professors and contribute to the development of colleges and universities. the specific process can be carried out in two aspects. on the one hand, the administrators of colleges and universities need to increase the input of teachers and constantly introduce famous teachers to the schools. Compared with other majors, the accounting profession pays more attention to business practice, so the accounting school not only needs to absorb academic talents, but also pay attention to the introduction of high-quality teachers with business management experience. on the other hand, it is necessary to increase the professional training of existing teachers, especially to implement the teaching idea of extensive training to cultivate cutting-edge talents.

For the existing teachers to carry out the teaching concept can be precisely divided into two steps. the first step is to improve the teaching method, which combines theory, practice, and comprehensive quality education. In particular, special attention should be paid to the application of digital intelligence tools in teaching, aiming to improve students' information processing ability and meet the needs of modern digital intelligence. Teachers can interact with students in class or after class on a mature big data platform to enhance students' understanding and reflection on professional knowledge. At the same time, in order to give full play to the information function of the era of digital intelligence, teachers can also use big data to integrate resources and participate in information investigation and case application with students. the improvement of big data is both a challenge and an opportunity for the development of teaching. If the intelligent platform can be integrated into daily instruction, it will bring a real upgrade of teaching methods and significantly improve the quality of education. the second step is to cultivate vocational guidance teacher. Only when accounting teachers understand the application of financial means in practice and clarify the response of digital intelligence tools in the market, can they deeply reflect on the teaching model and make the theory, practice, quality education and information processing education more unified, so that students can have a more profound experience. University administrators can also further increase university-enterprise cooperation to improve the working experience of some academic teachers in enterprises, laying a foundation for cultivating students

in all aspects.

Under the background of the era of digital intelligence, high-end financial talents can make full use of the predictive and analytical capabilities of big data to rationally arrange corporate capital management and effectively avoid risks. In the future work, teachers should focus on cultivating students' abilities and improving teaching quality and level.

(2) the design of assessment system fits the times

Assessment is an important part of the student evaluation system. It cannot only supervise students' learning, but also reflect students' weaknesses, and promote teachers and related leaders to improve their work in the future. the perfection of the assessment system can be started from two aspects: the assessment form and the assessment content.

The assessment form can be combined with the construction of the digital intelligence platform to optimize the online and offline assessment mode. For example, replace the one-time written test mode with the multi-faceted and long-term subject assessment, and thoroughly examine the ability of students to analyze big data information. Offline testing mode allows students to conduct case studies and unified reports in the form of a team, improves students' ability to collect and summarize communication and teamwork, and cultivates students' sense of responsibility. Big data platforms can be fully utilized online. the form of computer assessment can avoid the current situation of cramped information on paper. Moreover, the use of pictures, tables, videos and other information display methods is conducive to exercise students' professional and information abilities. Universities can also implement operations such as separation of teaching and examination and separation of teaching reforms, and handing over teaching, invigilation and judging papers to different teachers. Paying attention to assessment in form can trigger students' sense of crisis and improve their learning efficiency. In terms of content, you can increase the depth and breadth of the topic investigation. For example, reducing the number of fundamental questions in the test and increasing the test questions for assessing professional background prevent students from fooling the exam. For another example, increase the frequency of essays, group discussions, and case studies in daily assessments to improve students' enthusiasm. In short, as long as the assessment is emphasized in form and the content is enriched, students can understand the importance of assessment, understand that there is no limit to professional knowledge, comprehensive quality is essential, and can stimulate students' enthusiasm for learning.

(3) Personnel training to adapt to the market

Cultivating talents that meet the market requirements is the ultimate goal of college undergraduate accounting teaching. Adhere to the concept of comprehensive training in the teaching concept, the diversified training model in the teaching process of teachers, and strict standards in the assessment and evaluation, in order to finally realize the purpose of talents adapting to the market. [9]

At present, the market needs differentiated and holistic talents with strong professional knowledge, comprehensive literacy, and rapid information analysis. In order to get closer to market demand, colleges and universities need to pay attention to the following measures in talent training. the first is to teach students in accordance with their aptitude and differentiate their training methods. This is reflected in the two perspectives of different training models for different majors and the use of different training methods for different students in the same major. the market demand for accounting talents at multiple levels requires that colleges and universities avoid homogeneity in the teaching process and cultivate talents recognized by enterprises. the second is to pay attention to the business introduction from a macro perspective for practical training and internship. This allows students to understand the accounting and business disposal process as a whole, and clarify the specific requirements for accounting entries in corporate circulation. In the future work, fully trained students can cope with complex practices. the third is to focus on the cultivation of comprehensive quality and information capabilities. Including but not limited to strengthening team case analysis to cultivate team awareness, and increasing group discussions to encourage students to explore independently. Comprehensive quality and information ability are the areas where college accounting undergraduate education most needs to be in line with the market in the era of digital intelligence, and is also the focus of reform. In the reform process, it is necessary to increase the use of big data platforms and the integration of enterprise management perspectives. In short, the training of accounting professionals must rely on market demand. At the same time, colleges and universities must complete the return of attributes, and must not excessively pursue pure academics away from actual needs. Therefore, teaching should pay attention to the role of teaching results in the market, and let the cutting-edge professional talents participate in the training of students in universities.

5. CONCLUSION

At present, the accounting industry is at the critical node of the fourth technological transformation. This paper discusses the background of the digital intelligence era, analyzes the characteristics and tasks of the period, and explores the new trends of accounting talents in the digital intelligence era in terms of professional literacy, information ability, laws and regulations, and business ability. With this as the guide, combined with the teaching situation of accounting major in colleges and universities, focusing on the existing problems in its teaching philosophy, teaching staff, assessment standards, and teaching results, and

from the perspective of talent demand, clarifying the difficulties and challenges in the reform of accounting teaching in undergraduate colleges and universities. It provides the realization path for the transformation of the accounting teaching concept, improvement of teaching method, improvement of teaching evaluation and optimization of teaching results under the new environment, and points out the direction for the reform of accounting major in the future era of digital intelligence.

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Blending Teaching Reform Based on BOPPPS Mode under the Background of 1+X Certificate System

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Abstract: Under the background of national 1+X certificate system, centering on the"integration of course and certificate"and taking the course *International Air Logistics Practice* as an example, this study adopts BOPPPS teaching mode and a series of student-centered, project-task oriented teaching methods throughout the whole process of BOPPPS mode. At the same time, with the help of online learning platform and offline real complete set of equipments, carry out blending teaching with organic integration of online and offline and orderly alternation, and run through the whole learning guidance process, so as to form a more effective blending teaching mode, improve the effect of participatory learning, fully mobilize students' enthusiasm and autonomy, and improve the quality of course teaching.

Keywords: 1+X certificate system; Blending teaching; BOPPPS mode; Participatory learning

1. INTRODUCTION

"The National Vocational Education Reform Implementation Plan" [1] proposes to implement the system of "Academic Certificate+Several Vocational Skill Level Certificates"(1+X Certificate System). In 2020, the China Air Transport Association conformed to the trend of the transformation and development of the civil aviation freight industry and the new demand for skilled talents under the influence of COVID-19, and formulated "Civil Aviation Freight Vocational Skills Level Standard" [2] which provides important standards and reference for the training of civil aviation freight talents in post-pandemic era.

In 2020, in response to the sudden outbreak of COVID-19, the Ministry of Education issued a call to the education sector across the country to suspend all classes, making online education spring up like mushrooms [3-5] Online teaching has promoted the process of education informatization in China to a certain extent, but both online teaching and traditional offline teaching mode have advantages and disadvantages [6] In order to combine online rich teaching resources, excellent teaching platform, convenient and three-dimensional interaction, digital-based process evaluation with offline teaching organically and efficiently, and achieve high-quality teaching effects, college teachers and scholars have made many beneficial attempts for different courses [7-8]

This study focuses on the 1+X certificate system to implement "course certificate integration". Taking the course *International Air Logistics Practice* as an example, BOPPPS mode is adopted to focus on "course certificate integration". the teaching process is decomposed into six orderly steps including Bridge-in, Objective, Pre-assessment, Participatory learning, Post-assessment and Summary. A series of student-centered, project-task-oriented teaching methods (project-based teaching method, simulation operation method, task-driven method, etc.) run through the whole process of the implementation of BOPPPS mode; At the same time, with the help of Learning-pass online platform+offline real complete set of equipment, the organic integration of online and offline and orderly alternation of blending teaching are carried out, and the whole learning guide process is connected, so as to form a more effective blending teaching mode. Through the classroom revolution, the teaching quality of the course has been significantly improved.

2. SIGNIFICANCE AND PURPOSE OF TEACHING REFORM

2.1 The blending teaching practice of "BOPPPS mode+project task-oriented" provides an effective path and specific measures for the implementation of 1+X certificate system and solves the widespread dilemma of "two sides" between traditional teaching and certificate training.

BOPPPS teaching mode is a "guided learning interaction" mode famous for effective teaching, which emphasizes students' dominant position, students' participation in interaction and timely feedback in the process of classroom teaching [9-10] First of all, the online and offline blending teaching based on BOPPPS mode is highly compatible with the online and offline integration training and assessment method of 1+X civil aviation freight vocational skills, which effectively promotes the integration of courses and certificates. Secondly, a series of student-centered, project-task-oriented teaching methods fully adapt to the 1+X vocational skills training method, and effectively promote the transformation of teachers in the school into "skill trainers" in terms of ability. Thirdly, the assessment system combining online and offline evaluation of blending teaching effectively realizes the integration and conversion of course scores

and training credit achievements.

2.2 To implement the "student-centered" concept, provide a new class revolution plan, mobilize students' enthusiasm and learning autonomy, and systematically improve the effect of participatory learning.

BOPPPS is a famous for effective teaching mode of "" lead, in the process of classroom teaching with student's" participatory learning "as the core, emphasize the efficient interaction between teachers and students and the Q&A feedback, select BOPPPS teaching mode and height information of digital learning through an organic combination of online teaching platform, fully embodies the main body status of students' learning, It can also cultivate students' ability of independent study, analyzing and solving problems and innovation.

2.3 Effectively solve the outstanding problems such as "easy to mix and difficult to combine" and "heavy to mix and light to merge" in blending teaching, so as to achieve better classroom teaching quality.

The course organically combines Learning-pass online rich teaching resources, online platform with complete functions, highly convenient interaction, digital process evaluation and traditional offline teaching, forming a more effective online and offline blending teaching mode, truly realizing "mixing and integration" and improving the teaching quality.

3. OVERALL DESIGN OF TEACHING REFORM
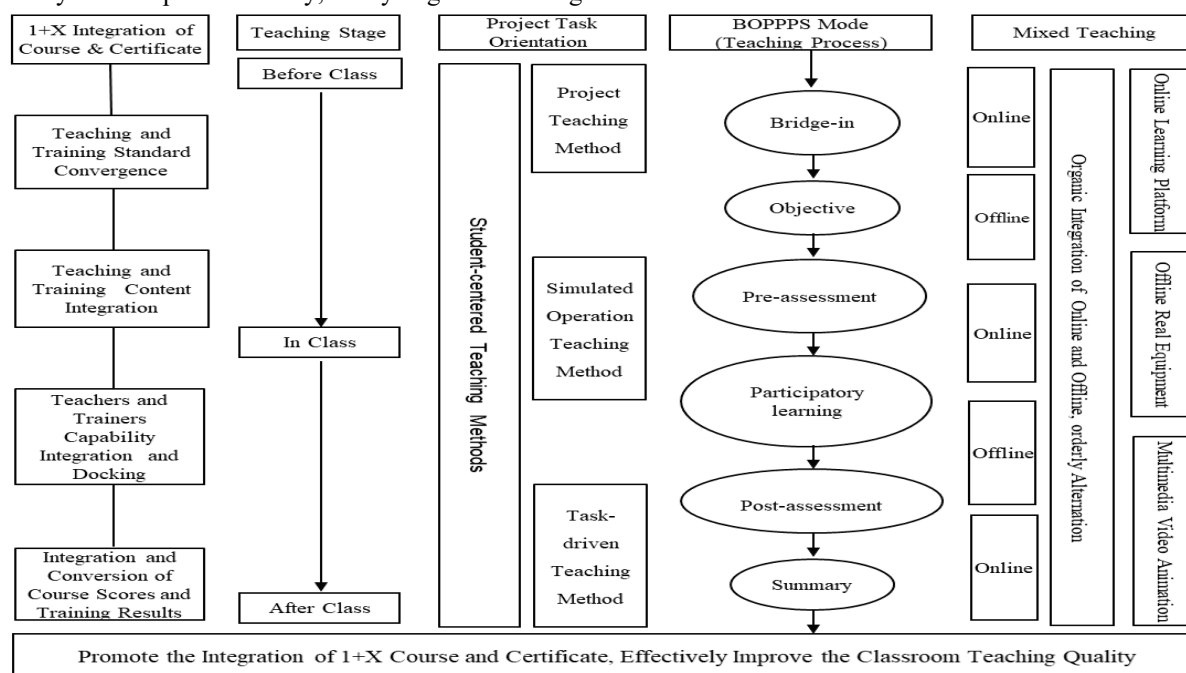
Figure 1 Blending teaching design based on BOPPPS mode under the background of 1+X certificate system

3.1 Analysis of class situation and learning situation: Classroom revolution is imperative under the background of 1+X certificate system.

In 2021, this major will carry out the pilot project of implementing the National 1+X certificate system (Civil Aviation Freight Vocational Skills Level Standard--Intermediate Level: International Air Logistics) to declare the smooth implementation and success, to choose the course *International Air Logistics Practice* as the sole support of lesson 1+X card integration curriculum, teaching and training standard fusion is cohesion, teaching and training content exchange, courses and training results fusion and a series of reform, the curriculum project tasks, skills, more technical, terminology, boring memorization, Lead to students fear of difficulty mood is strong, lack of confidence, low enthusiasm. Learning situation analysis is to carry out the key to "student-centered" concept, in recent years, diversification of students, grades wider range of students between individuals on the basis of the knowledge and skills,

learning habits and attitude, ability and quality, are significant differences in the needs and expectations, traditional teaching methods have been difficult to adapt to a new generation of students' needs. In order to improve the learning effect and teaching quality, and promote the integration of 1+X course certificate, classroom revolution is imperative.

3.2 Blending teaching design based on BOPPPS mode under the background of 1+X certificate system

The course *International Air Logistics Practice* is divided into eight projects, including international general cargo collection and transportation management, international cargo freight and freight calculation, centering on 1+X "integration of courses and certificates". the course adopts BOPPPS mode to decompose the teaching process into Bridge-in, Objective, pre-assessment, Participatory learning and Post- Assessment and Summary; the student-centered, project-task-oriented series of teaching methods (project-based teaching method, simulation operation method, task-driven method, etc.) run through the

whole process of the implementation of BOPPPS mode; At the same time, blending teaching methods are integrated into the whole teaching process in an orderly manner. With the help of online platform and offline real complete sets of equipment, organic integration and orderly alternation of online and offline are carried out to penetrate the whole learning guide process, thus forming a more effective blending teaching mode. the overall idea is shown in Figure 1.

4. THE IMPLEMENTATION PROCESS OF TEACHING REFORM

4.1 Stage before class: Guide students to set up 1+X "dual objectives of course certificate" and push independent preview resources online

According to the results of learning experience, most students of this major have high enthusiasm to participate in the 1+X pilot project, and it is appropriate to guide students to establish 1+X "dual goals of course and certificate" before class. Then according to the teaching target of the project and related tasks difficult point, classification of curriculum content, determine the shape of all kinds of knowledge to students, comprehension, memory in the preliminary stage of knowledge, knowledge by learning through the online platform in class before the class, a short video, PPT courseware, quizzes, discussion and typical cases, easy fragmentation learning style to the students, It is convenient for students to check the preview effect while not making students overburdened; At the same time, the completion of the assessment will be included, so that students can determine clear learning objectives, according to the specific project task book for preview, teachers on the learning platform to answer questions, supervise students and analyze the preview effect, and adjust the teaching plan, difficulty and method.

4.2 Stage in class: Student-centered, blending teaching of "BOPPPS mode+project task orientation" is carried out

In-class (classroom teaching) is the main battlefield for teachers to teach and students to learn. on the basis of students' preview before class, teachers sort out the key and difficult points of project tasks and elaborate them. In class, they carry out BOPPPS teaching activities including Bridge-in, Objective, Pre-assessment, Participatory learning, Post-assessment and Summary. Adopt a series of student-centered teaching methods, online and offline blending teaching methods throughout the whole process.

(1) Bridge-in. Traditional offline teaching is mainly introduced by reviewing, asking questions about key points and direct introduction, while blending teaching is introduced by online test analysis, micro lessons, short videos, animations and small cases, which can effectively attract students' attention and improve their interest in learning.

(2) Objective. Knowledge goals before class has some students in the process of online preview, can further reach in the class, and skills and education target mainly in offline interaction, through the interaction between teachers and students in classroom teaching and students actively participate in the process of implementation, especially the real realization of the goal education, to rely on face-to-face communication between teachers and students, continuous infiltration, the depth of the discussion.

(3) Pre-assessment. Common mistakes in the work of preparation before class and knowledge, to flow, make the finishing point of bedding and advice, and then on learn to shake the candidates, vies to answer first, voting, little practice, in the form of BBS and ask questions, reply, select, anonymous voting, etc., but to strive for time is short, high efficiency, can prepare participatory learning.

(4) Participatory learning. Participatory learning is the core of THE BOPPPS mode, which aims to take students as the center, fully guide students to participate in the whole process of project design and implementation, and actively think, discover and solve problems.

Taking "Project Task of Air Container Cargo Assembly"in the Course *International Air Logistics Practice* as an example, the participatory learning process is shown in Table 1.

4.3 Stage after class: Use the learning platform to consolidate and extend, expand and improve

Around the current project tasks, by learning platform to supplement relevant learning resources, discussion, or deeper questions, knowledge skills, creative thinking training, learning study enthusiasm high, spare capacity oriented students personalized feature, further expand learning dimensions, improve the comprehensive ability and innovative thinking to solve the problem of task, and give positive guidance and feedback to the follow-up completion of students, continue to further stimulate students' interest.

4.4 Multi-dimensional assessment and evaluation

Construct and implement a multidimensional assessment and evaluation system to comprehensively measure learning outcomes, which mainly includes the following three parts: (1) Process evaluation: online platform statistical analysis of pre-class preview test results, in-class teacher evaluation and students' mutual evaluation results, after-class homework attendance performance. (2) Final examination: closed-book examination is adopted, supplemented by single choice questions, multiple choice questions and judgment questions, and mainly by case analysis questions, comprehensive word questions and other questions that highlight practical skills. (3) 1+X Vocational Skills Certificate of Civil Aviation Freight: it consists of three parts: theoretical course of civil aviation cargo transport vocational skills, comprehensive application course of civil aviation cargo Transport Operational skills, and practical course of civil aviation cargo transport Operational skills. the above three parts shall be included in the overall evaluation in an appropriate proportion, and the proportion weight of each grade shall be reasonably set to obtain the final grade of the

course. the weight of each part (can be fine-tuned according to the actual situation): the process evaluation score accounts for 40%, the final assessment score accounts for 40%; the score of Vocational Skills Certificate of Civil Aviation Freight accounts for 30%.

Table 1. Participatory learning process

Links	Teachers' Activities	Students' Activities	Methods	Instructions
1. To master the main points	Focusing on the assembly process of aviation pallet cargo, we will elaborate on marketing skills and operation points, timely ask questions through heuristic, and strengthen interaction and monitoring in class.	(1) When there are doubts, timely put forward questions to stimulate the awareness of exploration. (2) To participate in learning through shaking to answer, improve learning enthusiasm.	Teaching methods: (1) Learning platform. (2) Real air assembly board equipment. (3) Video animation and multimedia	(1) Student-centered (2) Task-oriented project (3) Organic integration and orderly alternation of online and offline
2. Program design and implementation	(1) Release project assignment by online platform (air logistics module) --complete selection of air cargo category and assembly of aviation assembly board. (2) Layout and assembly project scheme design and implementation tasks. (3) Guide students to explore the principles and strategies of correctly completing the selection of air cargo category and the assembly of air pallet	(1) Each group was divided into 5 members, and then the members divided the labor and delineated different roles. (2) According to the specific requirements and evaluation criteria of the project task, all members work together offline to complete the assembly scheme design and implementation rules. (3) Focus on the training of analytical problem-solving and hands-on skills and teamwork spirit.	Teaching Methods: (1) Project teaching method. (2) Simulated operation method. (3) Task-driven method.	
3. □Interaction	In the process of completing project tasks, teachers and students can have interactive discussion and feedback exchange online or offline in time if they encounter bottlenecks, key problems or major difficulties.			
4. □Evaluation	Teachers make offline comments on the advantages and disadvantages, implementation effects, weak links and skills of each group's marketing plan design, and put forward suggestions for improvement.	Combined with teachers' offline comments on our group and suggestions from other groups, we improved the plan for weak links and skills.		

5. CONCLUSION

This study constructed a three-dimensional classroom teaching system of "point-line-plane", and carried out a blending teaching innovation of "BOPPPS mode project plus task orientation" centering on the integration of 1+X course certificates. First, a series of student-centered, project-task-oriented pedagogy is the "point" of the teaching process, which integrates and supports the whole implementation process of BOPPPS mode, fully adapts to the 1+X vocational skills training method, and strongly promotes the transformation of teachers into "skill trainers" in terms of ability. Secondly, BOPPPS mode is taken as the "line", and a complete and effective teaching process is constructed by organic links such as Bridge-in, Objective, Pre-assessment, Participatory learning, Post-assessment, and Summary, which fully highlights the subject status of students, improves the effect of participatory learning, and provides a clear and effective new path for the implementation of the "student-centered" concept. Thirdly, take blending teaching as the "plane", carry out the organic integration and orderly alternation of online and offline teaching in the whole process before, during and after class, and build an assessment system combining online and offline evaluation, which is conducive to the integration and conversion of 1+X course scores and training credit achievements.

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Teaching Methods and Teaching Contents of Design Subjects

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Abstract: In design professional courses, practical teaching has obvious advantages. This paper analyzes the concept of design, the direction of design discipline research, the bottleneck of design discipline practice teaching, the exploration of new content of design discipline practice teaching, and puts forward corresponding measures for the development of design discipline practice teaching mode and the innovation of teaching content. It plays a driving role in further refining the practical teaching objective system of design majors, enriching the teaching links, quantifying the course evaluation system and improving the innovation and entrepreneurship ability of students in colleges and universities, and provides reference for the improvement of the education and teaching level in the field of design and the development of other curricular related research work in the future.
Keywords: Design; Practical teaching; Education

1. INTRODUCTION

With the rapid development of social economy, the demand for design talents from all walks of life has gradually increased, and the total number of students in China has exceeded 1 million. In recent years, and only branch of the university of the arts comprehensive university have sprung up, using multi-disciplinary resources development and the education market, cultivating art talents, expanding the area of professional point of view, must have played a positive role in promoting, and also to the development of art education in our country and meet the demand of art industry played a promotion. With the improvement of the quality of life, people also have higher requirements on the quality of design. Enterprises are often disappointed with the scarcity of excellent design talents and think that there are some problems with the talents trained by art and design colleges.

The problems of art and design colleges result in the weak innovation and practical ability of graduates, which cannot meet the requirements of enterprises. Therefore, a large number of students are engaged in other unrelated professions. Let us have to calm down and reflect on our design education problems and solutions. Therefore, it is particularly important to study the practical teaching and content of art education.

With the rapid development of China's socialist market economy, the industrial structure, product shape is constantly changing, market competition is becoming increasingly fierce, art design has played an irreplaceable role in the market economy, now society has entered the consumption stage of marketing, market competition has been concentrated on the design of the competition, the quality of design to a certain extent determines the market prospects of enterprise products. Therefore, for higher art and design colleges, it is necessary to cultivate a large number of outstanding design talents to adapt to and meet the needs of society and the market. the purpose of design education is not to create designers, but to liberate them, to help people who will become designers discover and understand themselves, to provide them with the time and space in which they can freely exert their imagination and creativity, to help them discover their own talents, to improve and provide opportunities, so that they can broaden their knowledge and deepen their understanding in all aspects of behavioral awareness, social and natural sciences, and ultimately these expertise and methods are of great benefit to the investigation and study of practical problems they face in the future and the search for feasible solutions. Someone once said that design education is a symbol of a country's level of economic development. Although this statement is a bit exaggerated, it is not unreasonable. Because "design" directly serves the national economy, the development of the national economy has also caused the prosperity of design education, and it can be asserted that design education is almost the only way to provide design talents for society. In the past ten years, more than 1200 Chinese universities have opened design disciplines, design in social life demand is increasing, and then develop for twenty or thirty years, the designers trained by these colleges and universities may not be able to meet the needs of society, so people will deeply experience the ubiquitous design in life. In the era of social outlook and ideological concept turmoil and change caused by the explosion of information, people's lives and thoughts are full of various choices, under multiple stimuli, we feel numb and out of control, the development of art design education for our social life, for our future means many things, the times give this discipline and this discipline of education with rich connotations and major responsibilities. In such an era, China's art and design education in a huge market of more than one billion people, and will inevitably face international competition and integration, every worker engaged in this education should have rational analysis and pragmatic thinking, in the work of many

phenomena should be the object of our insight and need to face the problem.

The expectations of China's design education are pinned on the younger generation, and in the face of the market's demand for design and design talents, China's design education reform has undoubtedly become a more urgent task in the current period. Mr. Dingbang Yin, an educator, theorist, entrepreneur and social activist in the design industry, pointed out that design education should pay attention to the cultivation of design collaboration ability and team spirit. When the scale of design is getting larger and larger, the difficulty is getting higher and higher, the knowledge requirements are more and more complex, and the risks are becoming more and more obvious, cultivate the team spirit between designers, and they and entrepreneurs, engineers, wholesalers, retailers, market experts, consumer research experts. It is very valuable. At the same time, design should enter the market economy comprehensively, systematically, and thoroughly, and the position of designers should be transferred to the positions of investors, producers, marketers, consumers and judges. Everyone should shake hands with the invisible hand behind the market and exchange greetings, only in this way can China's design achieve real leapfrog development, close the distance with the international design level, and improve the competitiveness of the international design market. For a certain major of a school, the social employment situation of its students after graduation has become a bottleneck restricting the development of the profession, so for the school, whether a professional office is successful or whether it can survive or even gain greater in the future. Development requires us to improve the quality of teaching, increase the cultivation of students' professional quality, and improve the competitiveness of graduates after entering the society.

2. CONCEPTUAL ANALYSIS

(1) the concept of design

Design, is a Chinese word, refers to "an idea through reasonable planning, careful planning, through various ways to present the process". Through labor, human beings transform the world, create civilization, and create material and spiritual wealth. the most basic and core creative activity is creation [1]. Design is the planning of creation activities in advance, and the planning technology and planning process of any creation activities can be understood as design. the design in art, from the connotation, is from the Angle of technology, economy, society and culture, to function and utility and amenity as the purpose, the use of certain material materials technology, suitable for certain artistic means [2]. According to the law of beauty, the design and planning should be carried out to transform it into creative activities with specific use functions, external forms, man-machine relationship and cultural implications.

Design is the pre-planning of creation activities. the

planning technology and planning process of any creation activities can be understood as design. Designers carry out technical creation and creative activities with goals and plans. the task of design is not only to serve life and business, but also to be accompanied by artistic creation. According to the definition of industrial designer Victor Papanek, design is the conscious and intuitive effort to construct meaningful order. In today's modernization, design has become an emerging development profession in contemporary China [3]. Also in today's colleges and universities, design majors are also set up to provide the society with more artistic products in the future.

(2) Concept of design education

The name design education has been used in various occasions in China for a long time, but there is no clear definition. Design literally can be interpreted as the idea and plan. It is generally believed that it is a plan and idea of making objects of practical value with certain material means. It is a creative process with human core and problem orientation. the term in modern Chinese comes from Japanese, and it is a translation of the English word "Design"[4]. In the West, the history of conscious use of the word "Design" is not very long, starting from the 1920s and 1930s. the Encyclopedia Britannica explains it as follows: "Design is the process of making a plan for some action to be begun; Especially if you have a plan in mind or a sketch. "

Thus, the word "design" is not only a new word in Chinese, but also has a broad connotation and extension. It includes not only artistic design activities, but also engineering, technology, machinery, architecture, planning and other types of design activities, and even covers many controls for subsequent behaviors. the curriculum system of art design majors has amazing advanced nature in terms of educational concepts and curriculum structure design, which is fundamentally different from the previous professional and skilled talent training models. In the design of the curriculum system, we have four problems to face, one is what kind of people we cultivate, that is, the training goals; the second is what kind of knowledge can achieve this goal, that is, to establish the teaching content; the third is how we organize this knowledge to achieve the goal, that is, the curriculum architecture and teaching requirements and management; and the fourth is how to determine whether the goal has been achieved, that is, the evaluation of talent quality. the goal of talent training is "this major aims to cultivate compound professionals in the field of art and design with a thick foundation, high quality, strong ability, wide adaptability, and innovative awareness and ability". There are two **Keywords:** "compound" and "specialized talents". From the perspective of the existing relationship of the education system, the semantic expression of "composite" is achieved through the superposition and integration of multi-field knowledge on the basis of common disciplines. In the process of implementation,

a freely chosen approach is adopted to promote the results of compound and diverse education. "Specialized talents" is an inevitable product of colleges and universities, for art colleges, limited by teaching resources, general education in a broad sense is more difficult to practice; relatively speaking, general education under the art category has strong advantages. In the entire curriculum system, in addition to the public compulsory courses such as ideological and political science, language, physical education, and social practice, more than 80% of the courses are "specialized" knowledge under the art category. Based on this, professional teaching based on the subject platform and the inheritance of human knowledge in the field of art have become the basic guarantee for specialized talents. For the goal of educating "compound specialized talents", the design characteristics of the curriculum system are obvious and the direction is clear.

Art design education, emphasizing the practical characteristics of the discipline, in this sense, it is a concept that is different from engineering design, architectural design, etc.; and design art, focusing on the theoretical color of the discipline, emphasizes the in-depth discussion of the regularity factors of design activities on the basis of practice, which can be said to be a higher level of research than art design, in this sense, the relationship between "art design" and "design art" is like "language" and "language art", "teaching" and "teaching art" the relationship is the same. Therefore, the so-called "art design education" and "design art education" can be regarded as two different levels and different stages of the same professional education. the above analysis of the concept of art design education, the evolution of the development process, but also compared with the existence of a close relationship with a variety of related concepts, from the above analysis, art design education in China is still in the initial stage of development, for its professional characteristics and development laws need to be further explored, research.

3. RESEARCH ON PRACTICE MODE AND TEACHING CONTENT OF DESIGN

(1) Research on the practice mode of design teaching
The characteristics of design discipline determine that it is a practice-oriented interactive fringe discipline, and the social demand for design application-oriented talents is an important factor that must be considered in its development [5]. the important process or means of design teaching is undoubtedly the practice of design, so the practice course in design education is particularly important. In the current development process of design education, practical teaching has become an important way to connect design talents in art design colleges and social market, and is the main method to train students.

Bauhaus teaching program is the representative of practical teaching [6]. It continues and develops the advanced design education thought and practical teaching mode of Bauhaus, and innovates and develops it in combination with the actual situation of Chinese design education, so as to make the teaching ideas and methods of design professional education in Chinese colleges and universities conform to the international standards. To make the design practice teaching methods of Chinese art and design colleges more systematic, diversified and rationalized. Through the analysis and research of Bauhaus practice teaching, as well as the discussion and development of the practical teaching courses of design majors in art and design colleges in China, it is of great practical significance for the current domestic design education and social and economic development [7]. Design majors are cross-integrated disciplines of a variety of disciplines, cultivating design talents with comprehensive quality, requiring designers to strengthen the connection between theoretical knowledge and practical skills, and requiring design education to strengthen the penetration between various disciplines and majors, breaking the traditional single teaching structure, and closely linking with the reality of life. It is not only necessary to rationally arrange theoretical teaching, but also to integrate various teaching resources, carry out project practice cooperation and curriculum exchanges, and understand, learn, hone, and grasp the methods and abilities of design in practice. the disciplinary nature of design majors requires practical teaching in the curriculum of design education in colleges and universities, and only in the actual process of contacting production and life can students continuously tap their own potential, enrich their own knowledge, expand their horizons, cultivate their own practical operation, creativity and innovation ability, and become a composite design talent needed by society.

Innovation is the core of all design majors, innovative ability Art design is the basic ability of each major, strengthen the cultivation of students' innovative ability and innovative spirit, and lay a good foundation and conditions for students' future study or work. Judging from the development trend of out-of-school design education, the training methods and teaching goals of different disciplines are also different. With the development and progress of the times, the society has put forward new requirements for the demand for design talents, focusing on the cultivation of students' innovative ability and practical application ability, and the society needs high-quality practical talents. Practical teaching focuses on cultivating the hands-on ability, innovative spirit and basic practical ability of design talents, so as to meet the needs of the Society for comprehensive design talents, which is conducive to solving the contradiction between social needs and application-oriented design talent training.

Existing problems: such as one-sided theory teaching in class, hand-painted homework, insufficient or idle studios, only paying attention to artistic expression, less

practical courses, unreasonable curriculum, not closely combined with the market, and not in line with the required technical talents, etc. It is also the source of many such problems that lead to the poor practical ability of students today. Design discipline is a discipline that is never separated from practice, and design without practice is always an armchair strategist. Design is fundamentally one of the behaviors of "practice", which must be entered into the design site to achieve real significance. For example, in environmental design, no matter how much theoretical knowledge and how many renderings of painting, it is impossible to achieve the sense of reality and profound sense of participating in the design project on the spot. Therefore, practice teaching is very important and irreplaceable in design teaching.

(2) Research on design teaching content

China is an ancient country with a civilization of more than five thousand years and a profound cultural heritage. But in recent years, with the increasing of cultural exchange in China and the world, a large number of western design ideas and designs into our field of vision, many people were "westernization", lost its national self-confidence, blindly push special western modern design schools, ignore the Chinese traditional culture, look down on local cultural resources, to do some superficial form of embezzlement, together, and even copying, So that our design lost the connotation of national culture and personality. This is harmful to the development of Chinese design and design education.

"Chinese humanistic spirit is the crystallization of the wisdom of the Chinese nation, the spiritual and cultural precipitation that our ancestors have been searching for beauty and brightness for a long time, and the life of a nation's survival and development. Its scope is broad and rich, such as Chinese philosophy, classical literature, artistic spirit, aesthetic realm, seal cutting of painting and calligraphy, folk rumor art, Chinese characters, gardens, architecture, ceramics, stone carvings, woodcuts, music, poetry and drama.

As the above is the emphasis of liberal arts in the teaching content, further construction is needed if the teaching content is to be further perfected. In the professional course setting, it is necessary to define what qualities an application-oriented designer needs to possess, set up the corresponding course content and teach students according to their aptitude. Let students get closer to the market and understand the market trend. Design major is a discipline that requires students to fully understand the market and consumers and directly participate in the market [8]. For example, in the teaching of environmental design, students can directly enter the construction site and design company, so that students can more intuitively acquire knowledge and accumulation of learning experience. With more frequent school-enterprise cooperation, this teaching mode can enable students to fully understand the whole process of the project, make full use of resources, and have a more specific understanding of the material and technological production, so as to build a practical atmosphere full of authenticity and creative thinking. Set up more professional design competitions, so that students can complete the design objectives according to the theme and requirements, and get familiar with the design tasks and professional knowledge. Participate in the actual project, students through the project market research; in this way, the technology and theoretical content will be combined to the greatest extent, which will be demonstrated through design practice. the initiative of students to participate in the design will be aroused, and the opportunity to understand the market will be obtained, and the independent design ability will be developed.

4. CONCLUSION

China's design discipline practice teaching methods and teaching content exploration from scratch, from small to large. Although it is now in the stage of rapid development, there is still a long way to go to build a mature and perfect education system and education model. However, with the development of society and market demand, the rich experience in running schools has laid a solid foundation for design education to mature. I believe that China's art and design education will lead the world one day, and I believe that the young generation of Chinese designers will lead the world one day.

Design professional teaching should cultivate students' practical ability, in the construction of practical teaching system, combined with professional characteristics and market needs, develop a reasonable training objectives and training requirements, the teaching content and production practice combined, so that students out of the classroom to the market, so that the design is really close to the market, close to the needs of society, to let a single learning model, evolved into a process of combining theory in practice. Through these years of study and practical experience, exchanges and learning with famous teachers and designers, summed up the research on design education, this is the author's profound understanding as a student and designer, but due to the lack of knowledge accumulation, it is impossible to make a more grand analysis and research, I hope that I, designers, scholars in the future work, continue to supplement and improve this research, also feel that the task of design education is heavy and long. This paper mostly adds literature explanations from a subjective point of view, focusing on the problems and phenomena existing in domestic design education to propose methods and ideas to solve the practical teaching of design, as for the ideas of practical teaching proposed in the article, it needs to be tested in actual operation and further improved. With the development of society, China's design practice teaching will continue to change and progress, which still requires the joint efforts of more experienced experts, scholars, designers and teachers to open up a

new future of design practice teaching.

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An Analytical Probe into Musical Perspectives of Confucius from the Analects

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Abstract: It is well-known that Confucius is honoured as the "Sage of Confucius" in China and his thoughts are of great value and significance to human culture, holding a lofty and unshakable position in ancient and modern times all over the world. the *Analects of Confucius* is an important classic of the Confucian School in China, which recorded the speeches of Confucius, responses to his pupils and conversations with his disciples. It was presumably compiled by Confucius' disciples during the Warring States Period. Confucius showed a strong interest in music, so "*The Analects of Confucius*" also dabbled in music. This paper intends to analyse the values and political functions of music under Confucius' core thought of Ren (benevolence), and the great exploration in the practice of aesthetic appreciation and education.

Keywords: Confucius; the Analects of Confucius; Musical thoughts; Musical aesthetic; View of music education

1. INTRODUCTION

It could be considered that the *Analects of Confucius* mainly consists of conversations between Confucius and his disciples. It is a literature of quotations, which contains philosophical thoughts on life, principles of association with people and society, methods of academic research, and ways of governing a State. As a whole, it contains the most fundamental ethics of the Chinese nation, and has imposed far-reaching impacts upon politics, philosophy, history, aesthetics, pedagogy and other fields as well. on the other hand, it is also an important musical literature, focusing on the presentation of Confucius' musical aesthetics and forming a set of Confucian music doctrines that have a great influence on Chinese culture.

2. VALUES WITH "BENEVOLENCE" AS THE CORE

It could be concluded that Confucius' music views overall follow his idea of *Ren* (benevolence) as the core. As a result, Confucius advocated the use of ritual and music to implement his "benevolence"-cored doctrine, and therefore benevolence, *Li (*rites) and *Yue* (music) interact with each other. He pointed out that: "People cannot be ritual without benevolence, and people cannot be musical without benevolence". Confucius believed that if someone does not possess "benevolence", one cannot understand comity without understanding music. "Benevolence" is the core of Confucius' thoughts, and it is also an essential quality when we are engaged in music creation and aesthetics

today, which still has strong practical significance. In China today, the idea of "being a man first, then learning art" and striving for the goal of possessing "both virtue and art" is the inheritance and development of Confucius' thoughts of "no man of music without benevolence".

It was observed that Confucius paid great attention to the feelings of human relations, and Confucianism attaches great importance to the notions *Zhong* (loyalty), *Xiao* (filial piety), *Jie* (integrity) and *Yi* (righteousness), any enjoyment of music cannot go beyond the above. In *Yanghuo* (a Chapter in *the Analects of Confucius*), Confucius was asked why one should not practice rite for three years instead of one year if he lost his parents and that would destroy both rites and music. In response to the challenging question, Confucius told his pupil Zaiwo that "when a gentleman observed the service of funeral and memorial of one's parents, he would neither taste delicious food, nor feel pleased by music or ease at home, but if you do not mind all these, just do it". Zaiwo did not agree with this. After Zaiwo left, Confucius held that he was merciless to his parents and did not think that he was a benevolent man. So it could be seen that Confucius' attitude towards music was not hedonism, but self-discipline with temperance. He attached importance to and observed the virtue of filial piety, and regards "benevolence" as the highest criterion beyond all forms of art.

In *Zilu* (a Chapter in *the Analects of Confucius*), Confucius advocated that "the title must also be right". He argued that if the title is not regular, one's words are not convincing. Furthermore, without convincing words there would be no achievements. the same law is true of music. Only with a clear judgment and comprehension of the ethical concept and value orientation of music, can we better understand and make it play its roles. These thoughts in the *Analects of Confucius* have greatly influenced the rule of the entire feudal era of China, and some excellent traditions are still of great significance today. It is necessary to remove the backwardness and limitations whilst extracting the positive essence of them.

3. THE RELATIONS BETWEEN SPREADING OF MUSIC AND THE FOUNDATION OF STATE GOVERNANCE

In fact, Confucius uplifted his understanding of music to the height of politics, which was closely related to State rule. In the process of music presentation, it is necessary to ensure elegant and upright service for the

stability of the rule, and not to allow the disorder of its State principles and disciplines. the *Analects of Confucius* mentioned the aesthetic tendency of "disliking *Zheng* (State of Zheng) style music which disordered elegant music". He told his disciple Yanhui that to govern the State, he should use the calendar of the *Xia* Dynasty, take the vehicle of the *Yin* Dynasty, and follow the protocol of the *Zhou* Dynasty. In terms of music, he preferred *Shao* and *Wu* style music, and refrained from *Zheng* style music and vicious people. He held that *Zheng* style music was indulgent and the vicious people were dangerous. *Zheng* style music disturbed the position of elegant music, just as the color of purple usurped the glory of vermilion, sharp mouth subverted the political regime of the State. the appearance and dissemination of *Zheng* and *Wei* (State of Wei) music impacted the "elegant and pure" refined music, and the controversy against *Zheng* music represented by Confucius reflected the phenomenon that the new and old forces were alternating in the music field during social reform at that time. All these accelerated the process of "Collapse of Rites and Corruption of Hierarchy".

In *Bayi* (a Chapter in *the Analects of Confucius*), Confucius said that "Bayi Dance" (Dancers in Eight Rows) was performed at the court of a noble man of *Lu* State with the surname of Ji, this cannot be tolerated. *Yi* means a row of dancers in performance. In ancient times, "*Yi*" got two kinds of interpretation, one is to multiply by self, that is, respectively for 8 multiplies 8 equals 64 people, 6x6=36, 4x4=16, 2x2=4; the other one is "a row of eight people", respectively for 64 people, 48 people, 32 and 16 people. When Confucius commented on Ji's arrangement of eight rows to perform music and dance in the courtyard, he said "if this is tolerable, what else cannot be tolerated?" in the Spring and Autumn Period of great upheavals and changes, the slave owners noble regime was thoroughly disrupted. the rule of hierarchy of music has lost its binding force. Ji Huanzi organized the "Eight Rows Dance" in his own yard, which could only be enjoyed by the King, and no doubt this violated the ritual rules. the event was regarded by Confucius as a sign of "Collapse of Rites and Corruption of Hierarchy".

To take a probe from the other side, the appreciation of music is a sort of freedom for everyone, thus should not be constrained by hierarchy, and the pre-Qin Dynasty social system has long been destroyed, this system may not be able to fully adapt to today's society. "To perform Bayi Dance in the court" showed that, in some people's opinion, "Music of the King" is not so sacred or non-violable. Ji Huanzi represented the new landlord class who dared to break through the shackles of ideas and set up new music aesthetic ideas for enjoyment, which objectively promoted the progress of society at that time, and moreover was a great change in ideology. These etiquette provisions, however, still have an impact today. Human beings are social animals,

inseparable from the group and the environment. They need to behave within a certain framework of morals, but not to act arbitrarily. Since ancient times, China is a State of rites and protocols, and in today's society it is still critical to be in line with one's class and identity. Excessive publicity and abuse of freedom will only make society chaotic and out of order. Some people in the pursuit of music only pay attention to the surface of luxury, such as grandiose pomp, exquisite scenery, but ignore the beauty of music itself. This is nothing but a kind of arty and elegant abnormal psychology for non-practical comparison. As recorded in Weizi (a Chapter in the Analects of Confucius), Ji Huanzi, the official of the State of Lu, accepted a dancing girl as a gift from the State of Qi, so that he did not perform his official duty for three days. Consequently, Confucius quitted his assignment in anger. To be extravagant in art, to sap spirit by seeking pleasures, to deviate from the pure beauty of music itself, to pursue indulging in the enjoyment of lewdness and excess, all these could be regarded as a kind of sacrilege to art, which is probably the most intolerable point for Confucius.

Both Confucius' view and historical experience have proved that music should not be "absolutely liberal". It is like a weathervane, which often indicates the shaking of the ruling and the reform of the political situation. the creation and dissemination of music need to be carried out in accordance with the system and under the framework of control. This perspective that elevates the study of music to the maintenance of cultural security still has an important enlightening role for all States in today's world.

4. "PERFECT" AS THE AESTHETIC STANDARD OF MUSIC

As the first collection of poems in ancient China, *Shijing* (the Book of Songs) combines "music" and "poetry". Its lyrics and melodies are simple and moving, which are accorded with the openness and happiness emphasized by Chinese aesthetics and reflect the integration and unity of beauty and virtue, emotion and reason. This denoted Confucius' high praise and affirmation of folk music. In the *Analects* Confucius extended his affirmation and praise, by remarks that "in a word, *Shi* (poems) of three hundred encouraged innocence" and "not knowing the taste of meat for three months after intoxicated by *Shao* Music". It was argued by some scholar that hereby meat did not merely refer to delicious cuisine like pork or beef, but rather all those interwound lust and desire affiliated to physical body. Furthermore, all these could be forgotten when one was lost in music [1]. Confucius advocated the doctrine of mid-way in philosophy and the beauty of harmony in art. He praised Royal Master Zhi's performance of *Guanju* (lyrics with music) for its rich expression at the finale, as if his ears were full of music. He also spoke highly of *Guanju* as "pleasure without lewdness, sorrow without hurt", which meant that the aesthetic expression of music should follow certain principles: happiness but with temperance, sorrow

without hurting body and mind.

In terms of the *Bayi*, Confucius considered that *Shao* was both kind and beautiful, but *Wu* (force) was of beauty but could not be regarded kind [2]. Hereby, "beauty" means good form and sound, and "kind" means proper content. To Confucius' mind, *Shao* was "perfect" and wonderful music, while *Wu* seemed to have hidden the sound of war, the King of *Wu* waged a war against *Zhou* that could be viewed as overthrowing the rule of the tyrant, but "to attack the group as a minister, in name of following the nature and people's appeal, would be less good than giving up to accept the rule instead. " Therefore, it can be found that in Confucius' opinion, truly beautiful music should be a combination of content and forms, artistry and ideas. "Loyalty to the king" is just the appearance in surface, but essentially moreover to aspire for peace and oppose violence.

It is submitted that Confucius required the unification of form and content of music, and proposed aesthetic principles such as "beauty in music", "different views are permitted", "gentle and well-mannered", "innocent thinking", "music without lewdness, sorrow without injury", so as to make "perfection" and "harmony" the mainstream Confucian standards for thousands of years. If "beauty" is understood as form and "kindness" as content, it can be seen that Confucius paid attention to the combination of content and form and emphasized the importance of content in his evaluation of the beauty of music. These are Confucius' influences in music theory and inheritance of excellent views on the creation of music.

This is also the standard that contemporary artists still need to follow in their creation and appreciation. Music is a combination of ideology and artistry. If you only mind how to enrich the artistic expression as much as possible, you will often ignore some other problems, such as whether it is suitable for the audience, whether it accommodates the psychology of different receivers. There are remarkable differences between Chinese music and that of Western countries. Western music emphasizes realism, while Chinese music emphasizes freehand brushwork and vivid expressions. the Chinese people have always been deeply influenced by Confucianism, and pay attention to the "beauty of implication" in literary and artistic expression. It is rich and restrained, and can be used wisely and freely, creating the effect of "words are exhausted while meaning is endless". A happy mood is not equal to the free and wild on the stage, not just the loud tone of the musical instruments and lyrics can be expressed. Similarly, in the performance of tragedy, if we cry all the time, it is not sad, but exaggeration. Music is artistic sublimation from life and higher than life, how to grasp the appropriate and skillfully convey the inner tension to the audience's emotions, is what we always need to think about.

5. EMPHASIS IN THE SOCIAL EDUCATION FUNCTION OF MUSIC

In *the Analects of Confucius*, over and over again, Confucius emphasized the social function of music, and the intention of using music to transform the social atmosphere. He put *Li* (Rite) and *Yue* (Music) together with the governance of a State, demanding that *Yue* conform to the norms of *Li*. the essence of rites and music is "benevolence", "people without benevolence" will not be able to treat rites and music. Confucius believed that "music is the key to harmony", and proposed that "to change customs, there is nothing beyond music". It indicated that he attached importance to the influence and function of music in the field of ideology. Confucius also put forward that "to conduct political affairs" must be "promoting rites and music", "to educate people" they must be taught "rites and music". He also stressed that music should be "*Shao*" and "*Wu*", but "*Zheng*" should be abandoned, and keep a distance from the evils". the greatest achievement of Confucius was that, under the background of great social changes, he collected the achievements of traditional Chinese culture, and liberated classics such as *Book of Songs*, *Writing*, *Rites* and *Music* from the hands of historians and musician officials, to "spread into ordinary people's homes" and became widely circulated textbooks in society.

It should be noted that Confucius attached great importance to music education, and carried out his thoughts of benevolence, righteousness, propriety, wisdom, faith into practice. He traveled to various States during his lifetime and created a style of private lecturing, with many disciples. Among the six courses he initiated, rites, music, archery, riding, writing and arithmetic, music ranked second. In educational thought of Confucius, music is regarded as the final stage of accomplishment in one's life. the so-called approach "flourishing in poetry, standing in rites and accomplishing in music" means that one's accomplishment starts from poetry, is based on rites and is completed by music. He would rather choose the "savages" (slaves or freemen other than aristocrats) who studied rites and music first and then became an official than the "gentleman" (children of aristocrats) who were awarded official identity first before taking lessons in rites and music.

In accordance with *Shiji* (Records of the Historian): "Three hundred and five poems were accompanied by music by Confucius, in order to match tunes of *Shao*, *Wu*, *Ya* (elegance) and *Song* (odes). Rites and music can be established since then, to prepare the King's rule, and to form the Six Arts. Confucius taught poetry, writing, rites and music and recruited three thousand disciples in total, and seventy-two of them were skilled in the Six Arts. " in *the Analects of Confucius*, Confucius also said, "It was not until I returned to *Lu* from *Wei* that I sorted out the music that *Ya* and *Song* gained their rightful status. " This is his great contribution to the education and inheritance of ancient music [3].

6. TO SERVE THE PRACTICE OF APPRECIATION

BY MUSIC THEORY

Confucius cherished rich humanistic feelings. He studied hard, was versatile, mastered a variety of musical skills in playing *Qing* (a stone musical instrument), *Se* (a string musical instrument), *Qin* (a string musical instrument) and composition. It is recorded in *the Analects of Confucius* that he often "thought deeply", "had high hopes and lofty aspirations", and "kept practicing his strings and songs for seven days" when he was "trapped in a place called Chencai". He believed that the beauty of music should be enjoyed by more people, rather than noble and inaccessible objects enshrined in the palace. In *Shuer* (a Chapter in *the Analects of Confucius*), after "pursuing Dao (logic), based on Virtue and relied on benevolence", he proposed "wandering in art". the purpose is to show that the gentleman's foundation includes not only the observance of social norms, but also through the embrace of art, to achieve the realm of freedom and happiness. In his response to his disciple Zilu's question in *Xianwen* (a Chapter in *the Analects of Confucius*), Confucius also said that in addition to wisdom, abstinence, courage and versatility, he should also cultivate himself with rites and music, and then he could be considered as a perfect man. In *Jishi* (a Chapter in *the Analects of Confucius*), Confucius said that "containment in music brings pleasure", that is to get the regulation of rites and music for happiness. Confucius believed that music can help people adjust the balance of body and mind, edify temperament, improve cultivation, enjoy benefits, and gain happiness as well.

In *Xianjin* (a Chapter in *the Analects of Confucius*), there is a passage of Confucius' evaluation of his disciple You (Zhongyou), "He came into the hall, but did not enter the room. " Confucius vividly compared the various levels of music learning with entry, ascending the hall and entering the room. He also evaluated students very objectively and prudently. This tells us to take a step-by-step, down-to-earth approach to setting goals and evaluating capabilities. We should respect other people's different stages of learning, appreciation and comprehension. We should not disregard the objective reality or exaggerate or belittle a certain kind of music or performer.

Confucius was not an immortal idol with a pulled long face. He loved all the good things as much as anyone in the street. Confucius paid great attention to music practice and permeated the appreciation of music into daily life. Confucius often led his pupils out in the nature surroundings to collect first-hand information, which not only improved their physical fitness, but also surveyed the conditions of the local people, broadened their horizon, improved their temperament and expanded their minds. As it was kept in *Xianjin* (a Chapter in *the Analects of Confucius*), when Confucius talked to his disciples Zilu, Ranyou, Gong Xihua, and Zengxi, Confucius appreciated Zengxi's remarks that he preferred "in late spring, in spring clothes, five to six grown-ups, two or three kids, taking bath in Yi River, enjoying wind on a platform, and coming back in singing". This was exactly what Confucius was expecting for a world of common destiny after achieving governing a State by rites and music, at the same time expressing a complex of recluse. It was submitted that "this realm of 'combination of human beings and the nature' spans thousands of years and coincides with the concept of 'harmony between mankind and the nature' in today's world. " [4]. "To enjoy Yi River in Spring Wind" had described a beautiful vision of visiting hills and rivers, bathing in wind and clouds, chanting songs and playing musical instruments, and this was the most valuable spiritual heritage left by Confucius to the later generations.

7. CONCLUDING REMARKS

As one of the most influential thinkers in Chinese history, Confucius contributed greatly to the formation of Confucian musical thought. As a precious record of Confucius' words and deeds, the *Analects of Confucius* reflected his unique musical thoughts from various aspects, such as the proposal of the combination of rites and music, the construction of musical aesthetic standards, and his attitude towards "elegant music" and "vulgar music". It can be seen that the *Analects of Confucius* is an important document for the research of ancient music theory. It occupies an important position in the history of Chinese musicology and the history of aesthetics. Confucius' thought is like a bright star, still shining with wisdom, and guiding us forward.

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Development of Curriculum Syllabuses for Special Education Specialties Based on "OBE" Concept – A Case Study of "Theory and Practice of Individualized Education" Curriculum

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Abstract: Under the background of professional certification of teacher-training specialties, OBE concept initiates actively carrying out specialty construction and talent cultivation with the core of "being student-centered, being output-oriented and continuous improvement". There are some problems in traditional curriculum syllabuses, such as lack of guidance of scientific theories, neglect of student's subject status, and emphasis on theory over practice and so on, which affect the cultivation of students' comprehensive quality. We should scientifically reconstruct the curriculum syllabuses under the guidance of the OBE concept, accurately position the curriculum objectives, analyze and reconstruct the curriculum content, design and reform the teaching methods, adjust the curriculum evaluation systematically, provide new ideas for improving the development level of the curriculum syllabuses, and provide reference for the follow-up teaching and improvement of the curriculums.

Keywords: OBE concept; Special education; Individualized education; Curriculum syllabuses

1. PROBLEM POSING

Outcome-based Education (OBE) is a strongly advocated concept in recent years which refers to an educational model of reverse design of curriculum system based on students' expectation of the final outcomes. With its advanced, scientific and practical nature, this concept has gradually become the mainstream concept of education reform in Europe and America since its birth. Since the Ministry of Education launched the pilot project of engineering education specialties certification in 2006, many colleges and universities have taken the OBE concept as the guidance to train talents and build their specialties. In recent years, the concept has been gradually extended to other fields such as medicine, education and others. the introduction of the OBE concept makes up for the disadvantages of traditional education, and it has been widely used in higher education and achieved good results [1].

Curriculum syllabus refers to "a basis for guiding the teaching of a curriculum. " It concisely defines, in document form, the basic requirements of the objectives of the curriculum, the scope of the content; the emphasis, the degree, the teaching sequence, the progress and the teaching methods"[2]. It is a guiding document to practice the professional talent training program, and provides the basic paradigm for the follow-up teaching implementation. One of the important links in the implementation of the OBE teaching concept is to draw up the curriculum syllabus. If the implementation of the concept is not in place, it will certainly affect the development of follow-up teaching. In this study, attempts are taken to take the development of the curriculum syllabus of the "Theory and Practice of Individualized Education" as an example to break through the traditional thinking of curriculum syllabus formulation, and to take the OBE concept as the guidance to analyze the curriculum objectives, reconstruct the curriculum content, design the teaching methods and reform the evaluation system.

2. PROBLEMS IN THE COMPILATION OF TRADITIONAL CURRICULUM SYLLABUSES

On the basis of analyzing the original curriculum syllabus text, combining the present teaching form, teaching design and teaching practice, it is not difficult to find that there are indeed some problems in the course of developing and implementing the curriculum syllabuses.

(1) the guidance of the scientific theories on the development of curriculum syllabuses is insufficient. the development of the syllabuses lacks in-depth thinking, which is limited to the knowledge system level of the curriculums, and lacks the relevance to the training objectives of professional talents and graduation requirements. As a result, the curriculum objectives are not clearly oriented and the access relationship between curriculum objectives and graduation requirements is not established.

(2) It is focusing on teachers and neglecting the student's subject status. In traditional curriculum syllabuses, attention is paid to what teachers teach and "why to learn, what to learn and how to learn" for students are neglected. For example, the preparation of teaching objectives is described based on teachers' standpoint rather than students' point of view. the syllabuses did not specify the final learning outcomes and effects after the students passing the curriculums

nor reflect the student-centered thought.
(3) It is focusing on the content of theoretical teaching and neglecting the cultivation of practical ability. Traditional curriculum syllabuses mainly embody the logic and systematicness of the curriculums themselves, mainly presenting theoretical knowledge content, lacking description of the ways and methods for students to acquire practical knowledge.

3. REFORM OF CURRICULUM SYLLABUSES BASED ON THE "OBE" CONCEPT

"Theory and Practice of Individualized Education" is a core specialized curriculum for students majoring in Special Education (Teacher-training). Guided by the concept of "OBE", a curriculum syllabus of the "Theory and Practice of Individualized Education" is developed in this study in order to provide reference for the reform of other curriculums in Special Education specialties.

(1) Formulation of Curriculum Objectives Based on the "OBE" Concept
OBE concept emphasizes student-centered and requires curriculum reform to realize the transformation from subject-oriented to objectives-oriented. the curriculum objectives provide the basic requirements for the implementation of teaching activities for teaching practitioners. In the process of training future special education teachers, the design of curriculum objectives by the teachers of Special Education specialties must be based on the students' training objectives and graduates' graduation requirements and combined with the key points of the specific curriculum knowledge and skills to set up the learning outcomes expected for students.

The curriculum objectives of the "Theory and Practice of Individualized Education" are to expect students majoring in Special Education to make achievements in their knowledge and skills, process and methods, and emotional attitude and values, which will also respond to the content of the subsequent curriculum evaluation system.

Objective 1: Through the learning of the origin, development, connotation and changes of laws, regulations and policies of individualized education, students are able to identify with the importance and functions of individualized education concept.
Objective 2: Through the learning of the basic content and methods of individualized education, students are able to understand the main content and basic process paradigms of the individualized education program.
Objective 3: Through the module learning of the individualized education program preparation process, students are able to complete a draft of IEP according to the process of case basic data collection - case pre-teaching evaluation - comprehensive analysis of case evaluation results - preparation of case special education and related service needs - formulation of case short-term and long-term objectives.
Objective 4: Through the formation of the content of the individualized education program, students are able to carry out individualized teaching activities in various functional areas.
Objective 5: Through the specific implementation of the individualized education program, students are able to use analytical methods to check the deficiencies of IEP in practice and try to adjust and correct them.

(2) the Teaching Content and Analysis of Skill Points of Curriculums Based on the "OBE" Concept
Theory and Practice of Individualized Education curriculum takes post tasks as the clue to reconstruct the teaching content. on the basis of *Professional Standards for Teachers of Special Education (Trial)* and *Standards for Vocational Ability of Teachers for Students of Normal Schools Majoring in Special Education*, a comprehensive practical project is designed for the post requirements of special education schools and rehabilitation institutions. the core is to draw up and implement the individualized education program, and the skill points of individualized education will run through from beginning to end of the program, for learning and checking one by one. See Table 1 for details.

Table 1 The Teaching Content and Analysis of Skill Points of the "Theory and Practice of Individualized Education"

Module	Curriculum Learning Content	Analysis of Skill Points
Module 1: Why should implement individualized education	1. Why do special children need individualized education? 2. What kind of individualized education is needed for special children? 3. What is the relationship between individualized education and special education teachers?	1. Understand the connotation and development of individualized education. 2. Know the ways to practice individualized education. 3. Be familiar with the elements for special education teachers to possess professional knowledge and ability.
Module 2: How to develop an individualized education program	1. How to collect and write case basic data?	1-1 Be able to know the methods and ways of collecting the basic data of the case. 1-2 Be able to sort out the information collected for the case and form it into a written file.
	2. How to conduct a case pre-teaching assessment?	2-1 Know the content and methods of pre-teaching assessment. 2-2 Be able to conduct the pre-teaching assessment by using informal assessment methods.
	3. How to conduct comprehensive study and judgment of assessment results?	3-1 Be able to analyze and sort out the development situation of each field of the case according to the assessment results.
	4. How to consider the needs of special education and related services?	4-1 Be able to know the basic content of special education and relevant services. 4-2 Be able to analyze the needs of special education and relevant services according to the actual situation of the case.
	5. How to formulate the case short-term and long-term objectives?	

	6. How to hold a case study and judgment meeting?	5-1 Be able to define the connotation of short-term and long-term objectives. 5-2 Be able to formulate appropriate short-term and long-term objectives according to case needs. 6-1 Be able to clarify the functions and significance of the case study and judgment meeting. 6-2 Be able to hold a simulation meeting based on case study and judgment meeting process.
Module 3: How to implement an individualized education program	1. How to design individualized teaching activities? 2. How to implement individualized teaching activities?	1-1 Be familiar with the design principles of individualized teaching activities. 1-2 Know the content and methods of individualized teaching activities. 2-1 Be familiar with the implementation steps of individualized education activities. 2-2 Be able to carry out individualized teaching activities.
Module 4: How to evaluate an individualized education program	1. What methods are used to test the effectiveness of an individualized education program? 2. How to adjust and optimize an individualized education program?	1. Know the methods and tools for designing IEP effectiveness testing. 2. Be familiar with the dimensions and approaches of analyzing, optimizing and adjusting IEP.

(3) Reform of Teaching Methods of Curriculums Based on the "OBE" Concept

"OBE" is a student-centered concept. the choice and application of teaching methods should be based on the achievement of teaching objectives, combined with the learning characteristics and teaching content of special education normal school students, flexibly apply case teaching method and project teaching method, give full play to students' main role, stimulate their interest in learning and accumulate theoretical and practical knowledge.

Case teaching method is a teaching method to improve the learning effectiveness of students majoring in Special Education. According to the teaching objectives and training requirements, the teaching method takes the cases as the basic material during the teaching process to bring the students into the specific teaching situation to analyze and solve the problems, so as to cultivate the students' ability of integrating and digesting theory and practice knowledge [3]. the curriculum cases all originate from the practice scene of the special education schools and others. Representative cases are selected as the chief sources, and are shown through the written, picture, video and other forms. the teachers mainly play the role of presenting the cases, feeding back and question answering, while the students need to carry on the theoretical knowledge study, and to enhance the practice ability through the path of discovering problems-analyzing problems-group discussion-solving problems.

Project teaching method is suitable for modular practice teaching. Based on the knowledge logic system of the curriculum itself, combined with the future job flow skill index points of teachers of special education, several teaching practice modules are designed, each module is relatively independent but related to each other. This teaching method mainly focuses on students' self-study and inquiry. Through analyzing-discussing-demonstrating-reflecting several teaching practice projects in groups, it cannot only consolidate and integrate theoretical knowledge, but also transfer it to practice application.

(4) Construction of Assessment System of Curriculums Based on the "OBE" concept

Influenced by the traditional concept of "knowledge-based", traditional classroom assessment mainly focuses on knowledge activity assessment, emphasizing results rather than process. By contrast, the curriculum teaching assessment based on the OBE concept has two advantages: one is that it is able to track the learning state of students' staged learning output so as to make timely and reasonable adjustment; the other is being able to check whether the students have achieved the learning outcomes expected by the curriculum teaching objectives, which is usually mainly based on the summative assessment [4]. See Table 2 for the specific assessment content and detailed implementation rules of the curriculum "Theory and Practice of Individualized Education".

Table 2 Detailed Rules for Assessment of the Curriculum "Theory and Practice of Individualized Education"

Assessment Method	Content	Requirements	Percentage of Achievement
Formative Assessment	Participation in learning	1. Be careful in class without absence, absenteeism or lateness. 2. Be able to make use of network resources to prepare well before class, actively participate in class and make consolidation exercises after class.	5%
	Routine homework	Use the intelligent vocational education platform to arrange the homework, and require students to actively participate in and to complete the work independently or in groups on time according to the requirements, ensuring the quality and quantity	20%
	Project practice	Including individualized education program text writing (15%) +individualized teaching practice for special children (20%).	35%
Summative assessment	Final assessment	Objective questions: mainly investigate the students' mastery of the theoretical knowledge points of individualized education. Subjective questions: mainly evaluate students' practical ability and vocational accomplishment. Most of the test cases come from the frontline of special education.	40%

4. CONCLUSIONS

In this paper, based on the OBE concept taking "being student-centered, being output-oriented and continuous improvement" as the core, a proposal to

adopt an advanced teaching concept is offered to promote the compilation of curriculum syllabuses and avoid the shortcomings in the development of traditional curriculum syllabuses, and a systematical description is made on the establishment of curriculum objectives, the establishment of curriculum content, the selection of teaching methods and the structure of curriculum assessment system of the Theory and Practice Individualized Education, providing reference for the follow-up teaching and improvement of the curriculum, and effectively promoting the continuous improvement of talent cultivation quality of special education specialties.

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Implementation Strategy of Teaching Reform of Management Course under the Background of Innovation and Entrepreneurship

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Abstract: Innovation and entrepreneurship has become the largest talent strategic background in China, which requires the reform of curriculum teaching towards practical direction. Management is a basic course of economics and management, which requires students to have a keen sense of market. However, there are many problems in the current teaching of the course in terms of curriculum system, curriculum objectives, assessment means, teaching methods and teachers. Putting forward the corresponding teaching reform plan will help to deepen the implementation of the teaching reform of management under the background of entrepreneurship.

Keywords: Innovation and entrepreneurship; Management courses; Reform in education; Implementation strategy

1. INTRODUCTION

Under the background of "mass entrepreneurship and innovation", the National Innovation led development strategy must support the talent strategy, especially a large number of innovative entrepreneurs. How to cultivate innovative talents and how to better support the group's innovation strategy with the state. If schools do not pay attention to innovation and entrepreneurship education, they will miss the opportunity of historical development. on this basis, universities pay more and more attention to the development of College Students' innovation ability and entrepreneurial ability, and provide relevant courses. Using modern educational information technology for curriculum teaching and classroom reversal to ensure that the cultivation of talents in Colleges and universities is more in line with the needs of modern social and economic development. Under this background, a new teaching model appears, focusing on learning [1]. Pay real attention to the cultivation of students' knowledge and ability, point out new directions and guide new ideas of curriculum reform in Colleges and universities. Management is a compulsory subject for the major of economic management at the university stage. It aims to obtain flexible management functions and practical ability, and learn how to apply various management functions to specific economic activities [2]. Applied undergraduate colleges and universities are committed to cultivating high-quality talents with innovative spirit and entrepreneurial ability for local governments [3]. They should adhere to educational innovation, innovate classroom teaching, realize the combination of traditional knowledge transfer to knowledge transfer, innovation and practice, and adopt novel teaching modes such as MOOC and flipped classroom to stimulate learners' thirst for knowledge and creativity [4].

2. EMPIRICAL INVESTIGAION

The service object of the curriculum reform is students. In order to better integrate the innovation and entrepreneurship education into the management teaching after the teaching reform, we need to fully understand and master the students' innovation and entrepreneurship needs and preferences for the types of case materials, guide students to develop good learning habits, and study the students' reading preferences, preview and review methods before reforming the teaching methods, teaching contents and assessment methods A comprehensive understanding and mastery of a series of students' characteristics such as question solving methods can clarify the direction of teaching reform.

The survey mainly obtains the students' feelings about the existing teaching and their needs for future teaching improvement when learning management courses and innovation and entrepreneurship courses. It mainly describes the digital group image of students' classroom needs, and analyzes the measures to improve students' innovative ability in teaching. A total of 486 valid questionnaires were collected by means of online questionnaire survey. There are 48 questions in the questionnaire, including students' basic information, college students' reading preferences, interested case directions, acceptable learning methods and assessment methods, learning attitude, learning quality, etc. the questionnaire questions are mostly factual and attitudinal. In the analysis, descriptive statistics and SPSS data analysis methods are mainly used to test the reliability of the

questionnaire. the reliability of some indicators of the questionnaire is tested, and the values of reliability coefficients are greater than 0.8, and the CITC values of analysis items are greater than 0.42, indicating that there is a good correlation between analysis items, and the data reliability quality is acceptable. Through the analysis of samples, the following conclusions are drawn.

Students' expectations are relatively concentrated. There are many knowledge and abilities that students need to master during college. In the questionnaire, 80.38% of the samples answered "ability to solve practical problems", 7.74% answered "mastery of basic knowledge", 6.43% answered "learning attitude" and 6.15% answered "learning methods", it shows that students hope to improve their ability to solve practical problems through the study of management. This is consistent with the abilities that students need to master in innovation and entrepreneurship education.

(1) Students are more interested in case stories.

In the questionnaire, 43.45% of the sample answered "social hot spots and celebrity stories", 34.23% answered "related to my reading interest", and 80.49% answered "novels" when answering "what kind of cases do you prefer teachers to tell in class", indicating that the current sample students are interested in social hot spots Celebrity stories and novels are more interested in cases in three directions, and interested cases are easy to make students remember deeply.

(2) Lack of motivation to learn.

In the questionnaire, 38.24% of the samples answered "preparation and review in the learning process of management course", 23.36% answered "the content strongly required by teachers will be completed", 20.11% answered "basically not completed, occasionally turn over the book", and 18.29% answered "never completed", It shows that most of the sample students have the willingness of autonomous learning, but tend to be passive and lack of initiative; in response to "which link do you think can improve the understanding of knowledge in the management class" (multiple choices), 63.94% of the samples answered "mainly listening to teachers", 47.42% answered "opportunities for communication and discussion between teachers and students", 38.58% answered "discussion among students", and 25.43% answered "special Q & a time is set in each class", It shows that students are more dependent on teachers to lead their learning; When answering "do you often ask teachers questions", 10.83% of the samples answered "often ask", 56.83% answered "occasionally ask", and 42.87% answered "basically don't ask". the students' intention to actively seek help to solve problems is relatively weak.

(3) Students think there are problems in the evaluation mechanism.

For students, the purpose of assessment is to test the learning effect, and the learning process is gradual. Knowledge is cumulative, and process assessment helps students supervise their learning process. When answering "your opinion on reducing the proportion of final examination results and adopting the whole process assessment method to complete the assessment of management courses", 36.81% answered "very agree", 38.58% answered "it is a good method, but it should ensure fairness", 20.42% answered "no difference", and 5.09% answered "disagree", indicating that students agree with the process assessment method, But worry about fairness.

(4) Management courses are closely related to innovation competitions.

From the state to schools, students are encouraged to participate in the innovation competition, and there are no restrictions on the grades of students. the sample involves students of four grades who have participated in the competition and have a better understanding of the content and form of the competition. In response to "whether the management course has inspired and helped the design of the scheme of College Students' innovation and entrepreneurship competition", 50.41% answered "it is very helpful to the design of management in the scheme", 32.76% answered "it has some help in some modules", 11.72% answered "generally, a certain knowledge point can be used occasionally", and 5.51% answered "it is basically not helpful". When investigating "what are the contents of management that guide your competition plan in the big innovation competition", the answers focus on the planning, strategy and decision-making, which shows that management has great inspiration and help for students' innovation and entrepreneurship. After re combing the teaching objectives and teaching contents, the students' experience is more obvious.

3. PROBLEMS IN THE TEACHING REFORM OF MANAGEMENT COURSE

(1) the curriculum system lacks practicality

Under the current curriculum system, there is a phenomenon of emphasizing scientific research and ignoring the effect of curriculum teaching. Although the cultivation of students' practical spirit is still neglected in the teaching process, which is mainly influenced by many practical teaching conditions. At the same time, the curriculum content design is lack of innovation and application. At the same time, the examination and evaluation system is mainly based on theoretical learning results, and the investigation of practical ability is lack. Strengthening practical teaching is not only the basic requirement of the teaching process design of the cultivation of management talents in Application-oriented schools, but also the key to the cultivation of such talents. the training of applied school management talents should change the talent training mode on the macro level, while on the micro level, it is embodied in adjusting the curriculum structure and teaching methods, that is, strengthening the practical links and opening more practical courses [5]. Judging from the existing teaching mode of management, it is generally based on

traditional classroom theory teaching, supplemented by a small number of classroom teaching cases. Under this mode, the channels for students to acquire management knowledge are relatively narrow and the way is relatively simple. the accuracy, advanced nature and practicability of knowledge acquired in class cannot be tested in practice.

(2) Assessment means cannot really reflect the teaching objectives

Applied undergraduate education involves many colleges and universities in China. When testing whether the teaching objectives are achieved, the means of assessing the teaching effect is adopted, and the most common is examination. In the existing assessment system, the final examination results of students are generally obtained by weighting. the management course is a compulsory course for the major of economic management. It often takes the weighted sum of the proportion of usual results and the proportion of final examination results. the usual grades are mainly obtained through attendance, homework and tests. Some teachers will give the grades in combination with classroom questions or classroom homework. This leads to more students learning in order to cope with the examination and obtain credits, rather than for their personal interests and hobbies. the result is that they do not master the theoretical and theoretical knowledge in place, do not understand the problems in depth, lack the ability to integrate theory with practice, and do not improve their ability to solve practical problems. As a result, the teaching goal is difficult to achieve and the teaching effect is not strong.

(3) Limited teaching methods and little teaching effect
With the gradual improvement of teaching requirements, in the process of management teaching, teachers' teaching jumped out of simple face-to-face teaching, supplemented by slides, multimedia and other teaching technical means. However, due to the constraints of various factors, teachers' application of various teaching technologies is still very limited. Slides only focus on abstract theories, supplemented by a small amount of case analysis, lack of heuristic teaching methods using enterprise management practices and cases, and cannot activate students' thinking. What is involved in management, such as the planning method, decision tree and enterprise organizational structure, does not involve the relevant video materials of real enterprises to make students intuitively experience and feel, which makes teachers work very hard in the teaching process, students study very hard, the teaching effect is not prominent, teaching and learning are seriously divorced, and it is difficult for teachers and students to reach resonance, It further hinders students' effective application of theory.

(4) Double qualified teachers are limited.
In the actual teaching work of application-oriented undergraduate colleges, many teaching links are independent of each other. Each college basically has its own independent teaching team. In addition, due to many practical reasons, the teachers of application-oriented undergraduate colleges are basically young and weak in the links of teaching and scientific research. Many teachers do not have enough communication with the society, lack understanding of the real industrial development, and cannot convey the real image of the real economic management life and industrial development to students. Therefore, it is difficult to effectively stimulate students' learning initiative.

4. IMPLEMENTATION STRATEGY

(1) Clarify teaching objectives
The teaching of management course for innovation and entrepreneurship education is based on management theory, integrated into the concept of innovation and entrepreneurship, and stimulates students' passion for innovation and entrepreneurship. Its corresponding teaching objectives are: basic theory objectives, innovation and entrepreneurship ability objectives, and ethical and moral objectives. the goal of basic theory is students' mastery of the basic concept, development process, connotation and theory of management; the goal of innovation and entrepreneurship ability is that students have the ability of planning, organization, leadership, control and innovation; Ethical goals enable students to have good professional ethics and positive working attitude. If the teaching goal is clear, the students' learning goal will be clear.

(2) Flexible use of teaching methods
Flexible use of a variety of teaching methods, in the process of management teaching, after-school evaluation is an indispensable part. the learning method of management courses based on Mu class and flipped class is a combination of online and offline learning methods, and the diversified evaluation methods of online and offline combination and final examination should also be adopted in the evaluation. Teachers combine online evaluation, offline evaluation and final examination for objective evaluation and assessment. Students take the feedback results seriously and consolidate the evaluation in time. After class, students sort out and summarize the knowledge they have learned, take notes and make a summary carefully, eliminate the rough and extract the fine, which is conducive to the further mastery and consolidation of students' knowledge points and the improvement of learning effect. At the same time, we should correctly treat teachers' feedback and evaluation, summarize lessons and accumulate experience to improve ourselves.

(3) Optimize teaching content and assessment
First, study the learning needs of students. What can management provide for students' innovation and entrepreneurship? Through the questionnaire survey to obtain detailed information, assist in setting the teaching content. Secondly, carry out teaching design,

excavate the relationship between various management functions and the process of innovation and entrepreneurship, and integrate the theoretical and practical content of innovation and entrepreneurship on the basis of teaching materials. While making high-quality courseware, teachers can try to encourage students to think and feel more by asking students to form teams to write business plans. When choosing cases, teachers tend to students' preferences, and can integrate successful business management cases to improve students' learning enthusiasm. We can also build a teaching model with case analysis as the core. Starting from innovation and entrepreneurship cases, let students answer first, and then teach the theoretical knowledge of management contained in the questions, build a teaching design system of "problem introduction+theory teaching+problem solving", and form a relatively standardized teaching content and teaching schedule. Thirdly, study the feasibility of the whole process assessment and put forward an innovative assessment scheme. It is planned to gradually transition the assessment method of "50% of usual scores+50% of final closed book examination" to the whole process assessment, increase the assessment of innovation ability, and realize the equal emphasis of theoretical knowledge and entrepreneurial ability in the assessment. For the process assessment, set the assessment standard, assessment form and assessment structure, so that students can understand the scoring standard and form, and adopt the scoring form of the combination of students' mutual evaluation and teachers' scoring, so as to ensure the fairness of scoring and stimulate students' interest in learning to a certain extent. Closed book questions can increase the proportion of typical case analysis questions and evaluate students' ability to solve various management problems in innovation and entrepreneurship.

(4) Training double qualified teachers

Strengthening school enterprise cooperation can provide students and teachers with opportunities to contact enterprises at the same time. the actual cases that teachers teach and experience are more infectious and persuasive, and can cultivate students' management ability. Students participate in specific work in enterprises, feel more intuitive through practice, and better enhance their innovation and entrepreneurship ability while understanding management theory. the difficulty lies in that it is impossible to participate in practice in limited class hours. We can consider strengthening school enterprise cooperation, arranging teachers to practice in cooperative enterprises, and students to study and visit cooperative enterprises in winter and summer vacation; Alumni with entrepreneurial experience or senior executives of cooperative enterprises can also be invited to give lectures to explain the experience and lessons in the process of entrepreneurship and the management skills to meet the needs of innovation and

entrepreneurship. In short, strengthening school enterprise cooperation and increasing off campus practice links can more effectively improve students' management innovation ability.

5. CONCLUSION

From the perspective of innovation and entrepreneurship, this paper puts forward the teaching reform of management course, which has realized the transformation from traditional knowledge course to innovative teaching. the development of innovation and entrepreneurship can make students understand the needs of social development, cultivate students' ability to read the society and enhance their enthusiasm for active learning. the integration of various teaching modes of management can stimulate students' thirst for knowledge, give full play to students' own advantages, show more "learner centered", and change from the original "teaching before learning" to "learning before teaching", so as to realize the value of students themselves.

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Music Intervention and Auditory Memory Training for Special-Need Children

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Abstract: It is of great significance to improve the quality of education for Special-need Children learning in regular class and cultivate their auditory memory through music intervention. Training auditory memory with music is not only vivid and concrete, stimulate children's interest in learning but also can cultivate their auditory memory ability from various angles. Some methods introduced by the author have high practical value, both Special-need Children and ordinary children can try these methods to improve their self-learning ability.
Keywords: Learning in regular class; Special-need children; Auditory memory; Music intervention

1. FOREWORD

Learning in regular class is an inclusive education policy with Chinese characteristics, which is formulated by the Ministry of Education to improve the level of compulsory education for Special-need Children. At present, there are mainly two places for Special-need Children to go to receive compulsory education, one is a special school, and the other is a general school.

Retarded children with relatively good ability is an important group within regular class: 1) have difficulties in remembering teaches' instructions; 2) hard to remember long sentences, easy to make mistakes when dictation or retelling sentences; 3) hard to retell the stories they have heard and have unclear logic while retelling; 4) Language expression is relatively slow. 5) unable to convey other people's messages completely and accurately; 6) inefficient class attendance and rarely absorbed knowledge taught by the teachers; 7) unable to compare the existing knowledge with the newly learned knowledge.

While facing these children, besides noticing they are usually unfocused, inattentive and have insufficient level of knowledge, teachers might often overlook that these characteristics may be the result of poor auditory memory ability.

2. WHAT IS MEMORY?

Memory can be divided into three types: Sensory Memory, Short-term Memory, and Long-term Memory.

(1) Sensory memory

Sensory memory can also be called as instantaneous memory. By store sensory information instantaneously, this has become the foundation of people's 'memory ability'. the decay time of image information in the visual system is about 0.25 seconds to 1 second, and the decay time of audio information in the auditory system is about 1 second to 4 seconds. [1] The auditory system generates music memory through the music information heard. the brain then quickly receives and stores these information for a short time, selectively retains and processes the key information, and carries on to short-term memory.

(2) Short-term memory

Short-term memory refers to the short-term imprint retained without repeated stimulation after it stops. the coding of short-term memory is mainly auditory, but there are also visual coding and semantic coding. In the initial stage of short-term memory, there is a visual coding process before the transition to auditory coding. the patterns of harmony, the structural characteristics, and the creative characteristics of rhythmic repetition in music works are conducive to memory storage. Children can then selectively retain the key information in auditory coding during music auditory training, and then enter the process of long-term memory.

(3) Long-term memory

Long-term memory refers to information stored in the memory, repeatedly recognized, remembered for more than 1 minute, and can be maintained for many years or even forever. Long-term memory includes not only the repeated contents processed by short-term memory, but also the important information formed at one time. These information are selected, filtered, processed, refined and stored in appropriate locations, and the storage amount seems to be infinite. 'Long-term memory has the function of standby. the information we store in long-term memory is in a silent state when it is not called, and the operational function will be refreshed through short-term memory when necessary'. [2] Sometimes, when songs or melodies arise, children start humming instinctively or quickly retrieve the source of music melody. This is because long-term memory has formed after their memory is repeatedly described, copied, encoded, and the brain is repeatedly inculcated.

3. AUDITORY MEMORY AND ITS CHARACTERISTICS

Auditory memory refers to people's ability to keep general auditory information and remember them based on listening. In auditory memory, short-term memory takes the main share, so auditory memory has the smallest capacity among all memory forms. [3] "Short-term memory" is characterized by small capacity and breadth, with new knowledge wash away old knowledge easily. When listening to information, short-term memory often happens by immediate stimulation, which belongs to a shallow impression that has not been deeply processed and is often in a

state of unstable constant alternation. [4] Reflecting through the characteristics of auditory memory, firstly, it usually contains a large amount of information and is available in the brain for a short time, therefore has a relatively high accuracy. Secondly, once long-term memory is formed, the preservation time of auditory memory will be very long. Thirdly, the formation of auditory memory not only depends on repeated listening and discrimination, sometimes the auditory memory formed under special situations can be stored in the memory for only once.

4. MUSIC AND AUDITORY MEMORY

The University of Texas Arlington conducted a study and found that music training is closely associated with long-term memory. Scientists used EEG and conducted a comparative study on the electrical activities of brain neurons for more than a dozen music professionals and non-music professionals who have studied classical music for more than 15 years, and to study the difference between the processing of frontal lobe and parietal lobe. the results show that the neural response in the middle of the frontal lobe of musicians was 300 ~ 500 milliseconds faster than that of others, and the parietal lobe was 400 ~ 800 milliseconds faster. the parietal lobe is located just behind the frontal lobe of the brain, which is of great significance for the development of perceptual processing ability, attention, and memory. For long-term memory-required work, music professionals have faster EEG neural responses than others. This finding shows the significant effect of music on long-term memory of nonverbal events, proves that music training can be an effective method to develop cognitive competence and improve cognition level. [5] Hippocampus is the key tissue in the brain to build long-term memory. Finnish researchers have found that the music motivation of loop playback of music can stimulate the hippocampus of the limbic system to produce a positive and active response. At this time, the music motivation of loop playback causes more frequent activity in the medial temporal lobe of the brain. These explorations suggest that short-term and long-term memory experience are likely to be attached to each other. Therefore, both short-term and long-term memory plays a key role in learning efficiency and effect. [6] Scientists at the Northwestern University also stated in their research that auditory working memory has its own inherent relationship with music and reading ability. [7] Therefore, music hearing training is of great educational significance to **Special-need Children** who are stunted in all aspects.

5. MUSICAL INTERVENTION FOR AUDITORY MEMORY

Whether it is professional musical instrument or vocal music learning, or ordinary music education, needs the innovation of hearing to be realized. Effective music hearing training can cultivate sharp music reorganization ability of children, so that they can keenly perceive musical elements such as pitch, timbre, rhythm, and intensity. Consequently, children can actively receive inner feelings consistent with the musical emotions, be empathetic and inspired. Auditory memory is imagination, which reproduces the thinking of music.

(1) Children's songs and nursery rhymes

Songs and rhymes for children are good choices especially for those who are at a young age. They naturally promote the formation of auditory memory, in turn reinforces the basic element of music-rhythm, without the pressure of grammar and sentence patterns.

(2) Music Notation Retelling Method (MNRM)

MNRM based on Digit Span Game (DSG): Mapping the Arabic Numerals with musical syllables. In the initial stage, parents or teachers should regularly read out six- or eight-digits by sections, and the children would retell them. At this stage, children can practice through digits like 325.698 or 1453 7281 to develop Auditory Span (AS). [8] With the understanding of the pitch and interval concepts, comprehensive memory training methods can be carried out: children will be able to practice the auditory retelling of syllables or phrases and memorize the music alphabet while singing the pitch.

(3) Flashback Game Method (FGM)

FGM involves step by step from individual words into long sentences. Firstly, parents or teachers should spell words and ask the child to spell them in backward order. Secondly, the child can then practice a phrase flashback instead of words if the previous step was successfully accomplished. Thirdly, the child can exercise short sentence flashbacks and eventually challenge long sentences.

As mentioned earlier in the MNRM section, children can learn by analogy in the FGM: use pitch & interval matching to achieve flashbacks of syllables and phrases: remember musical alphabets and sing pitches while reciting them backward. FGM is an advanced and essential memorizing practice method transitioning from Temporary Memory to Long-term Memory. Alternative research has indicated that music-related training helps to improve the phase synchronization of the Auditory Nervous System relative to the neuron's fundamental frequency, thereby improving the recognition accuracy of pitch-based Auditory Selective Attention and shortening the response period. [9] This study also concludes the essential effect of music training on the cultivation of auditory memory ability.

(4) Music Memory Skills

It is crucial to memorize the music as it is beneficial for children's auditory memory. There are two approaches to cultivating musical memory:

The first way is recitation training. A Russian pianist, Levin, has stated that people should memorize sentences instead of single words. Particularly, children with musical basics start dictation easier with notation knowledge. the children should pay attention to the beat, rhythm, and high pitches. In this way that

they can dictate, and example notes in advance when they are singing through the following sections:

1) head of the sentence
2) the characteristics of the melody
3) the division and the tail of the sentence and their relationships.

In this way, children will obtain a sound impression of the sentence. In contrast, they would find it hard to adapt to the length of the sound by dividing the individual sentence into two parts.

The second way is Sight-singing which is an effective method to improve musical auditory memory through video practice. Mr. Guangyao Wang has summarized several methods of cultivating musical hearing based on the actual classroom scenarios in the book *Visual and Vocal Method for Auditory Sense Training*. These methods are all of great practical value:

1) silent singing
2) recitation
3) writing
4) impromptu voice change
5) filling in the blanks and connection
6) correction
7) memory and creation
8) the comparison of written and audio work
9) reading and internal imagination exercises
10) spectrum restoration exercises etc. [10]

6. CONCLUSION

Hearing is an essential perception we accumulate information. This paper has further explored the positive perspectives of auditory memory that can lead to richer knowledge and information in many learning situations. It has demonstrated that cultivating auditory memory is crucial for education and musical auditory training is of great significance for auditory memory, musical thinking capabilities, and musical intelligence of SN children. However, as a matter of the fact that the learning talent and abilities may vary by individuals, training should be customized and carried out gradually by referring to the characteristics and actual situation of the child to improve step by step.

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Teaching Research on the Development of College Students' Self-Consciousness Based on Curriculum Ideology and Politics

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Abstract: In college mental health education and teaching, the development of college students' self-awareness has always been an important part. This article is based on curriculum ideological and political is a strategic measure to implement the fundamental task of Lide's cultivation of people, integrates ideological and political elements into the teaching of self-awareness development of college students, analyzes the significance of curriculum ideological and political in the teaching of self-awareness development, and explores the integration of ideological and political education with self-awareness development the teaching path adheres to the combination of moral education and mental education to promote the healthy development of students' body and mind.

Keywords: Self-awareness; Curriculum ideology; Mental health education

1. THEORETICAL CONCEPTS OF IDEOLOGICAL AND MENTAL HEALTH EDUCATION IN THE CURRICULUM

Curriculum thinking is to integrate ideological and political education elements into various courses, including theoretical knowledge, value concepts and spiritual pursuits of ideological and political education, so as to subtly influence students [1]. the essence of the curriculum is to cultivate people with virtue, and the concept is to cultivate people in a coordinated manner, and ultimately cultivate new people of the times who are in line with social requirements in terms of ideological level, political awareness, moral character, cultural literacy, and mental state, and can assume the great responsibility of national rejuvenation.

Mental health education is an education that uses the educational methods of psychology to cultivate students' good psychological quality and promote the overall improvement of students' overall quality according to the law of students' physiological and psychological development. the main contents of mental health education for college students are self-awareness development, emotional and emotional regulation, interpersonal relationship adjustment, sexual psychology and love psychological maintenance, learning and creation psychology, healthy personality shaping, life education and psychological crisis intervention, and college students' career planning.

In June 2020, the Ministry of Education issued the "Guiding Outline for the Ideological and Political Construction of the Curriculum of Colleges and Universities", which pointed out that mental health education is one of the important contents of the construction of curriculum ideology, and the further development and construction of the ideological and political curriculum of mental health courses in colleges and universities is not only the implementation of the outline, but also a necessary move to form a pattern of educating people in the whole curriculum.

2. THE SIGNIFICANCE OF THE INTEGRATION OF CURRICULUM IDEOLOGY AND SELF-AWARENESS DEVELOPMENT

(1) the importance of self-awareness development

Self-awareness is a person's multi-faceted and multi-level understanding, experience and evaluation of his relationship with his surroundings, and also a person's cognition of his own continuity and identity. the understanding of the self includes three components, one is the cognitive component, which refers to the cognition of the characteristics and uniqueness of one's own personality; the second is the emotional component, which refers to the evaluation of one's own quality and the self-esteem experience generated by self-evaluation; and the third is the character component, which refers to the actual attitude to one's own behavior derived from the cognitive component and the emotional component [2]. Self-awareness is an important sign of mental health, and developing college students' self-awareness can help college students understand "what kind of person am I?" "How about me?" "What kind of person should I be?" ", can help college students gradually learn to think independently, learn to make choices through multi-faceted analysis, can help college students fully understand themselves, actively accept themselves and strive to improve themselves.

(2) the integration of ideological education and the development of self-awareness

Taking the cultivation of college students with self-confidence, respect for morality, dedication, hard work, and enterprising as the focus, and integrating it into the education and teaching of self-awareness development ability, it is conducive to the establishment of college students' self-confidence, to clarify their responsibilities and missions, and to form a belief in life with a thoughtful attitude. Similarly, the enhancement of college students' self-awareness, the development of rational thinking, the acceptance and

understanding of ideological and political theories, and the choice of political direction, political attitude and political stance will be more conscious and proactive. Therefore, the integration of curriculum ideological politics in cultivating the development of college students' self-awareness lies in helping college students form goals through self-awareness development education, guiding college students to self-cognition and discovery through the subtle influence of ideological and political elements, and then cultivating college students' independent personality and moral sentiments through learning, transforming, and applying the knowledge learned, realizing the cultivation of college students' self-development ability, and enabling college students to fully realize their own life value.

3. EXPLORATION OF THE TEACHING PATH OF IDEOLOGICAL AND POLITICAL EDUCATION INTEGRATION AND SELF-AWARENESS DEVELOPMENT

(1) Teaching objectives

Based on the scientific principles and methods of psychology, the course is organically combined with the invisible education of ideology and politics, and according to the physical and mental characteristics of students at the university level, with the help of various psychological counseling skills and psychological counseling techniques such as listening, encouragement, concretization, guidance and influence overview, the targeted teaching of college students' self-awareness cognition, the occurrence and development of self-awareness, the type of self-awareness, the characteristics of self-awareness, the poor and debugging methods of self-awareness, and the ways and methods of improving self-improvement are carried out in a targeted manner. Through learning, enable students to understand self-awareness, better understand and evaluate themselves from different dimensions, and master the ways and methods of establishing correct consciousness; through the curriculum, stimulate students' interest in learning, and put forward self-acceptance programs and feasible strategies for their own actual situation; have a strong resonance with the gaps in the development of their own self-awareness, actively accept themselves, stimulate self-optimization, self-improvement of strong willingness and positive mentality, and improve their adaptability in learning, work and life. Better become a new person of the times with correct ideals and beliefs.

(2) Teaching content

In order to meet the nature and characteristics of college students in the author's vocational colleges and universities, guided by the curriculum outline and curriculum standards formulated by the state, this course uses the school-based textbook "Mental Health Education for College Students" as a teaching book, and combines the relevant literature and health knowledge screened by the literature databases such as CNKI and the National Philosophy and Social Science Literature Center, with the concept of "teaching courseware as the mainstay, supplemented by other materials", the cognition of college students' self-awareness, the occurrence and development of self-awareness, the type of self-awareness, the characteristics of self-awareness, the poor and debugging methods of self-awareness, and the ways and methods of improving oneself are made into teaching courseware.

For example: college students' self-conscious cognition

1) Case introduction, design problem situations, and stimulate students' interest in learning

Through typical case sharing, create real problem situations to guide students to pay attention to themselves. (Do you know yourself? Do you accept yourself? Can you name your strengths and your own shortcomings? How do you rate yourself?)

2) Through open discussion (group discussion and free speech), guide students to explore themselves, understand the concept of self-awareness, and recognize that self-awareness is a multi-dimensional and multi-level mental activity system

The concept of self-awareness: the core part of consciousness refers to an individual's knowledge and experience of himself and his or her relationship with the world around him.

Self-consciousness structure: physical self, social self, psychological self; self-knowledge, self-experience, self-regulation; realistic self, projection self, ideal self. Self-consciousness formation: It is produced and developed by individuals in the process of interacting with the environment on the basis of certain physiological and psychological maturity.

3) Introduce practical links to fully mobilize students' initiative and participation

Conduct the "Who Am I 20 Questions" psychological test and the "Praise You Me Him" psychological behavior training, so that students can deepen their cognitive and emotional experience in practice.

4) Summarize the lectures, focus on the key points, and strengthen students' self-experience and reflection

Self-awareness and mental health have a close relationship, positive self-awareness will enhance mental health, healthy psychology will promote the formation of positive self-awareness; on the contrary, negative self-awareness will lead to psychological problems, psychological problems will also hinder the good development of self-awareness, so understanding self-awareness, correct understanding of self-awareness, is the basis of healthy life.

(3) Teaching methods

Teaching is carried out through the combination of theory and practice, and teaching is carried out by teaching methods such as classroom courseware teaching, teaching video playback, organizing problem discussions, and carrying out practical activities, aiming to learn in problem scenarios and improve in

practical interaction. the difference with traditional teaching is that psychological counseling techniques such as listening, encouragement, concretization, guidance and influential overview are emphasized to create a relaxed classroom atmosphere, and at the same time, combined with students' professional backgrounds and professional interests, ideological and political elements such as the combination of self-worth realization and national social needs are integrated into classroom teaching.

For example, in the "Who am I 20 Questions" psychological test practice activities and praise you and me" psychological behavior training to understand the self, help students fully understand themselves, including positive self, negative self, real self and ideal self, etc., select samples for in-depth evaluation, and provide students with effective ways of self-observation and reflection. In the teaching process, pay attention to the problem situation, so that students in practice, interaction, reflection to stimulate emotional experience, through such practice, can enhance students' independent thinking ability, exercise their language expression ability, better accept themselves, improve the current reality of self to constantly approach the ideal self that meets their own expectations and social requirements.

(4) Teaching evaluation

The assessment method of this course is to complete growth assignments and consolidate students' gains and insights.

Example: Coursework requires each student to complete the following.

1) Analysis of my growth history

Who am I? (Personality traits, emotional traits, am I confident?)

Where did I come from? (Who, what, what happened, and the environment in which I grew up made me who I am now)

Where am I going? (What kind of person do I want to be? What to do?)

What do I have? (Personal qualities or psychological resources, etc.)

2) Analysis of my life status

What should I do?

What do I like or most want to do?

What am I good at?

3) Analysis of identity development

There are four types of identity diffusion, identity delay, identity premature closure, and identity attainment [3], which do you belong to? Why?

What factors do you feel are hindering your self-identity development? Why?

What factors do you feel contribute to your self-identity development? Why?

What attempts have you made for your own identity development? How does it feel?

4. CONCLUSION

Practice has proved that through the innovation of teaching elements such as teaching mode, teaching content, teaching methods, etc., psychological counseling and counseling techniques such as listening, encouragement, concretization, guidance and influential overview are applied to classroom teaching, and ideological and political elements such as the combination of self-worth realization and national social needs are integrated into college students' self-awareness development courses in the form of practice sharing, which can improve the level of college students' self-awareness, enhance college students' interest in classroom learning and participation enthusiasm, and better cultivate college students' healthy mentality. Promote the all-round development of college students and achieve the effect of coordinating education with the ideological and political science class.

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Narrative Research on Cultural Identity of College Student Volunteers: Take Mogao Grottoes Volunteer Docents as an Example

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Abstract: As the most active part of social voluntary activities, college students' voluntary activities are of great significance to the construction of cultural power and the improvement of social governance, and cultural identity is one of the main factors that determine the level and effect of voluntary services. Cultural identity refers to the positive recognition of the most meaningful values of a group formed by its members living together in the ethnic community for a long time. This article adopts the method of narrative research to observe, describe and analyze the daily work of 2 social workers and 6 Mogao Grottoes volunteer docents for six months, finding that volunteers perceive, understand and even Generate cultural identity over a long period of service, in return, cultural identity becomes an important force to maintain volunteer service, improve the apprehensive level of voluntary interpretation and promote the growth of volunteers, during which recursive interactive process has a great impact on the lives of volunteers.

Keywords: Voluntary docents; Dunhuang culture; Cultural identity; Narrative research

1. INTRODUCTION

Museum volunteer was first introduced by Boston Art Museum in 1907, but it was only in recent decades that museum volunteer was widely adopted as a system. In China, the museum volunteer system modeled after international conventions started from the recruitment of the former Museum of Chinese History in early 2002. After that, a number of large and medium-sized museums, such as the Palace Museum, Dunhuang Academy, Shanghai Museum and Henan Museum, have carried out the exploration and experiment the recruitment of museum volunteers. Among them, Dunhuang Academy signed a cooperation agreement with Northwest Normal University in 2016, agreeing to recruit volunteers from its Dunhuang College to provide summer peak voluntary service every year. In 2017, Dunhuang Academy, together with China Dunhuang Grottoes Conservation Research Foundation, Shanghai Jiaotong University and Shanghai Jiaotong University Culture Development Foundation, jointly sponsored a global volunteer dispatching plan, "Dunhuang Culture Watchers" project, aiming to recruit and train volunteers around the world to participate in the protection and inheritance of world cultural heritage, Dunhuang

Mogao Grottoes. As a national Dunhuang culture research entity, an ancient murals and soil site protection scientific research base, and a national museum, as well as a famous tourist destination at home and abroad, the Mogao Grottoes is known as "a model of effective protection and the sustainable tourism management method" [1], and is also an important platform to speak to the public on cultural relics and historical knowledge, to disseminate traditional culture, and to improve public cultural confidence, hereon, the docents, as a bridge between Dunhuang culture and audience, is the image card of Mogao Grottoes, and its role in the Dunhuang cultural communication cannot be ignored. Museum docent is a professional occupation needing highly integrated artistic knowledge and language. Cave docent is a kind of social activity that transfers knowledge to the audience by using scientific language and other auxiliary means and expressions based on cave paintings, sculptures and architecture. Guiding docent is an important daily service work of Mogao Grottoes. the level of the docents' interpretation directly affects the image of Mogao Grottoes in the eyes of the audience and the social effect of cultural communication. As transmission of history and culture, the interpretation work of the docents is creative, complicated and arduous, just like the research work of other researchers in the museum [2].

2. VOLUNTARY BEHAVIOR AND VOLUNTEERISM

Wilson J. believes that "volunteer behavior refers to any behavior that voluntarily takes time to help another individual, group or organization, and it should be proactive behavior based on spontaneous motivation [3]. But it ignores factors such as time span and payback. According to Salamon, "Voluntary behavior is often regarded as an auxiliary derivative of government and market failure, an alternative system in the provision of public goods generated by government limitations and market failure, and a third-party management method [4]. By contrast, Salamon thinks volunteer behavior and government behavior coexists, which may play a fundamental or non-negligible role in social development, while Wilson puts volunteer behavior into daily life to help the government improve people's living standards. Human behavior always has its reasons behind, and volunteer behavior is the realistic manifestation of volunteer spirit. Broadly speaking, "Volunteerism embodies a

positive attitude towards the value of life, society, human beings and outlook on life [5]. Li Wei 'an believes, "Volunteerism is a spirit of voluntary participation in promoting human development, promoting social progress and improving community work without reward or income. It is a very important way for the public to participate in society [6]. Some researchers believe that "volunteer spirit is a spirit and attitude that promotes public welfare by providing effective services for others or organizations on the basis of equality and that is independent, voluntary, without the purpose of obtaining material rewards [7]. In general, involuntariness, mutual assistance, gratuitous and equality are the core of volunteerism and the norm of conduct of volunteers. the primary starting point of this spirit is altruism. Volunteers devote their own time and energy and participate in volunteer activities at their own expense without any material reward. the subjects of volunteer spirit contribute their knowledge and skills, realize their value pursuit and absorb the nutrition they need in volunteer activities. Volunteers' efforts should be appreciated and understood by the beneficiaries. In the process of volunteering, they can gain friendship, deepen their knowledge, gain recognition of their abilities, and sublimate their spirit, which are beyond the material level.

3. THE BACKGROUND OF VOLUNTARY DOCENTS OF MOGAO GROTTOES

In order to make up for the shortage of docents in the Mogao Grottoes, relieve the work intensity of full-time docents and improve the experience of tourists during the summer tourism peak, Dunhuang Academy recruited about 50 volunteers from Dunhuang College of Northwest Normal University to carry out voluntary interpretation in Mogao Grottoes from March to August every year from 2016 to 2021 (except 2020 for the COVID-19 pandemic). the activity lasts for 6 months each year, of which the first 3 months adopt a training method of combining theory and practice. Senior teachers of Dunhuang Academy will teach volunteer the relevant knowledge of murals, statues and cave shapes in specific caves, and after passing the assessment of senior docents in the reception department of the Academy, volunteers will be able to enter their posts and take up the explanation. Volunteers are required to master an interpretation of 70, 000 words for 35 caves in July and August. During the serving process, each volunteer works six hours a day, guiding 2-3 teams of about 30 visitors to be well informed of murals content. Besides, volunteer have to bear the harsh climate, handle visitors' misunderstanding, and overcome their personal emotional and physiological problems with high volunteer enthusiasm. Tourists and docents have great differences in their understanding of the grottoes. the former can take a cursory look and leisurely walk, while the latter must have a comprehensive and accurate understanding of the mural knowledge and

guide the tourists reasonably, so as to integrate the dissemination of culture and the protection of the grottoes. There is no doubt that it is very challenging to be an excellent volunteer. In addition to overcoming high temperature and sand storms, mastering the knowledge and skills of interpretation, it is also necessary to meet the different needs of tourists. the most important thing is to have the identity and confidence of Dunhuang culture so that volunteers can dedicate and share sincerely with perseverance. of course, it also gave the volunteers the opportunity to repeatedly shuttle on the cliff, to carefully observe the millennium murals, which made them more peaceful and magnanimous. They are the sound name card of the Mogao Grottoes. It is their vivid interpretation that makes the flying sky come out, makes the justice light of nine-colored deer shine into people's hearts, and touches countless people with the compassion of giving one's life to feed the hungry tiger. Therefore, their persistence and efforts all reveal the due value and significance of Dunhuang culture.

4. CULTURAL IDENTITY OF VOLUNTEERS

Interpretation is a kind of beauty transmission, wherein inner beauty is the main body, while external beauty is only auxiliary. A qualified volunteer docent should not only have a wide range of ethnic history, and cultural knowledge and good aesthetic ability of organizing and expressing, but also have a high degree of cultural dedication and high sense of responsibility. In addition, only by owning a high level of cultural identity, can docents communicate with tourists naturally, equally, kindly and sincerely communication, to infuse emotional and cultural confidence into the explanation of moral contents, and to let the audience receive education, acquire knowledge, understand history in a leisurely, subtle atmosphere, branding audience's heart deeply with the culture. Cultural identity refers to the positive recognition of the most meaningful things of a group formed by the members of a group living together in the ethnic community for a long time. Cultural identity is the value existing in the human spirit, which has survived from the nation's characteristics, customs and way of life in the form of "collective unconsciousness", and is a blend of various identity of people, to prevent the possibility of cultural conflict [8]. Volunteer cultural identity is an important force to maintain volunteer service and infect the audience. It is often accompanied by the growth of a volunteer docent and also one of the signs of a mature volunteer docent.

(1) Volunteer recruitment and cultural recognition

In the preparatory stage of volunteer recruitment, volunteers should have a good cognition and positive impression on volunteer service projects [9]. First of all, the voluntary docents are informed of the service object, theme and the basis of service orientation in detail through the project introduction meeting, so as to highlight the social significance of the project. Through in-depth communication, the voluntary

docents are inspired to inspire volunteers' sense of social responsibility, basic sense of identity to the project and sense of belonging among acquaintances. the project platform construction, cooperation with partners and practical experience are introduced to avoid the huge gap between the volunteers vision and reality, at the same time, to maintain a proper sense of expectation. Finally, through the clear division of responsibilities, the volunteers will have a clear sense of role.

1) Recruitment with joy: fell in love with Mogao Grottoes at first sight

Volunteer services tend to pursue the experience of a kind of social responsibility, which is the particularity of volunteer service, and it is this particularity that determines the volunteers more concerns about social value and social significance, thus well mastering volunteer social value and social significance of the project during training will encourage volunteers to have relatively good cultural cognition on service projects.

Volunteer A: Ever since I went to Mogao Grottoes and listened to the detailed interpretation of Mogao Grottoes by the docent for the first time, Mogao Grottoes seems to have a magical attraction that makes me unable to pull myself out of it. the attraction of this art treasure house urges me to become one of the volunteers of 2017. Through three months of classroom training and field training with perseverance, I finally passed the assessment, and received the working equipment, a flashlight, a work card, a key ring..... to fulfill my dream of protecting and inheriting the Mogao Grottoes.

2) Team appeal: I'm not alone

Acquaintance society is the logical starting point for understanding Chinese people's communication behaviors. Social relations in acquaintance society are characterized by long-term and non-selective characteristics, and social interaction is characterized by long-term expectation and inward force [10]. Old and new volunteers of project are all from the same volunteer community, which in a certain sense also directly constitute the "acquaintance society". Volunteers of the previous project attend the introduction meeting, with the purpose of adding sense of acquaintance, and making a new volunteers realized that volunteer service is a collective activity, and that every member is a member of the team.

Volunteer B: With time going by, things are renewed, and volunteers grow up. Soon after the two months of training was over, I suddenly felt reluctant to part. Although the process was very hard, I now recall that every day my six-person group with my teacher was so happy. the end of one part of my life means the beginning of a new journey. Everything the former has done is paving the way for the latter. the day of the appraisal was really unsettling, but in the end I was lucky. I have a flashlight, a key ring, a name tag, a headset, and the most important thing is that I have a

group of partners, which is the biggest affirmation of my efforts in the past two months.

3) Solemn commitment: make the trip worthwhile

Volunteers often participate in volunteer service out of altruistic motives, but it does not mean that it is not mixed with various private expectations, which need to be correctly understood and handled. We must emphasize the significance of the voluntary service to the tourists experience, for graceful explanation and sincere acceptance are cherished memories of tourists.

Volunteer A: I can imagine it's not easy for tourists. They have to queue up for tickets, bus and visit under the hot sun. In the process of explaining, I want to treat every tourist sincerely, let them enjoy the feeling of being at home, let them have a deeper understanding of the Mogao Grottoes, Dunhuang art and culture, and let them realize the value of Dunhuang. For them, it is a worthwhile trip, and they can return with satisfaction!

Volunteer C: the teacher often encourages the volunteers with saying that "I am haggard for you, but I will never regret even if my face turns black. " I want to say: I am not afraid of getting sunburned, but I am only afraid of disappointing my tourists. Mogao Grottoes, the world cultural heritage, is the palace of art and the treasure house of mankind. In addition to being a student, I am also a volunteer docent of Dunhuang Academy, shouldering the responsibility of spreading Dunhuang culture and carrying forward Mogao spirit. I am proud, but I can't slack off.

(2) Volunteer service and cultural experience

During the implementation of the volunteer project, the volunteers have a deeper emotional experience of the Mogao Grottoes volunteer interpretation project. Through active intervention, the instructor not only improves the cultural understanding of the volunteers, but also maintains the positive emotions of the volunteers. First of all, during the period of service, the teachers' timely assistance can prevent volunteer professional emotional conflicts in social work. Teacher's advice and support will also help to maintain the volunteer's professional emotion, enhance the sense of responsibility, and reduce the guilt of volunteers in case of situation wrongly dealt with. Secondly, through study, training, supervision and support from social workers, volunteers can obtain satisfaction of their needs and relieve their emotional pressure. Thirdly, the volunteers' sense of familiarity and belonging was enhanced through the activities of dining together, observing the Mote Caves and listening to the lectures of famous scholars. Finally, the volunteers' enthusiasm was maintained and their sense of adaptation and integration was enhanced through mid-term sharing and adjustment of division of labor.

1) First experience: uneasy and excited

Volunteer service is to explain roughly the same content to different audiences every day, which may produce the effect of "stimulation fatigue", that is, repeated stimulation will make people's psychological response duller and duller. But each visitor remembers

a service scene vividly and labels the activity with it for a long time.

Volunteers D: I still remember on the day of July 29. I don't know why my group were unusually excited, when I was explaining the story of flying Apsaras and thousand Buddhas, they were all as amazed as Columbus discovered the new world. It was the first time that I've served a group of visitors, so I couldn't help speaking quickly and smoothly for a long time, telling them all I learned. I talked for two hours without stopping once, and I was so tired that some old people even gave me their water to drink. It's good of you to know so much!

2) Tutor urge: treat me as family

In addition to field service, volunteer study, training and guidance and support in the course of the project are also important factors for volunteers to generate emotional experience, through which we can further meet the needs of volunteers and provide timely work and emotional support, so that volunteers can get attention and respect.

Volunteer B: As docents in the Mogao Grottoes, our daily work tasks are scheduled properly by teachers, so let's follow arrangement. In the process, guiding teacher will randomly supervise our explanation, point out the problem and solution in the end, but I usually take the initiative to consult the teacher, which I know is a favor the teacher do me. It just shows that the teacher regards me as one of his own. You know "Nothing can be accomplished without norms or standards. " So everyone must obey the arrangement and comply with the rules, which also gives full play to my high degree of consciousness and responsibility.

3) Theme seminar: practice internal skills behind closed doors

The theme seminar is designed according to the needs in practice. the way to carry out the seminar is mainly for the volunteers to share and discuss the theme, and finally for the instructor to share the theoretical knowledge and experience, so that the volunteers can gain the accumulation of knowledge and experience, so as to improve their ability.

Volunteers E: In a seminar, a volunteer docent shares his experience that he spent too much time to explain mural content for tourists, and deserved a compliment. I just rejected his view, for how hard it is for the Mogao Grottoes to be preserved for more than 1600 years, and breathing out carbon dioxide every time means accelerating his fading or disappearance, so tourists should not be allowed to stay in caves for too long time. the teacher said that the Mogao Grottoes should not be damaged in any way, so the explanation should be reasonably detailed to protect the tourists' right to visit.

4) Being wronged: the price of growing up

For the volunteers, gaining the recognition of the tourists is their biggest pursuit. Although it is a selfless act of kindness, from the perspective of traditional "tolerance" culture, volunteers should also bear the humiliation. When they are misunderstood or uncooperative by the tourists, they must respond or evade skillfully and ensure the continuation of volunteer service.

Volunteer F: In this process, I was also criticized and wronged. At the beginning of service, I can't have the good care of the whole team, lead to several uncles and aunts left behind. and we come across in the Library Cave. I said, "Ok, let our team stay close, we are channel of.. ", "It is you that lost us.. ", a uncle's loud voice has frightened many team members, including me, (I should have cried in such cases as before.) but I don't know why I was actually quiet after hearing their complaints, said with a smile, "well, it is my mistake, if you have any problem, let's settle it after finishing the tour. " Then I turned back and continued to guide the explanation.

5) Posts rotation: discover a different Mogao Grottoes

The post is a place for one to work and also a window to see the world. Post changing mainly provides volunteers with an all-round way to understand the content and significance of the project. To a certain extent, the rotation of multiple posts ensures the authenticity and freshness of volunteer activities.

Volunteer E: If you want to have a clearer understanding of the Mogao Grottoes, not just repeat the boring and dull interpretation to the tourists every day. Go to different posts and get to know the different history and culture. on a quiet morning, I stepped into the Dunhuang Academy History Exhibition Courtyard, where there are two old elm trees planted in the Qing Dynasty, with studio in the center, office and storage room in the north, the conference room and Chang Shuhong's office in the south. What I learned from the teacher here is not only Chang Shuhong's protection of the Mogao Grottoes, but also those young artists who are now aged. the harsh conditions did not make them give up their protection of the Mogao Grottoes. In this endless Gobi desert, they are willing to share a bowl of noodles, with a bowl of vinegar and a bowl of salt as only seasoning. Just eat noodles with a spoonful of vinegar and a spoonful of salt. Because of the difficult conditions, some people were away from home all the year round, and eventually could not bear the test of time and environment. Gradually, the people in the research institute gradually decreased one wave after another, and the Mogao Grottoes was cold and quiet at that time.

(3) Voluntary evaluation and cultural identity

In the later stage of volunteer service, the main work of the instructor is to summarize the experience of the whole service project, organize volunteers to share and evaluate the volunteers, so that the volunteers can see their own value and realize cultural identity. on the one hand, through the refining and presentation of service experience, the volunteers can enjoy the fruits of the project, improve the realization of volunteers' self-value, and enhance their sense of identity with the project; At the end of the project, the volunteers share their emotions and feelings with each other and

experience the "ups and downs" of each other during the service period, which can maintain the "revolutionary friendship" between each other and enhance the sense of belonging among the volunteers. on the other hand, through the speech of praise from the project, visitors, Dunhuang Research Institute and other relevant people, the volunteers can gain internal and social recognition and enhance their role identity.

1) Teacher praise: we are all keepers of tradition

The purpose of summary and sharing is to refine and present the project service experience and guide the sharing of feelings among volunteers. Through the refining and presentation of project service experience, the volunteers can understand the project results, enhance their sense of self-value realization, and enhance their sense of identity to the project.

Social worker A: From the beginning of learning cultural knowledge, to the later interpretation of caves, and then to the assessment, we all passed, which makes me very pleased. We have also received praise from the training teachers, the colleagues in the digital center and the tourists. I am very touched. I applaud the students and hope to work with you again next year to protect and spread Mogao culture.

2) Social worker's appreciation: I became a Mogao man

Appreciation can enhance volunteers' sense of identity, which not only comes from the project's internal recognition, but also from the society's recognition. Therefore, the speech of praise from teachers and tourists helps to enhance volunteers' sense of identity and role.

Social worker B: I see you have three Tours starting at 9:00 a. m. to guide the tourists to visit in the torrential rain or under the scorching sun with the temperature up to 41 degrees Celsius, and exchanging experience with classmates in the end is also necessary. You can always find a sense of pride from the long lines of tourists in the Mogao Grottoes in the morning to the empty area at five in the afternoon. In more than a month, you have become the family of Mogao Grottoes, and the interpretation of Mogao Grottoes is the wealth that you will benefit from all your life!

3) Meeting Dunhuang Daughter: blessings of Dunhuang Culture

Outstanding figures of the times have a huge appeal to ordinary college students, whether in the media or in real life. the affirmation of outstanding figures to volunteer activities can fuel the roaring cultural flame of youth with shining spirit.

Volunteer E: I believe in the existence of fate in this world. Today, on October 7, 2017, I met a Fan Jinshi grandma. and she is really old, quivering and smiling at our volunteers. That kind of motherly smile reminds me of my grandma from the thousands of miles away, so I cannot help a qualm in my heart. Her thin body was a great shock to me, and I wanted to give her a warm hug, but afraid of hurting her. Grandma Fan repeatedly said "Thank you", but the volunteer couldn't afford it

anyway. It is me that could enter the Mogao Grottoes hundreds of times in my college life, but understand a little of it with my own stupid brain. It is not easy to tell pious visitors cultural knowledge and to let them understand the precious Dunhuang and grotto protection. As a volunteer, I pick up the treasure, and get the endless glory!

4) Being crowned: diffusion of cultural halo

In the process of service, the volunteers have full cognitive exploration and emotional experience of Dunhuang culture, and excavate the lofty value and significance of culture from the historical and social perspectives, which not only realizes volunteers cultural identity, but also become the social and cultural capital of the volunteers themselves, and a cultural halo in the eyes of others.

Volunteer D: At the 2019 Graduate Exchange meeting of the Academy of Fine Arts of East China Normal University, this "halo" emitted dazzling light. I said as following: "My name is..., and I graduated from Dunhuang College of Northwest Normal University. Dunhuang is my second hometown. If you are interested in Dunhuang culture, we can discuss it together in the future. Almost all the students gathered their eyes on me, their eyes full of admiration and yearning for Dunhuang. This sacred land, is the holy land that countless people yearn for. We are very lucky to learn the nutrients of Dunhuang culture, which will become a shining name card for our future study or job hunting.

5. CONCLUSION

A great culture will create brilliant material civilization, such as the Mogao grottoes murals, sculptures and architectural art. Social practice, including volunteer project, is the fundamental driving force for the emergence and development of culture, and it also helps shape the cultural identity. and only those who own culture identity can perform cultural heritage and innovation, being crowned halos of culture. Once people, especially college students, manage to get the cultural glory, and lay the cultural background of their life, they will consciously inherit and spread this culture. College students should take an active part in social volunteer service, to understand social life, perceive experience culture, carry out cultural cognition, shape cultural identity, eventually promoting the inheritance and development of traditional culture. Thus, volunteer service is an important way for college students to realize their cultural identity, while cultural identity is the key factor to improve the level and quality of volunteering.

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Study on College English Grammar Teaching Based on the Cultivation of Pragmatic Competence

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Abstract: This article makes a comprehensive study that explores the teaching models of grammar in College English in relation to the cultivation of pragmatic competence, a key component of the curriculum in colleges or universities and an area globally under-researched in language learning. For a long time, some college English teachers have been confused about grammar teaching by ignoring it or highlighting it. This paper holds that it is an indisputable fact that grammar must be taught and must be taught well. Grammar is the result of the high abstraction of human thinking, and language activities are the use of these highly abstract intricate rules to create sentences and express meaning. This paper draws on the theory of pragmatics as an analytical framework to reveal a complex interrelationship between the various attitudinal, social, and contextual factors that would both obstruct and facilitate teachers' integration of grammar teaching with communicative work. Importantly, the findings also bring to light a number of concrete ways in which some teachers manage to achieve better effects of college English grammar teaching.
Keywords: Grammar teaching; College English; Pragmatic competence

1. INTRODUCTION

In recent years, there has been mounting agreement that students who are learning language for communicative purposes can benefit from explicit teaching in grammatical forms within the context of communicative work. As such, a wide range of methodological options for teaching grammar have been put forward, such as deductive and inductive approaches, planned and incidental focus on form, and ways of encouraging noticing, comparing, and integrating target grammar. Recent studies on interlanguage pragmatics and acquisition of pragmatic competence have shown that pragmatic knowledge and skills can be taught to some extent. Many English as a foreign language (EFL) learners are not aware of pragmatics itself. In other words, they do not know how words and phrases are used with especial meanings in different situations. For example, distinguishing politeness strategies as well as having optimal knowledge about pragmatics, learners are able to apply suitable strategies to the situations.
Grammar is a part of the English language, so learning English well also inevitably requires us to have a full understanding of English grammar [1]. English teaching focuses on cultivating English learners' listening, speaking and other communicative abilities while ignoring the learning of English grammar rules, which greatly affects the accuracy of language output, which in turn affects the learner's language quality of learning. Grammar teaching has a long tradition in foreign language teaching [2]. the understanding of the status and function of grammar teaching at home and abroad has experienced a series of development and changes. In recent years, with the continuous improvement of the level of English teaching in middle schools. Most of the students have good English language knowledge. But in the process of practical application, there are still some problems in grammar teaching and learners' English grammar [3]. Although the current students pay attention to the cultivation of students' communicative ability because of the idea that language is used for communication, the learning of grammar and the cultivation of communication do not conflict at all, and can help communication while strengthening the basics of grammar [4]. the language provides improvement and support in logic and thinking, and what needs to be done is how to improve the quality and level of grammar teaching, so as to improve the efficiency of grammar learning for students, so as to find a more scientific and reasonable way to learn English. As a matter of fact, the discussion of the significance of the teaching of grammar has always been one of the hot spots in foreign language teaching, and it is an issue that cannot be avoided by anyone who learns and teaches languages.

2. REFLECTIONS ON TRADITIONAL ENGLISH GRAMMAR TEACHING

Many people say that grammar lessons can be tricky for a variety of reasons. To many students who take English as the foreign language, its grammar is different great different from their mother language. the order of words in one sentence tend to be of so many choices. Because it needs much more time practicing, so the grammar might be too challenging for the students. the teacher sometimes feels overwhelmed when trying to present and explain all those complex rules. Generally speaking, the teaching of grammar seems to be more boring than that of listening, reading or writing. and often, teachers don't want to teach grammar lessons because they just don't

seem to be that much fun. the students have to sit quietly and listen to a lecture on the present perfect, for example, before they actually get to do anything.

(1) Inadequate understanding of the difference between mother language and English

In the process of English teaching, too much emphasis is placed on the teaching and training of grammar knowledge points. Due to the influence of traditional grammar translation, some teachers still follow the traditional grammar translation method to a certain extent or teach grammar items through repetitive and boring exercises. Students were repeatedly corrected by teachers due to pragmatic errors [5]. For a long time. Influenced by traditional translation method teaching. High school grammar teaching pays attention to the detailed explanation of the rules and a lot of mechanical training. Students mistakenly believe that they can speak or write authentic English sentences only by combining words with grammar rules, so they create a large number of "Chinese" English sentences. There are differences between learners' grammatical knowledge and communicative skills. Grammar also changes with people's long-term life and habits [6]. Conceptually, it is a customary rule for language in habits and communication. Frustration continues to accumulate, and confidence in English learning decreases little by little. Eventually, the idea of giving up English learning will arise. Despite the renewal of educational concepts and the changes in teaching methods brought about by the new curriculum reform, a large number of teachers still spend most of their time and energy in teaching grammar knowledge in English classes, and put the living Language materials become dry language points, instilling grammar rules into students, and the result is a violation of language learning rules [7].

(2) Different models of grammar teaching and learning models

Traditional grammar teaching only teaches grammar as knowledge. the basic mode is: teacher's explanation - students take notes and memorize notes - practice sentence patterns - do exercises. In foreign language teaching, it is emphasized to impart grammar knowledge to students. Grammar teaching first talks about vocabulary and then syntax, and uses deductive method to explain the rules. First, the rules are explained clearly, followed by examples, and then the rules and example sentences are required to be recited and then practiced. Grammar teaching is not just teaching students various grammar rules [8]. Teachers need to clarify their own arrangements and course content before teaching courses. What they give students is practical grammar knowledge, not pure theoretical grammar. Excessive grammar training greatly suppresses students' normal language experience, seriously hinders the development of students' language learning and language application ability, makes students lose their interest in learning English, and leads to ineffective or even ineffective

English teaching [9]. Another part of the teachers from the traditional emphasis on grammar has turned to the other extreme - downplaying or even rejecting grammar. Some schools and teachers believe that grammar teaching is no longer necessary at the university level, and many teachers think that they have learned grammar in middle school and do not need to teach grammar. Therefore, grammar teaching is often in vain, or it is not deep enough. This leads to a downward trend in students' reading, writing and translation skills. This kind of teaching ignores the emotional attitude of students, and the dull and obscure grammar rules make students feel uninterested and difficult to understand. Not to mention flexible use.

(3) Influence of other factors

The ultimate goal of traditional grammar teaching is to enable students to successfully pass the exam. Students learn more about exam-oriented colors. Students have grammatical knowledge, but not grammatical ability. Grammar rules are well understood, but they are full of mistakes in speaking and writing. In the teaching process, it is necessary to help students to refine their English-corresponding learning skills and skills through the connection between grammar and real life, so as to guide students to establish correct learning ideas and avoid students from falling into the misunderstanding of language, the law, learning English rigidly and realistically. Under the influence of the communicative teaching method, some teachers unilaterally believe that as long as teachers provide students with sufficient language training opportunities, students will naturally master the grammar knowledge they have learned in the process of completing tasks and participating in activities; Can communicate, the use of grammar is right or wrong, so that effective English grammar teaching "dilutes to nothing". When teaching, separate grammatical form from meaning and application. the grammar that students learn has always stayed at the level of language knowledge [10]. It cannot be internalized into a skill. Therefore, the grammar rules taught by teachers cannot be used in real language communication. Some grammar test days are designed only to check certain grammar rules, not to test students' grammar ability. In the process of learning grammar, students need to understand that grammar learning is only an integral part of the process of learning English. In terms of teaching methods, do not overemphasize students' ideas about how grammar is important, so as not to make students fall into the misunderstanding of grammar learning.

3. APPROACHES TO IMPROVE COLLEGE ENGLISH GRAMMAR TEACHING

Today, with the development of social economy and world environment, language learners are not just content with linguistic knowledge, such as vocabulary and grammar rules. Pragmatic competence is an indispensable element of communicative competence. Whoever wants to communicate successfully in a

foreign language wants to promote their communicative competence, as well as their pragmatic competence. For we know that grammar can improve our ability to think analytically and communicate confidently and effectively, and it can help us understand the language itself so as to shapes our world and our personalities. Therefore, it is necessary to motivate students to study grammar although it is a long process. In this part, we will put more specific ideas to help achieve this goal.

(1) Combining grammar teaching with language skills training

Grammar belongs to the level of language knowledge, listening and speaking read. Writing belongs to the pragmatic level. Knowledge of Yuji can only be converted into skills and reached the level of sword automation only on the basis of extensive use. Grammar teaching under the new curriculum concept requires teachers to clarify the purpose of grammar teaching and optimize grammar teaching methods. There are many kinds of teaching materials on the market. After the local education department selects the teaching materials, it is unavoidable that the teaching materials are not satisfactory in the arrangement of the teaching content. Therefore, teachers need to be more reasonable in the curriculum arrangement and be able to research and discuss the teaching materials in advance. the scattered grammatical phenomena in the textbook should be properly concentrated and summarized, and some grammatical contents should be adjusted and supplemented appropriately. Cognitive model is the path that lexical concepts provide to reach, is the content of non-linguistic knowledge, and is the range and quantity of cognitive models provided by lexical concepts, as shown in Figure 1.
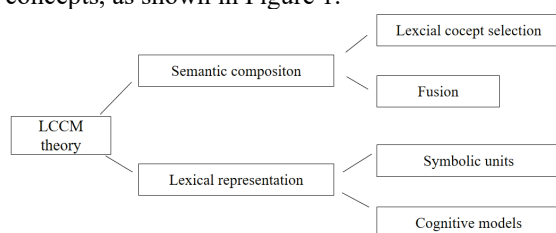

Figure 1 An overview of the architecture of LCCM

Teachers should compare their mother tongue and foreign language, find out the similarities and differences in the grammatical phenomena of the two languages, and take the similarities as the focus of the explanation and the differences as the difficulties in teaching, and pay attention to them. Since grammar teaching is only an integral part of foreign language teaching, and classroom time is limited, grammar teaching should follow the principle of high efficiency. the writing of current textbooks is based on functions and topics, and when a topic requires certain grammatical items, these grammatical items appear in listening, dialogue, or lessons. Teachers should make full use of the language materials of textbooks when

teaching grammar. Purposeful and planned design of various activities to guide students to experience, explore, summarize, summarize and apply the grammar knowledge in the activities. Teaching grammar is an effective means to achieve the goal. the ultimate goal is not to simply let students memorize some grammar rules, but to organically combine the form of language with its meaning and communicative function, and de-internalize it in actual language use. Language rules, deepen students' experience of grammar awareness, so as to achieve the purpose of students being able to use language for communication. In the teaching process, you can set a theme for students, and then let students express and explain according to their own ideas, and guide students to use language consciously in this way. Psychological research shows that the key to a person's success in learning is not how long he spends on learning at a time, but the frequency of learning, that is, the number of times of review. Teachers guide students to pay attention to the repeated occurrence of grammatical phenomena, keep in mind the knowledge they have explained, combine new language phenomena, and review them in time, so that "short-term memory" can be transformed into "long-term memory".

(2) Creating Various Situations in Grammar Teaching

Knowledge of grammatical rules of foreign languages in a situational communicative environment. Only when it can be used in a more realistic discourse environment is it enough to truly master it. Therefore, the situations that teachers create in the classroom related to the grammar they teach can activate students' pragmatic awareness, thereby promoting the transformation of grammatical knowledge to implicitness. Some grammatical items can only reflect their typical characteristics through context. Create a situation, put forward example sentences in the situation, let students contact, experience, observe and understand the example sentences in the situation, practice meaning and communicativeness in the situation, induce cognition and internalize grammar rules. When explaining the present perfect tense, teachers can create situations and practice meaning and communication through actions such as opening and closing doors and windows, and writing on the blackboard. Language is a conventional system of symbols, and idioms are primary to grammatical rules. In addition, language is the external manifestation of a specific cultural background. In the process of teaching grammar knowledge, special attention should be paid to some irregular idioms and differences between Chinese and foreign cultures.

College English teachers should look for lively and interesting materials on the basis of understanding students' interests, adapt to the characteristics of college students' strong logical thinking ability, and help students learn to memorize on the basis of understanding. Teachers can play some English video clips or audio and video clips in the classroom or use

multimedia, or use real scenes to let students apply the grammar knowledge they have learned in a certain context. Putting sentence grammar at the discourse level can overcome the disadvantage of students who have mastered grammar knowledge, but cannot write articles with clear structure, express the author's intention well, and achieve communicative goals. Considering the potential time saved by having students study grammar and translation out of class, although not evident in the classes observed in this study, such an approach could enable teachers to move beyond reading passages as their source material and adopt a broader range of meaning-focused, communicative activities for incorporating language functions with language-use situations in class. [11]

According to the different learning styles of students, teachers' presentation methods cannot be static. It can be emphasizing cadence, expressive expressions, body language and pictures of various shapes and so on. Focused explanations should be given to the grammar items that college students have common problems with. For example: complex tense forms, complex forms of non-predicate verbs, subjunctive mood, modal verbs, complex tense forms, sentence connections, clauses, etc. the traditional grammar teaching pays too much attention to the teaching of grammar forms. Its meaning and pragmatic function are ignored. Although students can use the correct grammar rules, the phenomenon of pragmatic errors occurs frequently, which leads to confusion of students in communication. This is also one of the reasons for the phenomenon of "dumb English" in the past. Raising learners' pragmatic awareness, helping them to apply it, and giving them feedback are the roles that a teacher should play. Teachers also should be aware of the differences that might cause the negative transfer minimizing native cultural interference and preventing the impolite, ineffective, or inappropriate behaviors [12].

Let's talk about the way to present grammar in various situations. Firstly, you may start your lessons by making students engaged in an interesting and relevant topic, instead of the ordinary saying, "Now, we're going to learn some grammar". Think about a situation in which the grammar you're teaching is likely to occur, such as the conversation which will happen in our daily life. and get students thinking about that-not about the grammar itself just yet. For example, when teaching the causative structure (ie to have something done), you might consider that it would be easy to use this structure when talking about rich people or celebrities, who can afford to have a lot of things done for them. If you're using a course book, you can also just use whatever topic is presented on the page. In order to get students involved, pose a direct question. For instance, you could say, "Who is your favorite celebrity and why?" Then let the students discuss their thoughts in pairs for a few minutes. Your goal is to enable students to use this grammatical structure. and

in order to do that, students need to be taught the meaning, form, and pronunciation of the structure in advance. For many teachers, this is where the lecture starts. They think it's their job to tell the students all of this information. If you're not careful, this stage can turn into a long, teacher-fronted ramble that the students struggle to follow. So, it helps students not only understand the function of the structure, but also the application of the structure. Then, try out more interactive activities in class, such as to make a survey activity. For example, ask the students write two or three questions they would like to ask all of their classmates, using the causative structure. You may design some questions like:

Question 1: How often do you get your hair cut? (more adverb of frequency activities here)

Question 2: If you could have your living room re-painted, what color would you choose?

Question 3: Would you rather have your house cleaned for you or your meals cooked for you?

After that, require the students choose what they want to ask. As they write their survey questions, the teacher should help them and correct errors as needed. At last, the teacher can tell the students they need to collect data from all the other students on the questions they wrote. They should all get up and mingle, asking each other student in class their questions and recording the answers. Last but not the least, the teacher may guide students to summarize what they have found during the survey and draw a conclusion about the grammar they have applied in the survey accordingly.

4. CONCLUSIONS

Grammar teaching runs through the whole process of college English teaching. When people use their native language to communicate with each other, they conform to both the formal rules of language, that is, grammatical rules, and the functional rules of language, that is, rules of language use. But concerning with the language learners, they may violate either of the rules or even both of them. This suggests an important point in learning foreign languages, that is, we should know both grammatical rules and rules of language use and apply them in the practice. In English teaching, it is necessary to avoid too much explanation of grammar knowledge and weaken students' language life practice, but also to prevent blind practice and neglect grammar teaching. It is not advisable to overemphasize grammar knowledge points and over-dilute grammar teaching. To enhance the grammatical awareness of English teaching. Only by letting English teachers enhance their awareness of grammar knowledge teaching in the teaching process can they drive students to pay attention to grammar learning and let learners regard English grammar learning as a very important part of English learning. important item. College grammar teaching has gone through a process of constant recognition and development. Many experts at home and abroad have put forward many suggestions and propositions on college grammar

teaching, and there are also many comparative forming theories. Grammar plays a very important role in English learning, so students and teachers need to work together, students need to show the attitude of not afraid of making mistakes and the spirit of daring to try, teachers can continue to innovate and actively guide, so that high school English grammar teaching will enter the brand new stage.

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How Motivation and Sense of Identity Shape Language Learning

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Abstract: These decades, more and more studies and researches have been focusing on why people differ in language learning and what factors influence the achievements L2 learners get in language learning. This paper mainly focus on how motivation and identification are introduced in the research of language learning in three parts according to its development. First, three stages of motivation developed in L2 learning: the definition and classification of motivation, Dörnyei's motivational model based on the whole L2 learning process, self-concept in psychology introduced in L2 learning and promoted the formation of the motivational system. Second, Dörnyei proposed a new theoretical system: L2 motivational self system. Last, conclusion and insights in language teaching based on motivation and identity in L2 learning.
Keywords: L2 learning; Motivation; Sense of identity; Dörnyei's l2 motivational self system

1. INTRODUCTION

It can be widely observed that some L2 learners can achieve success more easily than others in language learning. Except some linguistic factors, some non-linguistic influences such as age, motivation, gift, attitude also result in this kind of variety in language learning.

In this essay, we will focus on motivation and identification because they are frequently raised when people talking about factors influencing language learning and there has been some big points in the motivational research during these decades.

According to the development of studies and researches on motivation in language learning, there may be three stages in its development. the first one is the early work that people found that motivation could have an important influence on second language learning. the second one is that a dynamic system was generally built based on the researchers' own theories. the third is that raising dissatisfaction on the classification for motivation and the theory of self-concepts introduced in this field.

2. THREE STAGES OF MOTIVATION AS AN INFLUENTIAL FACTOR INTRODUCED IN L2 LARNING

2.1 Early Work on the Motivation

In the early times, it can be a common sense that motivated L2 learners can achieve higher level and motivation can be a predictor of success in language learning [1]. In that case, motivation in L2 learning attracts more and more researchers' attentions. But the first obstacle they faced in this popular field was the definition of motivation. Researchers viewed motivation in different aspects so it was very difficult to give a definite explanation. One of the most representative definitions was from Gardner. He said that motivation in L2 learning involves four aspects: "a goal, effortful behavior, a desire to attain the goal and favorable attitudes" [2]. the classification of motivation from his theory which almost led the mainstream at the early stage in this field. Robert Gardner and Wallace Lamber [3] raised the terms integrative motivation and instrumental motivation to distinguish different types of motivation. According to their perspectives, integrative motivation stems from the desire that L2 learners want to accept identity and become a part of the language community. This kind of motivation can be usually found in the immigrant L2 learners. When they first enter a completely new language environment, differences in many aspects stop them being a part of the community. the desire of fitting in the target-language community motivates them to learn second language. While instrumental motivation generally comes from some practical intentions like achieving a reward or just job promotion. It usually happens during some short-term tasks. For example, if I got 90 marks, I would get my favorite robot toy. Getting the toy become an instrumental motivation to push me going ahead.

As studies developing, there are some limitations revealed from Gardner's theory. One is the theory's studying approach. His early research methods were almost based on the questionnaires distributed to individuals. Questions like the degree of your passion on the learning French or the sequence of doing L2 homework were all related to individual preference and their own situations, so some external factors were not included in the theoretic basis. Another one is that the data was just showed individual's current stage in language learning which was comparatively a stable process. Some researchers noticed that limitation and they expanded their focus on the individual's whole learning process and found changes in motivation during the whole L2 learning process [1].

2.2 Motivations Change over Time

In 2000, Dörnyei [4] proposed a theoretical model concerning about changes of motivation during the whole L2 learning process. According to the sequence of the learning behavior, there are three stages in this model. the first stage is Preactional Stage. In this stage, motivations start to be raised based on the learners' selections. In this stage, learners try to set a goal to guide the following actions and the motivation from it can push learners going forward. So it can be regarded as a preparation for launching the following learning actions. the second stage is Actional Stage which is an executive process of motivation. During this stage, motivation provides the learner with resistance and regulation and at the same time it brings about different influences on the following behaviors. In this stage, learners tend to appraise their

performance based on the rewards or the scores they achieved in this period. If they get a positive a feedfack, the motivation will be stronger to encourage their learning. However, if they get a negative feedback, the motivation will be diminished to slow down their learning behaviors and even stop their learning. So that this is a crucial stage in the language learning and changes in the motivational level plays an important role in the process. the third stage is Postactional stage which is the completion of the whole learning process. the stage is also regarded as motivational retrospection which means that the core work in this stage is evaluation. L2 learners in this stage would like to recall their behaviors, based on the feedbacks, rewards or comments they achieved, to assess whether they satisfied with their achievements and to plan their future leaening. Motivations in this stage help learners form some habits and help them find their own learning strategies. As Dörnyei [4] points out, the model intends to show that different motivations involves in the different stages during the whole learning process and future motivation can be modified based on the current learning process. I would like to use my experience of learning French as an example to show how this theoriotical work in the L2 learning process.

I was interested in watching French films in a period of time when I was in my second year in the college. French speaking out from the young lady sounded like a beautiful song which attracted me a lot. It is said that French is one of the most elegant languages in the world. In that case, I decided to take French course as my elective course (preactional stage). But after a few weeks learning, I became frustrated because I met a lot of difficulties. I always mixed the spelling and meaning between French and English. Their writing styles and pronunciations sometimes were so similar that I could not distinguish them. Furthermore, complex grammatical regulations discourage me going further and, in the next weeks, I usually dropped the classes. As a result, I could not catch my teacher's instructions and got bad marks. So I decided to drop out my French course (actional stage). In this stage, my on-going assessment told me that I could not sustain my initial motivation. My descending motivation was not enough for me to carry on my next tasks and then, my future motivations cut down because of my current stage.

2.3 Factors Promoting the Formation of the L2 Motivational Self System

It can be found that Gardner's integrative motivation become the center of L2 motivation research for about two decades. But as development in the theories and academic studies in different fields, more and more scholars proposed that Gardner's conceptualization could not fit general language learning environment. So that linguists try to find more reasonable concepts to elaborate how motivation work in the language learning. In that period of time, there are two main factors helping promote new academic findings.

The first one is that self-concept in psychology was introduced to language learning field. An individual's self-concept means that a person's self-image based on his current condition which is an important factor linking individual and behavior. the figure below shows how researchers find connections between self-concept and motivational behavior. As we can see, possible self is a vital concept to help build the link.
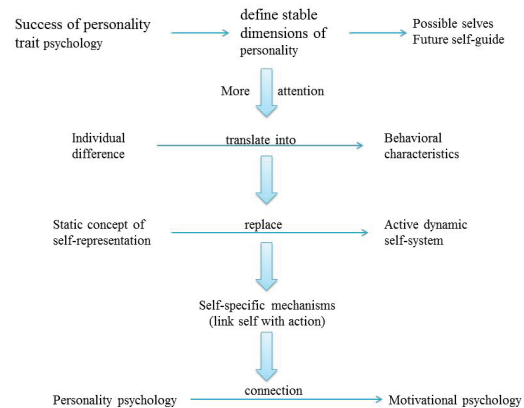

Figure 1 Sequence of Finding Connections between Self and Motivation (Based on Dörnyei and Ushioda [5])

At that time, Markus and Nurius [5] distinguished three main types of possible self: (1) Ideal self that we would very much to become. It is a self-image that contains all positive characteristics like successful, attractive, optimistic, slim and so on. When you think of an ideal self-image, an impression of a famous actress may be come into your mind. the actress's good qualities may reflect on your ideal self. (2)Selves that we could become. the description of this kind of self is quite similar to possible self, but according to the authors, this kind of self is a kind of people that you get high possibility to become, which is based on your natural self-development. For example, you want to become a fluent English speaker, so you get up early to practice English every day and try your best to overcome difficulties. In that case, you are likely to become a fluent speaker. In a word, this kind of self is the image that you are possible to become, based on your current ability and efforts you have paid for your work. (3) Selves we afraid of becoming. Feared selves could be described with some negative adjectives including lazy, depressed, frustrated and unfriendly, which is a figure that you refuse to become. For example, when you see a criminal in the news, you will think that if I become the person like the criminal, you must refuse to accept your self-impression like that.

A point that Markus and Nurius emphasize is that the three types of selves are all based on the reality which are not self-images that entirely beyond individual's ability. For example, if you are an English people, and you want to speak Chinese fluently in a week, then this kind of possible self is detached from your current situation, which is not a correct possible self. In addition to proposing three types of possible selves, Markus and Nurius also raised another concept "ought selves" to illustrate that self-image can be given by others, but they did not give too much detailed descriptions in their papers. Based on Markus and Nurius's researches, Higgins [6] uses their concepts to build his self-theory. He just divides self-image into two sides: one is from others named ought self and another one called ideal self is from us. Ought self

means someone else's impression on someone. For example, you meet a new classmate in a seminar and you two have discussions and communications. When the seminar finishes, your new classmate says you are talkative, creative and quite outgoing. "Talkative, creative and quite outgoing" are ought self from others view. While ideal self is a kind of self-identity that an individual vision from him/herself.

The differences between different theories do not mean they are ambivalent to each other. Scholars just provide various approaches to explore connections between individual and their behaviors. Those conceptualizations are basis of L2 motivational system.

Another factor that helps to build new theoretical system is the increasing dissatisfaction on integrative motivation that I mentioned above. the concept integration is so ambiguous that it cannot fit developing language learning environment any more. For example, in China, English is taught as a school subject in the class. Our language learning background is still Chinese culture and our communication partner and speaking community is still Chinese. We do not have the condition to try to get identity from the target-language community. Integration in this case does not make sense. Furthermore, as globalization developing in 21th century, language learners are exposed to a multicultural learning environment. the motivation of learning an L2 is just a way to broaden their views, to find other cultures advantages and there is no need for them to be a part of a L2 community. Even further, without a target L2 community, language learners can still be possible to become a fluent L2 speaker. In this way, more linguists try to find new motivational system to illustrate motivation in language learning.

3. DORNYEI'S L2 MOTIVATIONAL SELF SYSTEM

In 2005, Dörnyei outlined L2 motivational self system to describe how motivation shapes language learning, which use ideal selves and ought selves as the system center. There are three components in L2 motivational self system:

(1)*Ideal L2 Self* which is a similar concept in

the Markus and Nurius's theory, but it is used specially in the L2 field. In L2 learning process, the self-image we would like to be is a fluent L2 speaker, so that your ideal L2 self will become a motivator to encourage you to reduce the distance between your current stage and your ideal level.

(2)*Ought-to L2 Self* which is based on

Higgins's self theory includes "one believes one ought to process to meet expectations and to avoid possible negative outcomes. "[6] for example, assuming that you are an employer in a Chinese company and your L2 is English, your boss assigns a task for you negotiate with an English company, once you accomplish the business successfully, you will gain a job promotion. In this case, your boss's expectation is your successful negotiation and job promotion is an external motivator so your ought-to L2 self image is an fluent English speaker with negotiation skills and linguistic strategies.

(3)*L2 learning experience* which concerns

about language learner's learning environment. Because in the 1990s, more and more researches focus on

motivational influence on the language classroom that generally becomes an ordinary language learning environment including teacher's instructions, communicative approach, peers, curriculum and even preceding language learning experience. According to Dornyei, some L2 learners' initial motivation to lean a language "does not come from internally or externally generated self images but rather from successful engagement with the actual language learning process". [5] we can connect this part with actional stage of motivational model. May be for a new language learner, he/she just starts to learn a L2 just as a subject in the school without any definite intention but during his/her learning process, he/she can pronounce more correctly than other classmates, so he/she will think that I have the gift to learn this language. Motivation is raised from language learners' participant in learning process.

I want to use my English learning experience in the different stages to illustrate how motivation and identity shape my language learning.

In China, parents always pay much attention on children's education. My mother sent me to an English training institution when I was very young because my mother wanted to develop my interests and abilities. I still remember my first English teacher is very kind and patient. Actually, we did not have very formal English training in the class mostly because we were too young to sit in the same place and concentrated on the teacher's talking. So we played games most of the time in the class. Although the teacher gave instructions in English, the requirements usually contains three or four words such as "Follow me. ", "Do not Move. ". To make us understood, she always repeated them several times with many body languages. During that training, I thought English learning was not as difficult as I expected and I do pick up many practical English expressions which become basis for my next learning stage.

I had systematic English teaching in the third grade in the primary school. In the first class, the teacher wanted to test our current leaning degree, she let us to say the most difficult expression in our known English. Most of my classmates said "good morning", "how are you" and in my turn, I said "People's Republic of China". It is an ordinary phrase for English learners now, but at that time, it was a quite difficult phrase for my peers. When I spoke out, I thought I caught all my classmates' eyes and the teacher's praise "you are really good" left me a sense of pride which motivated me to learn English harder because I want to speak beautiful English one day.

As you can see, my initial motivation to learn English is from my engagement in the training class. During that time I raised my interest in English and the motivation encourage me to insist on my learning process. In my first formal English class, ideal L2 self and L2 learning environment both work to promote my language learning. My teacher's praise and my classmates' admiration modified my first future motivation that is to insist my interest. After triggered by these external factors, I wished to become a good English speaker that became my ideal L2 self at that learning stage. It became a strong motivator

to let me spend time on learning English, getting closer to my goal.

4. CONCLUSION AND INSIGHTS

Although L2 motivational self system are quite different from integrative motivation, that does not mean they are entirely incompatible. Actually, they are both centered in the self-system and sense of identity. For integration, the core idea is the identification to target language community, while for L2 motivational self system, the center is, more obviously, the self-system. the existing theories give people in L2 motivation field new approaches to explore how motivation works in language learning and in the future, with theories and technologies updating, there may be more reasonable conceptualization to illustrate the relationships between motivation and L2 learning.

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Important Value and Basic Strategy of Labor Education in Higher Vocational Colleges in the Context of "Double High-Level Plan"

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Abstract: In the context of the "Double High-level Plan" attaching importance to labor education in higher vocational colleges, higher vocational colleges should deeply understand and grasp the important value of labor education: improving the quality of higher vocational students to realize the dream of powerful nation through vocational education; forming a high-level talent cultivation system and providing service and guarantee for implementation of the "Double High-level Plan" project; innovating the education system and embodying the distinctive characteristics of vocational education. This paper puts forward the basic strategy of labor education in higher vocational colleges from the aspects of strengthening labor cognition education under the guidance of craftsmanship spirit; cultivating positive labor emotion with social support as assurance; and strengthening labor behavior education supported by professional skills.
Keywords: Double high-level plan, Higher vocational colleges; Labor education; Labor cognition; Labor emotion; Labor behavior

1. INTRODUCTION

Labor education is not only the realistic practice of Marxist labor view, but also an important part of the socialist education system with Chinese characteristics. It determines the labor value orientation, labor spirit and labor skill level of socialist builders and successors. on March 26, 2020, the (C-P-C) Central Committee and the State Council issued the Opinions on Comprehensively Strengthening Labor Education in Universities, Primary and Secondary Schools in the New Era (hereinafter referred to as the opinions), requiring "the whole Party and society shall attach great importance to labor education and take effective measures to practically strengthen labor education. " It shows that the state attaches great importance to labor education, and it is an inevitable trend to promote the scientific, standardized and accurate construction of labor education. the goal of higher vocational education is to cultivate high-quality technical personnel and skilled talents, skilled craftsmen and great national craftsmen. Based on its college-running orientation and characteristics, labor education is integral for higher vocational colleges to correct students' labor concept, cultivate students' labor emotion, and stimulate students' innovative labor. At the same time, higher vocational colleges have an exceptional realistic foundation and broad space for the implementation of labor education. They should further sort the important value of labor education and explore the new perspectives of labor education on the basis of fine tradition.

2. IMPORTANT VALUE OF LABOR EDUCATION IN HIGHER VOCATIONAL COLLEGES IN THE CONTEXT OF "DOUBLE HIGH-LEVEL PLAN"

Labor is of great significance to mankind and society. the goal of higher vocational colleges in the new era is to cultivate high-quality technical personnel and skilled talents, which is employment-oriented education and emphasizes "practical skills" and "practical ability". Labor education is integral for the goal of higher vocational colleges.

2.1 Improve the Quality of Higher Vocational Students and Realize the Dream of Powerful Nation through Vocational Education

After long-term exploration and practice in China's vocational education, especially with the rapid development of China's economy in recent years, vocational education has embraced booming development and cultivated a large number of technical personnel and skilled talents, providing support of high-quality talents for China's economic and social development. However, on the whole, China's vocational education is unable to meet the needs of society for high-quality and diversified talents, and the quality of talents needs to be further improved. In March 2019, the Ministry of Education and the Ministry of Finance issued the Opinions on the Implementation of the High-level Higher Vocational Colleges and Majors Construction Plan with Chinese Characteristics", which proposes to "strengthen labor education to cultivate morality, improve intelligence, build body and promote esthetic education through labor. " "It is necessary to strive to cultivate a number of high-quality technical personnel and skilled talents urgently needed by industries. " This shows that improving the quality of higher vocational students is one of the key points of the "Double High-level Plan" project. on the one hand, labor is the approach and guarantee to improve the quality of higher vocational students and the content of their all-round development. Higher vocational students' labor consciousness, labor attitude, labor emotion and labor ability can be cultivated through labor; in the process of labor, the essence of higher vocational students can be recognized, their needs can be met, and

development can be realized, so as to have labor happiness and sense of gain, to promote the all-round development of "morality, intelligence, physique, aesthetics and labor" and improve comprehensive quality. on the other hand, cultivating high-quality laborers is the guarantee to realize the dream of powerful nation through vocational education. According to the Statistical Bulletin of China's National Educational Development in 2016, there were 10.8289 million full-time students in higher vocational colleges in China as of 2016, with an increase of 342, 800 over the previous year, forming the world's largest secondary vocational education and full-time higher vocational education at junior college level. Higher vocational education helps China realize the transformation of demographic dividend from "quantity type" to "quality type" by improving the physical quality, technical quality, and cultural and spiritual quality of higher vocational students, and cultivating high-quality laborers, so as to secure great success for (SWCC) in the new era, and realize the Chinese dream of national rejuvenation.

2.2 Form a High-Level Talent Cultivation System and Provide Service and Guarantee for Implementation of the "Double High-Level Plan" Project

With the continuous promulgation of documents including the Implementation Plan on National Vocational Education Reform, and Vocational Education Quality Improvement Action Plan (2020-2023), the top-level design and strategic deployment of China's higher vocational education in the new stage of quality development have initially taken shape. "Double High-level Plan" is an important pillar of "integrated planning" of vocational education. It is another milestone strategic measure in the development history of higher vocational education in China, and it is of epoch-making significance to realize the modernization of vocational education. the ultimate goal of the "Double High-level Plan" is to form a high-level talent cultivation system to provide high-quality technical personnel and skilled talents for Chinese industries to move towards the mid-to-high end global industries. the formation of high-level talent cultivation system is inseparable from labor education. (X_JP), General Secretary of the (C_P) of China Central Committee and Chinese President, pointed out at the National Education Conference that it is necessary to strive to build an education system for the comprehensive cultivation of morality, intelligence, physique, aesthetics and labor, and form a higher-level talent cultivation system. It is necessary for students to participate in service labor, production labor through practice and training inside and outside colleges to strengthen the practical ability and operation ability of higher vocational students, run labor education through the discipline system, teaching system, teaching material system and management system, and build an education system for the comprehensive cultivation of morality,

intelligence, physique, aesthetics and labor, so as to form a high-level talent cultivation system to foster more skilled craftsmen and great national craftsmen for the new era. Therefore, labor education and the "Double High-level Plan" are both the strategic deployment contents of the Implementation Plan on National Vocational Education Reform. They have the same era background and main purpose. They are related, integrated and consistent in objectives. Labor education helps it ensure providing service and guarantee for implementation of the "Double High-level Plan" project.

2.3 Innovate Education System, and Reflect Distinctive Characteristics of Vocational Education

The Opinions on Comprehensively Strengthening Labor Education in Universities, Primary and Secondary Schools in the New Era explicitly points out that labor education is an important content of the socialist education system with Chinese characteristics, which directly determines the labor spirit, labor value orientation and labor skill level of socialist builders and successors. From the perspective of educational system innovation, this judgement determines the important position of labor education in the educational system and the special position of labor education in all-round development education, which is of great significance. It has been 41 years since China began to establish vocational universities in 1980. Higher vocational education has played an important role in improving national quality, adjusting new industrial structure and promoting employment. It shoulders the important missions of the supply-side structural reform of human resources in the new era and fostering a large number of great national craftsmen and skilled craftsmen. At present, higher vocational education is experiencing unprecedented changes, gradually striding over the stage of scale expansion to enter a new stage of seeking high-quality development [1]. Higher vocational education is the type of education that is most closely related to industrial development. Its high-quality development must strengthen the labor education of higher vocational students. the "Double High-level Plan" opinions clearly point out that labor education should be strengthened, and it is necessary to cultivate morality, improve intelligence, and build body and esthetic education through labor. As a carrier and approach of talent cultivation, labor education in higher vocational colleges has distinct characteristics, and it has the same important role as moral education, intelligence education, physical education, and aesthetic education [2]. It is necessary to strengthen labor education, improve the cultivation of vocational ethics, craftsmanship spirit, and professionalism of higher vocational students, and guide higher vocational students to become contemporary professionals with the enthusiasm and dedication in work, sprits of excelsior, hard-working, solidarity and team spirit. This is the general trend, the need of the

times, and the basis for development.

3. BASIC STRATEGY OF LABOR EDUCATION IN HIGHER VOCATIONAL COLLEGES IN THE CONTEXT OF "DOUBLE HIGH-LEVEL PLAN"

"Double High-level Plan" is a major decision of national education, which is related to building the higher vocational education type with characteristics, the discourse system and standard system of higher vocational education, and the development path of vocational education with Chinese characteristics. Therefore, it is necessary to correctly understand and grasp the overall goal of the "Double High-level Plan", fully understand the important guarantee role of strengthening labor education in promoting the implementation of the "Double High-level Plan", implement targeted labor education, and spare no effort to cultivate socialist builders and successors in the new era, which are the only way. Focusing on the training objectives of higher vocational labor education, it shall mobilize higher vocational students' resources of families and society from three aspects of cognition, emotion and behavior to participate in an all-round way to improve the labor quality of higher vocational students.

3.1 Guided by Craftsman Spirit, Strengthen Labor Cognition Education

Cognition refers to people's views of something or a certain object. the motivation behind a person's behavior is restricted by cognition. At present, higher vocational students generally have weak labor awareness and incorrect labor cognition under the influence of incorrect labor cognition from families and society [3] Spiritual guidance is required to establish a correct labor concept. the craftsman spirit is an excellent spirit based on a certain professional ethics and ability, which conforms to the mainstream social values and meets people's expectations of spiritual strength. At the same time, higher vocational colleges undertake the role and mission of cultivating craftsman skills and craftsman spirit, and should re-enact the leading role of craftsman spirit and strengthen the labor cognition education of higher vocational students.

3.1.1 Create an Environmental Education Atmosphere

The manifestation of the craftsman spirit needs the material environment and role models as carriers. on the one hand, in terms of the physical environment, it is necessary to create a strong craftsman spirit education environment in the campus environment where vocational students have the most activities. In practical training rooms, teaching buildings and other venues, bulletin boards and LED screens are used to vigorously create an atmosphere of learning from skilled craftsmen in the form of cultural symbols. on the other hand, in terms of role models, it is necessary to fully excavate role models of skilled craftsmen from teachers, students, and college-enterprise cooperation partners, invite them to share and exchange. Meanwhile, it is necessary to use college's official website, official account and other network media to show their typical deeds of craftsmanship spirit, so that students can learn from the deeds of craftsmen around them [4]

3.1.2 Establish a Base for Famous Teachers and Craftsmen

The establishment of a famous teacher and craftsman base is conducive to better expanding the labor education platform of higher vocational colleges, allowing students to receive labor education in the process of learning from famous teachers and craftsmen, and correcting labor concepts, improving labor cognition and the effectiveness of labor education. First, colleges could set up a master studio. Higher vocational colleges could recruit talented craftsmen who have influence in the industry and enterprises to join teacher group, so that they can teach and apprentice students in colleges, and give full play to the role of "instructing, helping and leading". This could make students better understand the connotation of craftsman spirit while they imparting skills to students, so that students can inherit and carry forward the craftsman spirit. Second, colleges could set up a model worker studio. Based on the needs of jointly cultivating talents by vocational colleges and enterprises, they could set up a joint labor model studio and invite industry professionals and outstanding college fellows to participate in together. This model realizes student-oriented and action-oriented study, and allows students to strengthen the implantation of craftsmanship spirit and labor consciousness in the process of learning, thereby cultivating labor awareness.

3.2 Take Social Support as a Guarantee to Cultivate Positive Labor Emotion

Emotion is people's attitude and experience of whether objective things meet their own needs. the purpose of labor education in the new era is to guide higher vocational students to love labor, enhance their sense of satisfaction, happiness, and gain in labor, and be able to work hard, honestly and creatively after getting jobs. Labor education has the characteristics of openness, and requires the cooperation inside and outside the college, and family and society jointly play their roles in it. In this way, labor education can get twice the result with half the effort [5] the "Opinions" clearly points out that society needs to support labor education. This puts forward requirements for families and society in the implementation and promotion of labor education.

Affected by the ideas that the one who studies to become a scholar stays on the highest rung of the social ladder and the society puts more emphasis on mental labor rather than manual labor, many parents have incorrect labor concepts, and even some parents oppose their children to go to vocational colleges. Parents are the first teachers in the growth process of their children. To this end, it is absolutely imperative to help parents establish a correct concept of labor,

give play to the basic role of the family in labor education, and cultivate the habit of labor consciousness and initiative.

Thoughts such as "once for all" and "reap without sowing" can be found everywhere in today's society. It is necessary to make the society support labor education, promote the spirit of labor through TV, the Internet, etc., encourage and commend advanced labor workers, advocate that there is neither lowliness nor nobleness in labor and career, and create a new fashion which leads the whole society love labor.

3.3 Support by Professional Skills and Strengthen Labor Behavior Education

Behavior refers to the outward activities that are dominated by thoughts. Higher vocational education is a professional education that is directly oriented to the career and directly connects to the job position. the professional skills of higher vocational students are the foundation of their career, and the ultimate goal of professional learning is also to meet the essential needs of labor production. For this reason, higher vocational labor behavior education and professional education are consistent and coupled. the only way is to have the majors as the base, improve skills, strengthen labor behavior education, and reflect the characteristics of labor education in vocational colleges.

3.3.1 Define the Goal of Talent Training

The goal of talent training in higher vocational colleges is to cultivate high-quality technical personnel and skilled talents, skilled craftsmen and great national craftsmen, aiming at the frontiers of economic and social development for "advanced, sophisticated, and cutting-edge" talents and reflecting labor education in the talent training in higher vocational colleges. Therefore, it is necessary to scientifically and rationally increase the elements of labor education in the education and teaching management process, and in the training and education processes of pre-employment and post-employment, so as to make students adapt to the new requirements of the new era for technical talents.

3.3.2 Improve the Teaching Management System

The integration of labor education into the teaching management system is an inevitable requirement for improving the professional skills of higher vocational students [6]. First, it is necessary to penetrate elements of labor education in the curriculum. All higher vocational colleges need to set up labor education courses. At the same time, the professional courses are guided by the goal of talent training, the courses should be closely linked to the actual production and life, and they should demonstrate the characteristics of professional skills. Internships should focus on cultivation of students' professional identity, professional quality and professional ability, that is to cultivate new-era workers with higher vocational characteristics through labor education courses, professional courses, internships, cooperative effort which have particular emphasis.

3.3.3 Strengthen Joint Construction and Education by Colleges and Enterprises

College-enterprise cooperation is an important work point for labor education in higher vocational colleges. In the in-depth cooperation, they need to make higher vocational students realize the correct labor attitude and labor behavior under the new business forms, and put professional factors into the labor, to ultimately help them improve professional ability, achieve high-quality employment, and become the backbone of industries and enterprises. First, college-enterprise internship cooperation could be adopted. During the process of course study, colleges make students visit and participate in labor in enterprises, so that students can improve their labor skills and experience corporate culture in a dual workplace for practice. Second, colleges and enterprises could jointly develop courses. Colleges invite enterprise personnel to participate in the revision of the talent training plan and the development of the curriculum. At the same time, the spirit and the production practice process of enterprise can be incorporated into college-based textbooks. Third, an off-campus labor practice base could be established. According to the characteristics of major, an off-campus labor education base could be established to allow students to go out of the classroom, enter the enterprise, and experience the importance of craftsmanship spirit and the greatness of labor in real labor production.

4. CONCLUSION

Labor education plays an important role in the process of cultivating high-quality technical and skilled talents. In the context of the "Double High-level Plan", the integration of labor education throughout the entire training process of vocational students is an important aspect of talent training and promoting the all-round development of vocational students. It is necessary to strengthen the labor education of higher vocational students, so as to enhance the recognition of higher vocational students on labor and workers, love labor, and then work actively, thus contributing to the new journey of socialist modernization in an all-round way.

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The Value of Dictation as a Teaching Tool in Efl Listening Comprehension

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Abstract: Disctation has now been associated with traditional English teaching methods and discouraged in teaching practice. In order to uncover EFL learners' problem with listening and explore to what extent dictation can make a remedy to the problem, a research is conducted through interview a teacher and three students. It found out dictation can be an effective tool to improve students listening comprehension especially decoding and confidence. It suggests dictation may work as a helpful self-learning method outside of class.
Keywords: Dictation; Decoding; Confidence

1. INTRODUCTION

Dictation the listening technique of writing down what is spoken enjoys great popularity in English learning in China. With the spread of online learning via internet dictation materials together with e-dictation tools or dictation apps are provided in English learning websites for English learners to carry out dictation on a regular basis. In my workplace, dictation is the most widely used teaching device of listening comprehension. Though dictation is proposed as a helpful way to improve listening and other language skills [3] the value of dictation as a teaching method is questioned by supporters of Communicative Language Teaching Approach [6] who associate dictation with the outdated teacher-centred traditional method in the language classroom.

In order to explore the value of dictation practice in listening instruction I conducted a a qualitative research by interviewing a teacher and two students who have carried out and experienced dictation activities with the hope to find out the difficulties learners have with listening comprehension and to what extent dictation is useful in helping to overcome some of these problems and develop learners' listening comprehension.

2. LITERATURE REVIEW

2.1 The Nature of Listening Comprehension

Listening comprehension is viewed as a complex process which involves the interaction of bottom up and top down processes [3], which is similar to Field's [2] model of as decoding and meaning building processes. According to Field the terms"bottom-up"and"top-down"views cause misconceptions on listening comprehension that"bottom-up" or "top-down" processes are separated and contrasted(p. 133). In line with Field's viewpoint, I would like to apply the terms of"decoding"and"meaning building"when talk about the processes involved during listening comprehension. Listening requires a listener to apply all the existing linguistic knowledge or non-linguistic knowledge he or she possesses. This could be especially difficult for English as a foreign language (EFL) listeners, who may encounter difficulties in both decoding or meaning building processes for their limited linguistic knowledge and schemata of the target language [3]. Unlike readers decode the reading text by visual information, listeners rely on their phonological knowledge to deal with the sound signal. the phonological rules of the target language are unfamiliar to EFL listeners. In fast speech of English there are many phonological features absent in the mother tongue of the EFL listeners. Just knowing the pronunciation of a particular word in isolation is insufficient to successful identification [2]. the speed of speech is determined by the speakers and most probably spoken for only once, which requires listeners'immediate understanding [2]. Listeners should have the automatic processes so as to decode the incoming input from smaller units to larger units and use various sources of knowledge to construct meaning without much time of thinking. "The more automatic the listener's processing, the more efficient it will be"[1]. Compared with reading listening is even more highly demanding in automatic processing.

2.2 The Significance of Training Decoding Ability

The problems exist among my students are similar to the the major sources of the listening problems reported by EFL listeners [1], which are strongly connected with perception. For the EFL listeners especially inexperienced listeners intensive practices on building up their decoding ability are worthwhile in facilitating sound-word match, automatic processes of the acoustic input and enhancing confidence in listening comprehension. One method of decoding practice proposed by many researchers [6] is dictation. Dictation is an activity that listener listen to a passage and write down what they have heard. the passage is usually read aloud more than once. Dictation is widely recognized as a decoding practice or a classic intensive listening activity [3]. With no"context"or"obvious communicative situation"dictation is focused on the"local, literal and linguistic level"of understanding rather than"inferred meaning"[1], and listeners are forced to rely mostly on the acoustic input and their linguistic knowledge during listening. Dictation gets two processes involved listening as input and writing as output. During the listening process listeners depend on perceiving the sound features through their ears to identify the words [2]. Aspects of language knowledge are used to match sounds with words, recognize the chunk. Listeners' awareness on their

problems with lexical segmentation can be increased. the repeated listening during dictation can help the listeners to"puzzle out for themselves the correct words"[2] by making prediction or revising their prediction. Dictation helps listeners improve listening skills and short-term memory. In addition to recognize the words, listeners have to retain them in the short-term memory so as to write them down [1]. By dictation, listeners may acquire skills to recognize words fast, divide the incoming input into meaning groups and store them into memory. With the improvement of decoding and listening skills the listeners ability to have high automatic process will be improved and their short-term memory span can be prolonged. Forced to produce comprehensible output, apart from the pronunciation of a word listeners need to attend to linguistic form of the coming input during writing. In this sense, dictation goes beyond listening and gets writing ability involved in [1]. Taking the function of dictation in decoding process and development of language skills into consideration, will dictation be a potential valuable teaching method to fit in my context? With the rationale to explore about the issue, I conducted the following research.

3. METHODOLOGY

In order to obtain information about the listeners'problems and the perceived effectiveness of dictation in the solution of their problems from both teacher's and listener's perspectives I chose to conduct semi-structure interviews which lasted for 15 minutes. the interview questions for teacher and students are based on the relevant literature review. I have piloted the interview questions with a college English teacher and one of her student separately and modified the questions before the real interviews. During the real interviews questions asked might be stated in other words or altered. I conducted the interviews in Chinese for the flow of communication. the interviews were recorded then transcribed and translated into English. The participants are a teacher and two students in my work place. the teacher has a ten-year English teaching experience with English majors and has been teaching listening for about five years. the two students are English major freshmen and attend a 90-minute listening class once a week. Listening is a basic course which lasts for two academic years. As dictation is included in the National Test for English Majors Band Four which the English majors in my school take part in the forth semester dictation constitutes a part of listening practice in the class. the interviews are based on their own willingness and permission. the interview for each participate lasted for 15 minutes and was done in privacy. Their real names are not used. the teacher will be called as Miss Chen, the students as Linda and Shelly. the sound recordings and transcripts of the interview are used only for this essay but not for other purpose.

All the materials provided by Miss Chen are standard dictation audio-taped by a standard-English speaker.

According to Miss Chen, the dictation practice was usually conducted in the initial 15 minutes of listening class every week. Before taking the first week's dictation Miss Chen trained her students how to score dictation. At the implementation stage of dictation no pre-listening activity was provided for students before dictation. After finishing dictation students were asked to check with the transcript provided by Miss Chen and score their outcome of dictation individually or in pairs. Finally, Miss Chen gave feedback to the whole class. the findings of the study were mostly based on small-scaled data connected with a particular teaching context which may not be generalized in other situations. the data collected from interview about the effects of dictation are teacher and students'perceived improvement in listening comprehension, so the findings may be subjective compared with experimental research and influenced by the truthfulness of the data.

4. FINDINGS

4.1 Students' Problems with Listening

When they are talking about"teaching or learning listening", both the teacher and the students consider listening "difficult", but the students views of the degree of difficulty are slightly different from each other due to their former educational background in English. the frequent use of words related to linguistic knowledge and topics indicates they see pronunciation, speech rate, words, grammar and topic or background knowledge as listening problems. However, each of them identifies some other sources of difficulties during listening. According to Miss Chen, genre is also a source of listening difficulty. Miss Chen also highlight students reliance on decoding process when listening to materials of unfamiliar topics. the students performance of dictation shows students mainly depend on their limited linguistic knowledge during listening and meet with a substantial amount of perceptional problems such as mispronunciation, mishearing a word by similar pronunciations, misjudging word boundaries. Apart from linguistic knowledge and background knowledge, Miss Chen attributes"lack skills and methods in listening" to"hard for students to make progress". Apparently she notes students'weakness in how to listen effectively. Unlike the teacher who focuses mainly on the students difficulty in knowledge conveyed by the acoustic input or listening skills and strategies, the students concern about the affective factors when they come across difficulties during listening. They associate the features of listening tasks and listening materials with their negative feelings such as"crazy", "nervous", "pressured" and "distracted"which implies students have difficulties in adjusting their psychological state to listening.

In summary, the above findings are consistent with the reported listening difficulties in literature, showing the students'sources of the difficulty lie in both decoding and meaning-building processes [3]; when taking

dictation, substantial amount of perception problems still exist. Besides, they lack both listening experience and listening strategies to perform listening with confidence.

4.2 The Effectiveness of Dictation in Solving the students' Listening Problems

According to the response to the interview question about improvement in listening comprehension after carrying out dictation practice, both the teacher and the students are sure about"progress in listening"in different aspects. Specifically results of items on their impression are related to decoding process, meaning-building process, automaticity, confidence in listening and the development of other skills. Comparing students performances in the process of taking dictation for the first time with the later ones, Miss Chen is very positive about students progress. the progress in linguistic knowledge grammar, lexical, especially pronunciation, automaticity is recognized by both the teacher and the students. the students claim their awareness of grammar and phonological features are increased. In view of linguistic progress, Miss Chen holds that dictation promotes productive skills such as"writing or speaking"by increasing students' attention to "attention to pronunciation, grammar or punctuation"and fueling students with "vocabulary or expressions". When talk about the meaning-building process both the students agree that they can understand the listening material in general but they are not sure about "some details". Miss Chen thinks through repetitive listening dictation helps students learn about a particular topic or genre and increase their background knowledge which not only facilitates decoding process but also contributes to the future listening. Dictation is perceived by Miss Chen as an activity in which learners have to rely mostly on decoding process for"No clues are provided for them in advance"and"they hardly guess about the words or meaning and they have to rely on their language knowledge". Referring to the dictation process, the high frequently used words such as "write", "spelling", "grammar", "punctuation"in students'response indicate that they focus more on the linguistic form than meaning of the listening text. the combination of their perception on dictation shows that dictation is primarily a decoding exercise. In addition, both the teacher and the students realize that dictation provides opportunities to remedy their teaching or learning through the process of"score dictation exercises". the students learn to detect errors by comparison with they've written with the transcript, actively explore their methods to solve these problems, gradually build up their confidence in listening. When the students are talking about how they take dictation, they reflect on their problems of writing speed, word recognition, limited memory etc. Instead of passively listening, they develop their own method of taking dictation. Shelly develops ability of guess "based on pronunciation" or context and background knowledge

to"make up for the previous listening". For the teacher's part, data about students errors and listening behaviour helps her to make adjustment to her teaching.

4.3 Disagreement of Views on the Use of Strategies during Dictation among the Teacher and Students

According to the responses of interview questions, there is discrepancy between the teacher's and the students'views on the application of listening skills or strategies. Both the students claim they know the skills or strategies taught by the teacher but find it"hard to use it"for they have limited time to think about other than writing. Linda thinks she has"already formed a habit of listening. It is hard to change it and form a new habit"and Shelly thinks"these skills are for skilled listeners"and prefers to"use my own method". In contrast, Miss Chen considers the lack of practice is a crucial factor in the development of listening skills. Their disagreement on the issue gives evidence that listening skills and strategies use tends to be contextual and related to individual differences (Field, 2008). When it comes to the necessity of dictation in classroom instruction, Miss Chen admits dictation's role in "building up language foundation" for lower-level learners but doubts its value in advanced-level learning. Considering its limitation on"real-life"listening, communicativeness and time spent on dictation, she proposes this"accurate listening"is"better for students self learning". However the students approve of the use of dictation in classroom for they think they are"more engaged" in the classroom setting than in self-learning setting.

5. DISCUSSION AND IMPLICATIONS

The findings from interview confirms dictation's function as decoding practice advocated by some researchers [3]. Dictation can help learners overcome the listening difficulties caused by pronunciation, speech rate, words, grammar and build up a good linguistic foundation for listening. With the improvement in linguistic knowledge listeners can move to high automaticity and step forward to competent listeners [6]. Dictation may build up listeners'confidence in listening and be actively engaged in learning. Therefore, dictation can be a good diagnostic approach to the decoding process for students who have very limited listening experience and have many perceptual problems [2]. Though it is found that the general meaning of the listening text is understood by the students, it is still a controversial issue to what extent dictation facilitate meaning-building process. According to the participants in the interview, the listeners focus more on the language than meaning during dictation; the use of non-linguistic knowledge is more to compensate for word recognition than aid understanding. Wilson [5] concerns the danger of dictation"decode words without considering the meaning of the whole sentence"(p. 91). It is possible that even though the listeners can easily write down a segment based on the

pronunciation they may haven't understood the meaning. Dictation activity needs to be handled with caution so as to avoid mechanical writing.

In my research, the reason why the application of dictation in the classroom instruction is supported by both the teacher and the students in my research is the wash back of the English test. the students in the research have limited intensive listening practice in their previous education. They are highly motivated and ready to practice dictation during classtime. the teacher mentions dictation can be a dull and time-consuming activity which may not be welcome by some other students especially the demotivated students. Her view is in agreement with Ross [4] who recommended dictation as a self-study method for informal learning setting. It is worthwhile for teachers to take the students perception of dictation into consideration when implement this method in classroom instruction.

Dictation activity can be evolved into a great ease, more interactive model in the classroom setting such as dicto-gloss, jigsaw dictation, fast-speed dictation and running dictation [4]. To mininize the negative effects of dictation on listening, teachers can tune the variations of dictation into their own teaching context.

6. CONCLUSION

This essay investigates the effectiveness of dictation on listening comprehension. Findings show dictation can be a good activity to facilitate decoding process. It facilitates listeners'listening strategy development and builds up the listeners'confidence in listening. With the combination of comprehensible input with comprehensible output, it makes listeners move from comprehension to acquisition and improves the listeners multi-skills [4]. Though as a listening activity it lacks communicativeness and authenticity, it can be a valuable teaching method of training listening for EFL listeners in large size classes.

Teachers who plan to carry out dictation in the classroom setting may need to consider the factors such as students language level, motivation of learning, individual learning styles and students'perception of dictation, class time and topics of materials so as to facilitate students'listening development and real-life communication in future.

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Countermeasures To Promote the Sports Participation of Rural Left-Behind Children

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Abstract: As one of the important teaching contents stipulated in China's educational policy, physical education teaching is the specific requirement of cultivating all-round developing socialist builders and successors in the new era background. Especially for the rural left-behind children, through the physical education teaching activities inside and outside the class, based on teaching students' systematic physical education knowledge and skills, can effectively improve the health level of students. In this regard, this paper will analyze the practical problems faced by the rural left-behind children in participating in good sports activities, and analyze the specific reasons affecting the participation of the rural left-behind children in sports, to discuss the specific measures to promote and improve the rural left-behind children to participate in sports.
Keywords: Rural Left-Behind Children; Physical Education Courses; Countermeasures

1. PRACTICAL PROBLEMS OF RURAL LEFT-BEHIND CHILDREN PARTICIPATING IN PHYSICAL EDUCATION COURSES

As an important teaching content of implementing the national educational purpose, the school's physical education curriculum provides a concrete material guarantee for the comprehensive development of students' comprehensive quality. Through physical education courses, the physical quality of students is effectively enhanced based on developing students' physical strength. However, since left-behind children in rural areas participate in physical exercise and physical activities, they still face many practical difficulties. Based on the actual situation of rural left-behind children, the practical problems faced in rural physical education teaching are analyzed. Through the targeted exploration and implementation of relevant reform measures, to promote the sports participation degree of rural left-behind children. In order to realize the comprehensive and healthy development of rural left-behind children, to provide specific and effective sports participation countermeasures.

1.1 Weak awareness of physical exercise

On the one hand, due to the lack of education and lack of cognitive awareness of physical exercise, it leads to the weak awareness of left-behind children. In particular, the long-term absence of parents as guardians makes it difficult for left-behind children to form physical exercise awareness in the process of lack of family education. On the other hand, in the process of lacking systematic physical education teaching, left-behind children in rural areas are in a state of unconscious cognition of physical education activities for a long time. Some children only rely on their playful and active nature to carry out related game activities, which cannot well form a systematic physical education cognition concept.

1.2 Lack of sports professionals

At present, there is a practical situation of the lack of physical education professional teaching talents in schools in rural areas. Restricted by the actual situation and curriculum arrangement of local schools, coupled with parents and schools 'excessive pursuit of graduation rate and students' cultural performance, some physical education courses are superficial and occupied by the main course teachers. Therefore, most of the physical education teachers in schools are other teachers, and there is a lack of professional physical education teaching talents. Coupled with the outdated and backward physical education teaching concepts and teaching methods, it seriously affects the sports participation degree of left-behind children in rural areas.

1.3 Lack of sports infrastructure

On the one hand, the development of sports infrastructure in township areas is not balanced, and sports equipment is short. Due to the actual economic conditions, the financial affairs of some areas cannot undertake the construction of sports venues and sports facilities. On the other hand, the sports venues and facilities built in some areas in accordance with the unified requirements of the government ignore the development needs and actual situation of left-behind children. In addition, the shortage of sports equipment makes it difficult for most left-behind children to achieve effective sports participation.

2. ANALYSIS OF THE REASONS AFFECTING THE PARTICIPATION OF RURAL LEFT-BEHIND CHILDREN IN PHYSICAL EDUCATION COURSES

First, because the school adopts the traditional teaching concept and separates teaching from physical education, it is difficult for some students to form the consciousness of sports participation under the condition of education imbalance. Influenced by the traditional concept of exam-oriented education, the physical education courses in rural areas are often occupied by other cultural courses. Under the influence of long-term rigid teaching concept, it not only restricts the teaching quality of schools, but also affects the formation and development of students' physical exercise consciousness.

Secondly, the government's supervision of rural policies and regulations is insufficient, which is also one of the reasons for the low participation of rural left-behind children in sports. Although the government departments have invested a certain amount of manpower, material resources and financial support, but due to the inadequate process supervision, it is difficult for some materials input

to effectively meet the sports development needs of rural left-behind children.

Finally, the government and the school physical education professional talent management is not in place. the lack of physical education professionals also restricts and affects the participation of sports activities of left-behind children in sports. Due to the lack of professional physical education teachers, it is difficult for students to form a correct physical education understanding in the process of separating cultural education from physical education. Students who have been free from physical education for a long time and lack of professional teachers' physical education knowledge teaching and sports skills explanation, which eventually leads to the low physical education participation of left-behind children.

3. SPECIFIC MEASURES TO IMPROVE THE SPORTS PARTICIPATION OF RURAL LEFT-BEHIND CHILDREN

3.1 Strengthen policy support and promote the development of physical education

First, with the comprehensive development of the national poverty alleviation work, the implementation of education poverty alleviation in rural areas has become an important part of the government's poverty alleviation measures. In view of the practical difficulties of rural left-behind children participating in sports activities, the government needs to carry out targeted poverty alleviation work in the field of rural sports through the effective combination of policy and practice. Therefore, the government part should drive the development of sports in rural areas through the effective combination of policy and practice. By strengthening the publicity efforts, to guide people to participate in the practice of sports activities. By strengthening the development degree of sports in rural areas, it provides a preliminary policy guarantee for implementing the physical education of rural left-behind children.

For example, in combination with the actual situation of the rural areas, to carry out relevant sports activities in line with the local conditions. By promoting and promoting local related sports activities and sports stars, the demonstration and driving effect of sports activities is promoted based on initially attracting people's attention. Based on strengthening the mass sports participation, to provide the corresponding basic support for the sports activities of rural left-behind children.

Secondly, the government departments should provide specific material guarantee for the sports participation of rural left-behind children through the actual construction of sports facilities. On the one hand, the construction of sports venues and sports facilities can drive the development of local sports undertakings, and promote the government's investment guarantee and policy support based on attracting investment for the optimal transformation of local enterprises. Driven by the actual economic benefits, strengthen the awareness of sports participation in rural areas. On the other hand, the government departments should strengthen the construction of sports infrastructure in rural areas, and can meet the needs of the sports activities of rural left-behind

children in the physical environment. In the process of the construction of sports venues and sports facilities, the government departments should fully investigate and understand the opinions and needs of the local people, and carry out scientific and reasonable planning and construction work according to the local population situation and age level in rural areas.

Finally, the government should cooperate with towns and families to do a good job in the supervision and management of left-behind children's participation in sports activities. On the one hand, the government should include the sports participation of left-behind children into the township assessment work, and ensure the implementation of relevant policies and measures through irregular supervision and inspection. On the other hand, the government and township staff should actively contact with the guardians of the left-behind children, and fully ensure that the children can actively carry out physical exercise through the joint participation of family, school, and society. Based on strengthening students' participation, improve the physical quality of rural left-behind children.

3.2 Spread sports knowledge and cultivate physical exercise awareness

First, the government should increase publicity efforts to improve the awareness of left-behind children in rural areas on sports participation and physical exercise. Left-behind children are faced with the long-term lack of actual guardians, and their parents are difficult to play a direct regulatory role due to various reasons. Under the background of the lack of family education, most left-behind children have the actual situation of weak physical exercise awareness and basic physical knowledge. In this regard, the government departments can carry out a variety of ways of sports knowledge dissemination work through the local publicity departments. Including traditional TV, radio, as well as short videos in the era of the background of new media, public accounts and other information dissemination means, to people in rural areas to publicize the value of physical exercise and the positive significance of sports activities to participate in sports activities.

For example, in the sports publicity activities for rural areas, the government departments can cultivate and arouse the students' awareness of sports participation by inserting animated brochures, as well as regular and quantitative sports news broadcasts. In the process of popularizing the basic knowledge and value concept of sports, the wrong concept of "only achievement and only score" in rural areas is gradually changed, so as to create a good atmosphere and public opinion environment for left-behind children in rural areas to participate in physical exercise and sports activities.

Secondly, the government departments can carry out the corresponding sports and cultural activities and practical activities, for the rural left-behind children, and effectively promote them to participate in the sports activities. For example, government departments can set up sports days in relevant towns and townships to attract the actual participation of left-behind children by enriching various sports and recreational activities

through the publicity work of local rural committees. And in the process of activities, the corresponding reward mechanism is set up to stimulate the interest in sports of left-behind children in rural areas, and to lay a preliminary foundation for the formation of good physical exercise habits.

Finally, relevant sports champions are invited to carry out practical sports publicity activities to mobilize students 'interest in sports participation with the champions' exemplary behavior and outstanding achievements. Especially for left-behind children in rural areas, guiding and encouraging students to set role models in the basic stage cannot only fully arouse students 'admiration for the sports champion, but also guide students to adjust their behavior with the example power of the champion, to strengthen students' interest in physical exercise.

For example, invite table tennis, women's basketball, or women's football players to conduct field publicity or technical guidance activities, and guide students to understand and learn the basic work in the process of sports publicity. Through the example demonstration effect of athletes and champions, mobilize the initiative and enthusiasm of students in sports participation, so that they can form the consciousness of physical exercise based on obtaining the sense of participation and happiness.

3.3 Introduce sports talents and guide students to exercise scientifically

First, as the main place for students 'activities and learning, schools should set up relevant sports activities to promote students' sports participation. According to the principles and policies of education and the requirements of the government's sports development, schools should carry out physical education according to the relevant physical education concepts and focus on the physical education curriculum standards and physical education teaching objectives. Therefore, school leaders and relevant responsible persons should establish and improve the sports activity management system according to the age characteristics and physical and mental development of local left-behind children. And through a certain assessment mechanism, to promote students to actively participate in the process of physical exercise. In this process, the school should establish a good students' sports records, through the education bureau or local government departments, to ensure the steady implementation of school physical education.

Secondly, the government and schools should strengthen the construction of PE teachers in primary and secondary schools in rural areas. In view of the actual situation of the lack of professional physical education teachers in rural areas, the government departments and schools should promote the effective improvement of the school physical education teaching quality and teaching effect through the targeted normal university student's introduction plan. Schools and the government should provide specific financial support for township teachers, including rural subsidies and accommodation subsidies, and encourage physical education teachers to stick to the rural education work. On the basis of the strong support of the school, PE teachers should design physical activities and PE teaching content based on the actual development of left-behind children.

For example, physical education teachers can carry out basic teaching according to the movements of broadcast gymnastics, and in the process of carrying out relevant physical activities, guide students to develop preliminary physical exercise habits. By teaching basic sports knowledge and sports skills, students can help to form and improve the awareness of physical exercise, and then guide students to participate in sports activities with a positive attitude, and realize the steady improvement of the health level and physical quality of left-behind children.

Finally, the government and towns should encourage the relevant volunteers and caring people to participate in the rural physical education construction activities. On the one hand, local governments can form partnerships with regions with high economic development. To promote the professional development of rural physical education teachers through targeted communication activities, to provide more scientific physical education teaching services for left-behind children. In addition, through the donation of idle equipment in economically developed areas, to provide the corresponding facilities for physical education teachers to better carry out education and teaching activities. On the other hand, the government and towns can form an internship and docking relationship with relevant normal universities. Guide the students of related sports majors to join in the rural education activities, and bring new sports cognition and activity experience to the left-behind children in rural areas through the students' learning and practice activities. Based on strengthening students' interest and guiding physical education teaching scientifically, the long-term development of sports participation situation of rural left-behind children is realized.

4. CONCLUSION

Through the unified guarantee of the government, schools and teachers, students 'sports participation is strengthened based on mobilizing students' enthusiasm in physical exercise. In view of the practical difficulties of left-behind children in rural areas, the guidance and guarantee role of government departments is carried forward. In the process of strengthening the construction of physical education courses, the physical education activity management system is constructed. By cultivating and improving students 'sports awareness, fully stimulate students' interest in participating in sports. In the process of combining teachers' professional guidance of physical activities, to help students to master the basic knowledge and basic skills of physical exercise. Through the coordination of various educational forces, the participation of sports participation of rural left-behind children will be steadily improved.

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Development Countermeasures of Sports Participation to Promote the Social Adaptation of Rural Left-Behind Children

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Abstract: In order to obtain a higher economic release, more and more people began to choose to go out to work, must leave their children in the countryside life, the left-behind children in rural China have become a very serious problem of social development. This paper studies the development countermeasures of sports for children's social adaptability, and summarizes the existing problems of left-behind children, hoping to promote the social adaptability of left-behind children through sports.
Keywords: Sports; Rural Areas; Left-Behind Children; Social Adaptation

1. SPORTS AND THE SOCIAL ADAPTABILITY OF RURAL LEFT-BEHIND CHILDREN

In China's underdeveloped areas, people seek large-scale population mobility to seek economic income, resulting in many left-behind children, who will also become the population of China's future human resources. Due to the little companionship of parents and relatives, the physical and mental health of left-behind children is low. China's current aging is very serious. Left-behind children are the human capital of China in the future, so we should pay attention to the physical and mental health of left-behind children. Only in this way can we promote social stability and promote sustainable social development.

China attaches great importance to the importance of rural issues. In 2005, the mental health of left-behind children became a hot news. In recent years, the topic in the social science fund project. Through investigation and research, it is found that there are a series of physical and mental health problems for left-behind children in rural areas. According to foreign studies, sports is the main method to promote children's physical and mental health, so we should pay attention to using sports to promote the development of social adaptability of rural left-behind children.

1.1 The social adaptability of rural left-behind children needs to be improved

China will compare left-behind children and floating children, comparing the left-behind children and urban children, according to most researchers think that left-behind children and floating children's psychological overall lower than the left-behind children and urban children, but has a small part of the opposite conclusion, that social adaptation difference between them is not significant, some researchers think that left-behind to children's mental health and social adaptation has caused a positive impact. Some researchers visited left-behind children on the spot, and found out the reasons affecting the social adaptability of left-behind children according to the dependent variables such as the time and age differences of left-behind children, whether their father or mother stay behind, and whether they are intergenerational or collateral care. According to the conclusion, boys should be higher than girls, poor left-behind children are higher than ordinary left-behind children, non-left-behind children are higher than left-behind children, and migrant children should be higher than double left-behind children.

Next, focus on going abroad, known as migrant children or migrant children. Many foreign studies have shown that immigration is not conducive to people's mental health. Migrant children will have more pressure, have more anxiety than normal children, and there are still many internalizing and externalizing problem behaviors. Some experts believe that the psychological condition of migrant children is better than ordinary children, because they can exercise their psychological quality, and they can fully protect their mental health when they immigrated with their families. Therefore, foreign researchers believe that gender and age differences will affect the mental health problems of migrant children.

1.2 Sports to promote the social adaptability of rural left-behind children

The main object of the research on social adaptability in China is between college students and special children. Some scholars believe that physical activity itself is a competitive sport, which has its particularity and contradictory characteristics, which makes sports activities can well improve the social adaptability of participants. Wu Hong, a famous Chinese scholar, also believes that sports activities can cultivate participants' spiritual awareness of overcoming difficulties and increase their psychological endurance, these abilities will lay a good foundation for their future social life. Few scholars in China use sports to study the social adaptability of left-behind children. Through practice, it is found that sports can effectively improve the interpersonal skills, psychological control sense and psychological flexibility of left-behind children. According to different experiments, it can be well proved that sports have little difference on the social adaptability of left-behind children.

In foreign countries, sports is an important part of national culture, and it is believed that sports play an extremely important role in promoting the health of teenagers, so it attaches great importance to youth sports. According to the survey, most teenagers can enhance their self-

confidence and ability to participate in sports activities, and these abilities will affect their attitude towards future life, so it is very necessary for teenagers to participate in sports. Migrant children are special groups, and immigrant children can integrate into the new society through sports. Some scholars believe that sports can well increase the communication and interaction between teenagers, which is also a way for migrant children to understand the local culture and help them find a sense of belonging. In fact, this is not the charm of sports itself, but the self-efficacy brought in the process of sports, which makes the mutual communication between teenagers more convenient and easier to integrate into the society.

2. RURAL LEFT-BEHIND CHILDREN PARTICIPATE IN SPORTS ACTIVITIES, SO AS TO IMPROVE THEIR SOCIAL ADAPTABILITY

2.1 Current situation of PE teaching

According to the survey found that most rural primary schools do not pay great attention to physical education, most of the sports time is to let students play by themselves, and did not achieve a good exercise effect. Physical education teachers do not have a complete teaching plan, nor do they strictly implement the curriculum, and the physical education textbooks are rarely used in the physical education class, making the physical education teaching effect in rural primary schools is not ideal. China is mainly exam-oriented education, so in rural primary schools, schools mainly devote their energy into the examination courses, leaving little funds for physical education, there is no way to ensure the quality of physical education.

2.2 Allocation of physical education teachers

Rural physical education teaching lack of professional physical education teachers, because the rural primary school conditions are not very good, from big cities to economically underdeveloped rural areas, the psychological gap is large, there is no high teaching mood, resulting in very few professional teachers choose to teach in rural primary schools. Some teachers serve as a variety of courses, so physical education is not specialized.

2.3 Imperfect sports facilities

Rural school education funds are limited, the sources of funds are all funded by the state finance, and even some school students' sports funds are only one yuan. According to the actual research, although rural primary schools have track and field fields and volleyball courts, basketball courts and other sports venues, the quality is not up to the standard, and the lack of sports equipment also restricts the participation of left-behind children in sports.

2.4 Physical education in rural communities

In rural areas of China, there are farmers' sports associations, village-level sports activity rooms, civil sports organizations and other sports organizations, but in the actual physical education, they do not play the leading role. Although some rural communities have cultural and sports stations, few people take the initiative to use them, and the village committee and the youth league branch did not play a coordinating role. According to the actual survey, most rural communities carry out only a handful of mass sports activities every year. There are no special sports venues in rural communities, only basketball courts in primary schools. Sports facilities are not available in several villages, which is very common. Even if some rural communities have established sports venues to carry out sports activities, but due to the lack of organizational personnel, the activities cannot be launched smoothly.

During holidays, some traditional sports activities are spontaneously organized by villagers, such as Yangko dance during the Spring Festival, Dragon Boat boat racing during the Dragon Boat Festival, dragon dance during the Spring Festival and so on. Few children can participate in these activities, making the participation of left-behind children very low. Therefore, whether rural communities can carry out sports activities is directly related to whether rural left-behind children can effectively participate in physical exercise.

2.5 Activities of left-behind children

According to the survey, most left-behind children return home to help do farm work as soon as school starts. They do homework or play games in their spare time, and rarely see sports activities. Therefore, the family burden is large, resulting in the left-behind children cannot participate in sports activities well, even if there is free time, there is no appropriate sports for the left-behind children to participate in it.

3. COUNTERMEASURES FOR DEVELOPING RURAL LEFT-BEHIND CHILDREN TO PARTICIPATE IN SPORTS ACTIVITIES

Sports is one of the effective ways for children to improve their social adaptability, but the investigation and research found that rural left-behind children have little sports activities and left-behind children, resulting in the insufficient participation rate of left-behind children, which is the reason for the low social adaptability of rural left-behind children. Most of China's modern sports activities are developed from the cities, and the rural economy is backward, lack of conditions to develop sports, and their own subjective will is not strong. Some local people think that the rural areas do not need sports activities, and it is impossible to do well. However, with the continuous development of China's social economy, rural areas have an economic foundation, the development of sports activities has improved, and people also more realize the importance of health problems, so the concept of developing sports in rural areas has been gradually changed. But for the rural left-behind children, the development of sports is very necessary, which is an important part of education. However, there are still many problems in the actual activities, which require the joint efforts of the country, the society and the family.

3.1 Increase government support

Nowadays, China has paid more attention to sports undertakings, and also increased the reform of physical education. Now, the government should increase the support for the development of physical education for rural left-behind children, constantly invest in education funds, expand the venues of school sports activities, improve the living conditions of left-behind children, and take the initiative to carry out sports activities suitable for left-behind children in rural areas. In addition to

increasing support, the government should also formulate relevant policies to use laws to protect the rights and interests of left-behind children, increase social welfare, and provide professional physical education teachers and professional sports technology to rural schools. Through policy support, we will continuously narrow the gap between cities and towns, promote the ability of rural left-behind children to develop social adaptability, and help them to grow up healthily and happily.

3.2 Create a suitable sports environment for rural left-behind children

With the continuous development of social economy, the living conditions in rural areas of China are gradually increasing, and people also pay more attention to sports, so we should create a suitable sports environment for sports. By establishing service points in rural areas, left-behind children can study independently when no one is watching. It is also necessary to strengthen sports activities, create colorful sports, and improve the social adaptability of left-behind children through interesting games and competitive competitions. At the same time, the rural areas should also purify the environment, increase the publicity of sports, and build a variety of sports equipment in the rural areas to facilitate the left-behind children's sports. With the continuous development of science and technology, the Internet platform can share resources well. When left-behind children play sports competitions, the game video can be uploaded to the online platform, so that parents can intuitively see what children look like, and more people in the society can increase their concern for left-behind children.

3.3 Improve the sports facilities for left-behind children in rural areas

Through field visits, we found that many rural school sports facilities are not perfect, the number of sports equipment is small, the style is relatively single, resulting in left-behind children cannot get effective physical exercise. This requires schools to better develop sports activities for left-behind children, improve sports facilities, and increase the types of sports equipment. Schools should also hold a variety of sports activities for left-behind children, to continuously increase their interest in sports and provide a happy environment for them to grow up. At the same time, in order to better develop the physical education of left-behind children, schools should increase professional physical education teachers. Through investigation and research, most rural schools do not pay attention to physical education, and most physical education classes let children play outside or find other teachers to substitute classes, and there is an extreme lack of professional physical education teachers. Therefore, schools should provide professional physical education teachers for left-behind children to ensure that the physical education knowledge that children learn is professional.

3.4 Strengthen parent-child communication

Most left-behind children are tended by other generations, which is far away from their parents. the lack of effective communication greatly reduces the significance of family education. Parents are children's tutors, children's ideology is deeply influenced by the family, so to cultivate the sports awareness of left-behind children, parents need to set a good example, through parents take the lead to let left-behind children improve their interest in sports activities, mobilize the enthusiasm of left-behind children to participate in sports activities. At the same time, parent-child communication should be strengthened, through communication to teach left-behind children sports knowledge, and can also improve the communication ability in communication. In sports activities, we should constantly improve the physical quality and social adaptability of left-behind children, and promote the physical and mental healthy development of left-behind children.

4. CONCLUSION

Only by improving the social adaptability of rural left-behind children can we promote social stability. Sports is a good choice, through the government to increase support, create a suitable sports environment for left-behind children, constantly improve the rural left-behind children's sports facilities, strengthen the communication between parents and children, can be very good to make left-behind children participate in sports activities, so that children grow up in a healthy and happy environment.

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