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Application Status and Development Trend of Intelligent Electronic Technology

Zehu Feng

Zibo Vocational Institute, Department of Electronic and Electrical Engineering, Zibo 255000, Shandong, China

Abstract: With the development of science and technology, intelligent technology has been widely used in industrial manufacturing and people's daily life. Intelligent technology is closely related to electronic technology. The development and application of intelligent electronic technology is the basis for achieving the strategic goal of a manufacturing powerhouse and improving development quality and core competitiveness. Therefore, this paper explores the application of intelligent electronic technology in the industrial field, and prospects the development trend of Intelligent Electronics combined with intelligent manufacturing and smart home.

Keywords: Intelligent electronic technology; Intelligent manufacturing; Industry 4.0.

1. INTRODUCTION

In the context of the global manufacturing industry's development towards data and intelligence, "Made in China 2025" has clarified the direction for the upgrading and transformation of my country's manufacturing industry. At present, intelligent electronic technology plays a very important role in many fields, accelerating the progress of social economy. The wide application of intelligent electronic technology has greatly improved the efficiency and automation of industrial production, provided impetus for the development of enterprises, Market competitive advantage, while improving the convenience of people's lives.[1-2] The development of intelligent electronic technology is based on measurement technology, semiconductor technology, computer technology, information processing technology, microelectronics, optics, acoustics, precision machinery, bionics and material science and many other disciplines. Through the collection and analysis of information data and processing, the problem can be solved in the best way with the change of external environment. The development of intelligent electronic technology has made manufacturing more convenient, ensuring product quality and work efficiency. [3-4]

At present, with the improvement of production and living standards, intelligent electronic products and smart devices continue to emerge, and people are increasingly dependent on them, bringing convenience to people's work and life. Intelligent electronic technology combines intelligent technology and electronic engineering technology, and it is the main force that promotes the development of manufacturing to intelligent and informatized.

2. THE APPLICATION OF INTELLIGENT

ELECTRONIC TECHNOLOGY IN THE PRODUCTION PROCESS

First of all, the development of intelligent electronic technology has realized the intelligent control of the production line, making remote control and unmanned control possible. At the same time, with the help of intelligent algorithms, fuzzy control and network technology, intelligent electronic communication equipment realizes unmanned control and operation of the controlled object through the judgment of external signals. Intelligent control is also more centralized and smaller with the participation of network and remote-control technology. In addition, intelligent electronic technology can respond well to the complex and changeable external environment and production requirements, and is more efficient and accurate than manual operations. Secondly, in industrial production, in addition to improving the efficiency of automated control to ensure product quality, it also requires timely monitoring and early warning of related equipment failures in the production process. The realization of these functions can maximize the efficiency of automated production line control and system operation. Therefore, the realization of intelligent fault diagnosis is indispensable for industrial production, especially as the complexity and level of refinement in my country's industrial production continue to increase, the corresponding difficulty and complexity of diagnosis are also increasing. Promote. Therefore, if the diagnosis is performed according to the original fault diagnosis method, it will inevitably affect the final diagnosis efficiency and accuracy. [5-6]The application of intelligent electronic technology and equipment to monitoring can not only effectively improve the monitoring efficiency in the production process, but also It can further improve and optimize the accuracy and accuracy of fault diagnosis, and ensure the normal and orderly operation of the automated production line and its control system. In addition, intelligent electronic technology promotes the development of human-computer interaction technology, making the automatic control system more practical. At the same time, the system parameters are fed back through direct expressions to help staff understand the working conditions of the system. Intelligent electronic technology can provide operators with more visual simulation simulation operations, feedback the real working status of the system through pictures and animations, and the operating functions are more intuitive.

2.1 APPLICATION OF INTELLIGENT ELECTRONIC

TECHNOLOGY IN THE FIELD OF COMMUNICATION ENGINEERING

The basic technology of communication engineering is to use electronic information technology to realize various signal transmission and transmission related control and processing. In modern communication engineering, without exception, electronic technology is used to achieve signal transmission, reception and processing. As the support of modern school engineering technology, communication engineering provides the basic technology of information transmission.[7] Therefore, electronic information technology is one of the basic supporting technologies of communication engineering.

2.2 APPLICATION OF INTELLIGENT ELECTRONIC TECHNOLOGY IN THE FIELD OF INFORMATION NETWORK

The function of information network is the connection and transmission of information terminal, and it is an important infrastructure of modern society. Compared with telecommunication network, the core of information network is information transmission and transmission process processing. [8] In fact, the data transmission of information network is mainly based on communication network. Therefore, the communication network is the support of the information network, and the information network is the information transmission and connection processing above the communication network. The equipment used in information network is almost all electronic equipment composed of various microprocessor systems. The main application direction of electronic information technology in information network is to design different data transmission terminals, data acquisition terminals and data transmission equipment according to the requirements of data transmission and data transmission control in information network.

2.3 APPLICATION OF INTELLIGENT ELECTRONIC TECHNOLOGY IN INDUSTRIAL CONTROL FIELD

With the development of industrial control technology, automation technology for the purpose of automatic production has been formed. Automation technology is to use electronic information system to control various mechanical equipment.[9] The basic technical characteristics of automation technology is that the control system is directly related to industrial industries, such as intelligent warehouse, mechanical processing, vehicle control and other industries, and the requirements of automation technology are different. In order to meet the needs of various industrial production processes, automation technology needs to use electronic circuit and microprocessor technology in electronic information technology to design various electronic control systems. Electronic information technology has become the core technology of various equipment.

2.4 APPLICATION OF INTELLIGENT ELECTRONIC TECHNOLOGY IN THE FIELD OF INTERNET OF THINGS

The Internet of things (IOT) is a new engineering technology field, which is also a new technology concept. [10]The Internet of things uses information network

technology, information processing technology, electronic technology, logistics network technology and intelligent transportation technology to realize the information interconnection and exchange of physical objects, and the spatial movement control of physical objects, which connects the global physical objects from information and space. [11-12] The physical objects in the Internet of things include all the physical entities in the world, from oil and mineral resources, machinery and equipment to clothing. It can be seen that the rise of the Internet of things will have a significant impact on human life and production activities.

2.5 APPLICATION OF INTELLIGENT ELECTRONIC TECHNOLOGY IN AUTOMOTIVE ELECTRONICS

Automotive electronic system is actually a complete electronic information system of information collection, processing and control output. The automotive electronic system takes the microprocessor system as the core and the sensor technology as the support, forming a complete intelligent control system from the engine to the window. The core goal of automotive electronic system is to control the engine intelligently. The engine electronic control system is composed of high-performance embedded micro processing system, high-performance signal and data transmission system and sensor network.[13]The automobile electronic system uses the sensor network composed of many kinds of sensors, including temperature sensor, pressure sensor, etc. these sensors provide various working conditions information of the engine to the electronic control unit of the engine, which uses the corresponding algorithm to complete the information processing calculation, and then sends work instructions to the central injector and other executive parts. The electronization of automotive products began in the 1960s when silicon rectifying diodes were used in alternators and crystal triodes were used in voltage regulators and electronic ignition systems. In the 1970s, due to the increasingly stringent emission and fuel consumption regulations, electronic fuel injection systems were developed to reduce emissions and save fuel. From 1980s to 1990s, the electronic control system with microprocessor as the core has been widely used in various systems of automobile, such as engine, chassis, body electrical control, etc. In summary, the application of electronic technology in automobile can be summarized into five aspects: power and transmission system control, vehicle system control, body system control, information transmission and communication system, self diagnosis system, etc.

2.6 APPLICATION OF INTELLIGENT ELECTRONIC TECHNOLOGY IN MEDICAL TREATMENT

It is the rapid development of electronic technology that makes the combination of medicine and electronic technology possible. At present, the application of electronic technology in medical treatment mainly includes direct application and indirect application. Computer aided diagnosis, computer hospital administration, experimental computer system, computer medical data, computer hospital information system, computer disease prediction, computer medical

information retrieval and so on all belong to the category of indirect application. Electronic technology can also be directly applied in treatment, such as: direct current therapy, low frequency pulse direct current method, medium frequency current therapy, high frequency current therapy, radio frequency therapy, magnetic therapy, air ion therapy, phototherapy, laser therapy, photochemical therapy, photosensitive therapy, ultrasonic therapy, microwave therapy, etc. The rapid development of Internet and telecommunication equipment has provided software and hardware support for hospital virtualization.[14]Online hospital can provide expert outpatient service, medical record consultation, online appointment and other services, so that patients have a general understanding of their illness, and realize the concept of "no admission for minor illness, and preparation for serious illness". At the same time, remote expert consultation and remote surgery become possible. By using the fast and real-time Internet network, experts from different cities can operate electronic machines in different places for surgery, thus eliminating the impossibility brought by distance. Electronic technology has also been applied in many medical devices, such as X-ray imaging equipment (C.T. equipment), ultrasonic imaging equipment (real-time B-ultrasound, m-ultrasound, d-ultrasound, etc.), nuclear magnetic resonance imaging (n.m.r.), medical electronic instruments (ECG, cardiac pacemaker) and clinical biochemical analysis instruments (conventional or special analysis instruments).

3.THE DEVELOPMENT TREND OF INTELLIGENT ELECTRONIC TECHNOLOGY

With the proposal of industry 4.0 development strategy, intelligent manufacturing will become the development trend of automatic production. China has paid more and more attention to the development of intelligent technology and related industrial development policies. As the core technology of future manufacturing industry development, it will have a significant impact on the development of intelligent electronic technology.

The market demand and the progress of science and technology are constantly promoting the development of intelligent electronic technology.[15]With the progress of information science and technology, the resource allocation of manufacturing industry is constantly changing and developing towards information intensive direction. The manufacturing industry is no longer a simple manufacturing process method and product design, but a functional system and information processing system. With the development of intelligent electronic technology, the design, production, management and service of manufacturing industry will gradually develop towards intelligent direction.

The ability of independent innovation is of great significance to any country. The improvement of comprehensive national strength is related to many factors. Enterprise upgrading and talent reserve are one of them. There is also an important factor, which is independent innovation ability. In a sense, there is still a certain gap between Chinese independent innovation

ability and that of developed countries. Many technologies are imported from abroad. Therefore, efforts should be made to enhance the independent innovation ability of intelligent electronic technology in China, so as to make Chinese intelligent manufacturing industry competitive in the world.

4. CONCLUSION

Although Chinese intelligent electronic technology has made great progress, there is still a certain degree of gap compared with developed countries. In the process of innovation and development of intelligent electronic technology in the future, the relevant departments of the country must attach great importance to the development of intelligent electronic technology in the future. A set of complete and general intelligent electronic industry standards should be formulated by using scientific methods, and key technologies should be integrated with developed countries. At the same time, we must strengthen the close combination of information technology and intelligent electronic technology, pay attention to relevant personnel training, and strengthen international exchanges, so as to better promote the development of intelligent electronic technology in China.

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Research on the Cultivation Model of Innovation and Entrepreneurship Ability of Higher Vocational Intelligent Manufacturing Major

Zehu Feng

School of Electronic and Electrical Engineering, Zibo Vocational College, Zhangdian District, Zibo 255000, Shandong, China

Abstract: In today's world, competition is everywhere, from a small group to the entire world. The competition between people and between countries is becoming increasingly fierce. In the final analysis, the key to competition lies in the ability of people, and the key of people's ability lies in the ability of innovation, entrepreneurship and teamwork, which has undoubtedly become the core element of the quality of talents needed by modern society. Young people are the future of the motherland, and college students are outstanding young people. Therefore, it is of great significance to cultivate the innovative and entrepreneurial ability and team spirit of college students, which are the talents in the future. As a higher vocational educator, we are responsible for cultivating qualified workers for the motherland. How to cultivate higher vocational students with innovative and entrepreneurial ability and team spirit has become the primary research topic in our education and teaching. Taking the opportunity of organizing students to participate in various skill competitions, the intelligent manufacturing professional group explored a new model for cultivating students' innovation and entrepreneurship capabilities, and achieved excellent results.

Keywords: Innovative Thinking; Team Spirit; Innovation and Entrepreneurial Ability

1. THE STATUS QUO AND ANALYSIS OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY AND TEAM SPIRIT TRAINING

1.1 STATUS QUO AND ANALYSIS OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY

Innovation and entrepreneurship ability are a combination of various psychological characteristics that can create new theories and new things with social value, and it refers to the ability to solve problems with originality. It mainly includes creative thinking and creative imagination, and creative thinking is centered on creative psychology. American psychologist Kolesneck believes: "Creative thinking refers to the process of inventing or discovering a new way to deal with something or express something." It is based on the various information provided by the research object to make people's understanding break the convention, seek

variation, and explore a variety of new ways of solving problems or new ways of thinking. The main performance is seeking differences and diversity[1].

The emphasis on innovation and entrepreneurship is not only in modern society. It can be traced back to Confucius, a great educator two thousand years ago. He proposed to "teach students in accordance with their aptitude" and "If you don't give a trivial one, it will no longer be true." thought. In 1919, the famous educator Tao Xingzhi introduced "creation" into the field of education for the first time. In his article "Top Educators", he proposed to cultivate talents with "creative spirit" and "pioneering spirit", and cultivating students' innovation and entrepreneurial ability is of great significance to the prosperity of the country and the rise and fall of the nation. What really set off the education sector to attach importance to the cultivation of students' innovative and entrepreneurial abilities was the speech made by Comrade Jiang Zemin in Novosibirsk Science City on November 24, 1998, when he met with people from the scientific and technological circles: "Innovation is the soul of a nation's progress and a country's prosperity. The inexhaustible driving force for innovation[2]. The key to innovation lies in talents, and the growth of talents depends on education." Taking this speech as an opportunity, my country has taken the cultivation of college students' innovative and entrepreneurial ability as an important goal of education reform, which triggered a big discussion in the education circle on the connotation of innovative and entrepreneurial ability, the factors that influence the cultivation of innovative and entrepreneurial ability, and training methods.

But what is the status quo of college students' innovation and entrepreneurship capabilities in my country today?

A survey report from the "Journal of Inner Mongolia Normal University" shows: "There is a great contrast between college students' awareness of advocating innovation and participating behavior: on the one hand, they pursue innovation in understanding and reflect a more proactive mental state; and On the other hand, there is a negative state of lack of executive power, insufficient active role, and lack of courage and ability to engage in practice." The specific manifestations are:

(1) Have a sense of innovation, but not good at using and creating conditions. College students generally have

innovative motivations, hoping to produce new ideas and new theories in learning, and actively seek new learning methods. However, due to the limitations of the school's creative learning conditions and the students' inability to create and use the existing conditions of the school, and lack the courage to consult teachers or classmates with rich knowledge and experience, which often limits the further development of students' innovation and entrepreneurship capabilities.

(2) The thinking is quite agile, but it lacks innovative ways of thinking. With the accumulation of knowledge and experience, the imagination of college students has gradually enriched, their thinking ability, especially logical reasoning ability has been developed to a great extent, and their thinking is quite agile; however, due to their insufficient knowledge, the absorption of knowledge is independent. The phenomenon of "seeing the trees but not the forest" appears when they are not related to each other. There is a lack of flexibility, comprehensiveness and in-depth thinking about problems, and the methods and methods for dealing with problems are the same. There are not many new ideas and breakthroughs. The most obvious manifestation is the lack of new ideas in speeches, assignments, test papers, and paper.

(3) Have creative inspiration, but lack the necessary innovation skills. After continuous learning and thinking, college students will be inspired by certain factors. However, inspiration is often short-lived and short-lived. If you have strong creative skills at this time, inspiration will become a reality. Chinese students have been affected by test-oriented education for a long time, and their test-taking ability has great advantages over foreign students, but they are far weaker than foreign students in terms of practical ability and the ability to use innovative techniques.

(4) Interest and enthusiasm for innovation, but lack of perseverance. The survey shows that college students have made considerable progress in the depth, breadth, stability and effectiveness of their interests, but they need to be further improved, which requires strong perseverance. College students are able to realize the importance of perseverance in innovative activities, but lack perseverance. In actual work, they are often anticlimactic, change their minds and even give up pursuit.

It can be seen that although major colleges and universities across the country attach great importance to the cultivation of students' innovation and entrepreneurship capabilities, the current situation is very worrying[3]. Zhu Qingshi, president of the University of Science and Technology of China, once pointed out at an educational forum: "The biggest problem in China is that the first and second generations of young people lack the ability to innovate and start businesses. This is also the bottleneck of our country's future development." In the international competitions of China, they have achieved good results, but the overall innovation and entrepreneurship capabilities of Chinese college students are insufficient, lack of inquiry awareness, inability to ask

questions, and weak research capabilities. This has probably been recognized. The reasons for the current lack of innovation and entrepreneurship ability of college students are profound and broad. There are factors such as the education system and the age characteristics of college students, as well as the stability and convergence formed by thousands of years of cultural accumulation. The influence of the national characteristics of seeking differences and adventures. Despite the difficulties, the development of society and the country's strong demand for innovation and entrepreneurship have forced educators to face the difficulties and actively explore new ways and methods to solve them.

1.2 THE STATUS QUO AND ANALYSIS OF UNIVERSITY STUDENTS' TEAM SPIRIT

The term "team", the English name "Work Team", means the lowest level organization that can produce positive synergy through the joint efforts of its members. In essence, a team is composed of two or more people. Through mutual influence and interaction between people, there is an organizational form between organizations and individuals with common norms in behavior. Team spirit is a collective consciousness recognized by individuals and team members in the process of realizing their own ideals[4]. They voluntarily and actively cooperate with members of the organization, so that the spirit of dedication and collaboration is organically unified.

Marx believed that man is the sum of all social relations. Everyone is in a network of different social relations, large and small, and how to deal with the relationship between people is a problem that everyone has to face. College students live in the collective for a long time, and the level of teamwork or team spirit has also become a standard to test the ability and quality of college students. In the current social competition, human non-intellectual factors have an increasing influence on human competitiveness. People with team spirit have greater competitiveness. Because people who fully understand the spirit of teamwork have the ability to understand, distinguish and feel different situations, they can understand and respect others better in life. Be better at communicating with others when dealing with problems, and be more willing to help others in action. Nowadays, college students are mainly born in the 90s, most of them are only children. The special family environment has made many people spoiled since childhood, emphasizing self-centeredness, only requiring society and others to care about themselves, lacking the spirit of mutual help and cooperation. Therefore, cultivating their team spirit during university has special practical significance, and it is also a very urgent task.

2. TAKE THE INTELLIGENT MANUFACTURING PROFESSIONAL GROUP AS AN EXAMPLE TO RECORD THE CULTIVATION PRACTICE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY AND TEAM SPIRIT
Since the establishment of the intelligent manufacturing professional group, it has paid great attention to the cultivation of students' innovation and entrepreneurial

ability and team spirit. For several years, the students of the professional group have participated in various skill competitions and innovation competitions across the country and the province every year with outstanding results. A comprehensive analysis of the getting of these achievements is firstly inseparable from the attention and support of Zibo Vocational College and the Intelligent Manufacturing Professional Group Relationship Institute, and they are willing to invest in human and material resources; secondly, a team of highly skilled and responsible students has been established. The faculty has a clear division of labor, unity and cooperation; again, the intelligent manufacturing professional group has formed a comprehensive and systematic management model for the selection and training of students participating in the skill competition, and continuous improvement has ensured the quality of students[5].

(1)Build a high-level support platform to create good hardware support for cultivating students' innovation and entrepreneurship capabilities and team spirit. With the support of the college, the intelligent manufacturing professional group invested a lot of money to set up a special competition training room, providing a complete set of training equipment and training consumables to provide logistical support for the improvement of students' ability and the realization of their dreams. In this way, students have almost no material investment except time and energy, but once they participate in the competition and get a ranking, the material rewards belong to the individual, and most importantly, the students' personal abilities and qualities have also been greatly improved. This is an important reason for attracting students from the intelligent manufacturing professional group to register continuously. The students' abilities have been improved, and the teaching level and reputation of the intelligent manufacturing professional group have also been affirmed. This win-win result has made the college's investment in the greatest return.

(2)Created a team of instructors with excellent skills and innovative spirit.

The intelligent manufacturing professional group is led by the training department, and each teaching department actively cooperates to set up a special student skills training group, which is responsible for the director of the training department. Each teaching department provides instructors as needed to guide and serve students participating in the skills competition. The director of the training department is mainly responsible for the contact and organization of various competitions. He has led students to participate in the competitions many times and has rich experience; among the instructors, there are professors and associate professors, with high professional level, serious and responsible for students, and some of them has worked a long-term in the front line of the enterprise, and having strong practical ability. These instructors often use weekends and evenings to guide students, and solve the problems of narrow knowledge and insufficient depth of thinking for the improvement of students' innovative and entrepreneurial ability.

(3)Create a "321" training system for students' innovation and entrepreneurship capabilities in intelligent manufacturing.

"3": refers to a tripartite cooperation mechanism of teaching and learning that focuses on students' independent learning, supplemented by the guidance of instructors and corporate technical experts; "2": refers to two platforms, one is a professional skills competition platform, The other is the results incubation platform. On the one hand, students participate in various vocational skill competitions, and on the other hand, they participate in the design and implementation of actual enterprise projects through incubation of results. The advantages of the two platforms complement each other, so that students' innovation and entrepreneurship capabilities can be fully exercised and improved; "1": A strong professional comprehensive innovation and entrepreneurship ability[6]. Through the "3+2" learning and practice exercise, students must have a strong comprehensive practical innovation and entrepreneurship ability, such as: Innovation and entrepreneurship capabilities in the field of intelligent electronic product research and development, innovation and entrepreneurship capabilities in the field of electromechanical control system design, etc.

(4)A constantly improving talent training and elimination mechanism has been formed.

I .Talent selection: Every year after freshmen enroll in the school, the training department will use various channels to publicize the students with the active cooperation of the tutors of each teaching department to stimulate their enthusiasm for participation. Starting from the first semester of the university, the selection is carried out mainly through teacher recommendation and students' voluntary registration. Mainly review two aspects, one is the student's professional achievement, such as: analog electronic technology, digital electronic technology, etc.; the other is the quality of the student, including personal morality, hard work, etc., to ensure the overall quality of the student;

II .A virtuous circle of "passing to help": In addition to instructors, it also forms the fine tradition of "passing to help" in the upper grades and lower grades. While sharing part of the work for the instructors, it also cultivates students' self-learning ability and teamwork spirit;

III.Introduce the group competition mechanism: from the beginning, the training is carried out in groups. The relationship between groups is both competitive and cooperative, which not only promotes each other's improvement, but also can continuously achieve the survival of the fittest; in a competitive atmosphere, it can also encourage students to innovate and change and form a good learning atmosphere;

IV.Participate in the management of the training room and cultivate a sense of belonging: the management of the training room is a lot and cumbersome, and the students participating in the training participate in the management. First, you can access the equipment every day and practice the theoretical learning content invisibly; Secondly, students can cultivate a sense of belonging and

responsibility. Students from different grades and different classes manage work in a group. They can build deep emotions and cultivate mutual understanding, thereby improving teamwork ability. In such an environment, students will not easily give up their pursuit. It is in such an environment with hardware guarantees, patient guidance from teachers, and a competitive environment. The students of the intelligent manufacturing professional group have achieved outstanding results in various competitions, and many student teams are about to start their own businesses. In recent years, the intelligent manufacturing professional group has explored a set of innovative and entrepreneurial ability training models with advanced concepts, which have achieved good results through practice and are worthy of reference and promotion.

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Lane Detection Method Based on Generative Adversarial Networks

Qiang Zhao*, Zhijiang Bai

College of Information Engineering, Shanghai Maritime University, Shanghai 201306, China

Abstract: In view of the real-time and accuracy requirements of lane detection in advanced automobile driving system, a lane detection method based on generative adversarial network (GAN) was proposed. The task of lane detection was completed through the antagonistic training of generator network and discriminator network. Firstly, the original ENet network is compressed and replaced as the network structure CR-ENet, and the generator network is used for image semantic segmentation at the pixel level. The discriminator network is composed of five convolutional layers and a full connection layer. Its function is to distinguish between "true" and "false" of the input ground truth graph or semantic segmentation graph, and then to provide gradient feedback to the generator network as an auxiliary network for better semantic segmentation training. Finally, DBSCAN algorithm is used to cluster the segmentation results to obtain the final lane detection results. Experimental results show that the accuracy of this method is 97.52% in Tusimple dataset.

Keywords: Lane Detection; Generative Adversarial Network; CR-Enet Network; DBSCAN Clustering; Semantic Segmentation

1. INTRODUCTION

In recent years, the intelligent technology of automatic driving has developed rapidly. It has realized the functions of lane detection and road obstacle avoidance to ensure driving safety. With the gradual research of lane detection, it is found that accurate and fast lane identification is helpful to improve the running performance of cars and better solve technical problems for autonomous driving or unmanned driving. Currently, lane detection methods can be divided into two categories: one is based on traditional lane detection method, the other is based on deep learning lane detection method.

Based on traditional lane detection methods [1-3], lane segments are identified by a combination of highly specialized, hand-made features and heuristics. This hand-made feature selection includes color-based features [4], structural tensor [5], stripe filter [6], ridge feature [7], etc. These features may be combined with hough transform [8] or Kalman filter [9]. After the lane segment is identified, the post-processing technology is used to filter out the error detection, and the segments are combined together to form the final result lane. However, these traditional methods are prone to robustness problems due to the changes of road scenes.

Compared with the traditional lane method, the deep learning method uses the deep neural network to extract lane features, which greatly improves the accuracy and

robustness of detection. Neven et al. [10] proposed a branching multi-task architecture, LaneNet and H-Net combined methods were used to deal with lane detection problem as an instance to segment tasks, which could detect any number of lanes. Pan et al. [11] used Spatial Convolutional Neural Network (SCNN) to treat the rows or columns of the feature map as the layer and applied convolution plus nonlinear activation, which was conducive to the spatial information spreading on neurons in the same layer, enhancing the spatial information and thus improving the accuracy of identifying structured objects. Liu Bin et al. [12] used the improved ENet network to perform pixel-level image semantic segmentation on lane, which made the network more lightweight, reduced the number of parameters and complexity of computation, and improved the real-time performance of network processing. Ghafoorian M et al. [13] proposed an Embedded Loss Generative Adversarial Network (EL-GAN) lane detection method, and the output results could better maintain the structure and reduce the dependence on potentially complex post-processing. Hong Mingjia et al. [14] proposed a Full Convolutional Network (FCN) for lane detection. In the case of curves, lane blur and shadow occlusion, the detection accuracy is high and it is superior to the traditional lane detection algorithm. The method of deep learning can improve the accuracy of lane detection, but due to the number of deep network layers, the real-time performance of detection is insufficient.

Therefore, this paper proposes a lane detection method based on the Generative Adversarial Network. The improved ENet network is used as the generator network to generate semantic segmentation graph, and then the discriminator network is used as the auxiliary structure for better semantic segmentation training. Finally, DBSCAN algorithm is used to cluster the segmentation graph to obtain the final result. This paper has the following advantages:

Using the GAN to conduct lane detection is conducive to improving detection accuracy; Compression and replaced of the original ENet network [15] are improved to better meet the real-time requirements; DBSCAN clustering algorithm can detect any number of lanes.

2. GENERATIVE ADVERSARIAL NETWORKS ARCHITECTURE

Generative Adversarial Networks in 2014 by Ian Goodfellow, proposed discriminator model (D) and generator model (G) in two parts. The idea is a zero-sum game, by generator network and discriminator network game of iterative training is completed, discriminator as auxiliary network by offering gradient feedback to

generator network, thus make the generator network to better learn the distribution of data, to achieve better results. Compared with other models, GAN can produce clearer samples and improve the accuracy of semantic segmentation. Therefore, in this paper, the task of lane detection is carried out by generative adversarial network, and the improved ENet is used to generator network and generate semantic segmentation graph, which is conducive to ensuring the real-time performance of monitoring.

2.1 GENERATOR NETWORK

ENet is a kind of lightweight network structure, which adopts the popular encoder-decoder structure. It has great advantages in model size and parameter quantity, and is suitable for low-latency operation tasks. In this paper, the original ENet was changed, and the improved network structure reduced the convolution operation in the decoder and accelerated the model operation speed. As shown in figure 2, ENet network first initialization of the input image (Initial), the left is step 2 of 3 x 3 convolution, a total of 13 filter, get figure 13 characteristics, on the right is the MaxPooling layer, get three characteristic figure, then both sides result feature fusion, a total of 16 characteristic figure, the main purpose of the initialization is generated features as shown in figure1.

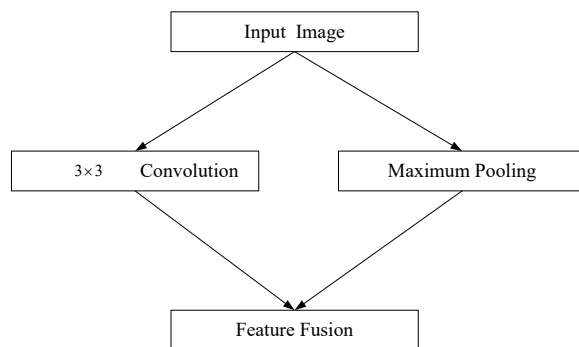


Figure 1. Initialization Operation

ENet also adopted a bottleneck of convolution module, the structure throughout the course of the ENet network. Each bottleneck module has a main branch and a convolution with the separation of expanded branch, and then according to the element level addition to merge. As shown in figure 3, each block consists of three convolution layer, the right part contains 1 x 1 convolution for reduced the dimension, the convolution layer (Conv), and 1 x 1 used in higher dimension convolution in turn; In addition, Batch Normalization(BN) and PReLU are adopted in the middle of the convolutional layer. The above is the encapsulation convolution modules in the encoder. The module is not immutable and tends to change according to its own practices. In the decoder structure, a MaxPooling layer is first added to the main branch, the first 1x1 convolution is replaced by 2x2 convolution, the step size is set as 2, and zero is filled to match the size of the feature graph. Conv is a 3x3 routine convolution, Dilated convolution or full convolution. 1x5 and 5x1 asymmetric convolution are sometimes used for replacement. In order to solve the problem of model over fitting, regularier uses spatial

dropout in reference [15].

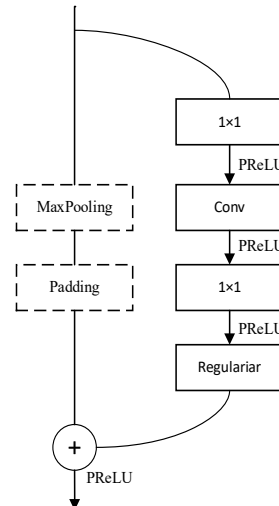


Figure 2. Bottleneck convolution structure

In the lane detection task, the requirements for real-time and accuracy are relatively high. ENet network is a network structure with low complexity and low computing power, which is very consistent with the requirements of lane detection. However, the second and third parts of the original ENet have repeated operations, which may lead to information redundancy. Therefore, the original network is improved. and the improved network structure is called CR -ENet, as shown in Figure 4.

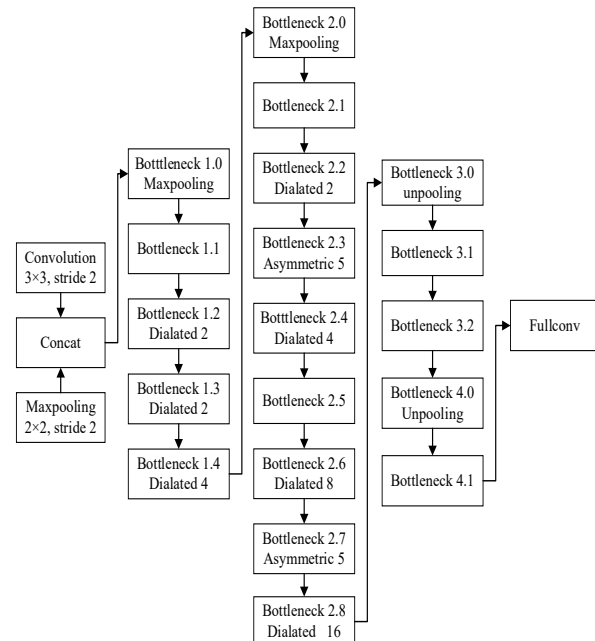


Figure 3. Improved ENet network structure

Compress the network structure to further accelerate the speed of image processing and ensure real-time performance. The second and third parts of the original ENet network structure are identical operations on the same scale, which leads to information redundancy. Therefore, the third part is deleted and the ENet structure is compressed. The compressed structure is more lightweight and better meets the real-time requirements of lane detection, the compressed network is called C-ENet.

Convolution kernel replacement is used to extract more feature information and ensure the detection accuracy. The first part of the original ENet network has four repeated encapsulation convolution modules. When faced with special task problems, ordinary convolution modules have limited ability in information extraction. The convolution in the first part is replaced without changing the structure, and the last three encapsulation convolution modules are replaced by two dilated convolution modules with dilated rate of 2 and a dilated convolution module with dilated rate of 4. The advantage of dilated convolution is to increase the receptive field and help to extract more feature information.

In the generator network, the input is the original image and the output is the semantic segmentation graph. The formula of loss function is as follows:

$$G_loss = L_{bce}(G(x; \theta_G), y) + \lambda L_{adv}(G(x; \theta_G); x, \theta_D) \quad (1)$$

$$L_{bce}(\hat{y}, y) = \frac{1}{wh} \sum_j^{wh} \sum_j^c y_{i,j} \ln(\hat{y}_{i,j}) \quad (2)$$

$$L_{bce}'(\hat{z}, z) = -z \ln(\hat{z}) - (1 - z) \ln(1 - \hat{z}) \quad (3)$$

G_loss is the loss function of the generator network, θ_G and θ_D represents the parameters in the generator network and discriminator network respectively, x represents the input image, y represents the real label graph, $G(x, \theta)$ represents the transformation of the input image. L_{bce} is the cross entropy loss of the binary classification at the pixel level, c represents the number of target categories, the segmentation results are lanes and background, $c = 2$. w and h represents the width and height of the image. The adversarial loss indicates how successful the discriminator is in rejecting the prediction graph generated by the generator. And it is usually represented by the binary cross entropy loss between zero and the discriminator to the prediction graph, $L_{bce}'(D(G(x; \theta_G); \theta_D), 0)$ represent the calculation formula of adversarial loss, λ is the adversarial loss coefficient.

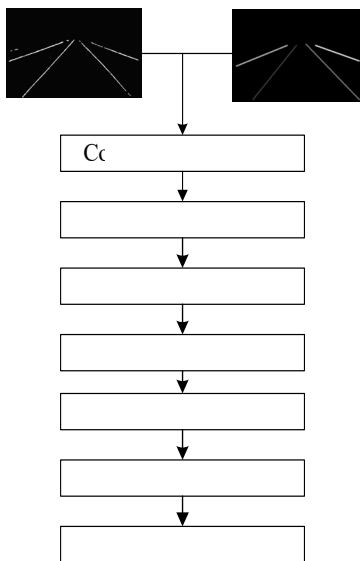


Figure 4. Discriminator network structure diagram

2.2 DISCRINATOR NETWORK

The discriminator network structure is composed of 5

layers of convolution layer and 1 layer of full connection layer. The input part is the prediction graph or label graph generated by the generator network, and the output is the probability value σ . In the pre-training of generative adversarial network, the generated network is trained until the loss function reaches the minimum value, and then the discriminator network is trained iteratively for a certain number of times.

In the formal training, the generator network and the discriminator network are trained alternately for 300 and 200 times respectively, until the discriminator network is 0.5 for the ground truth label and segmentation image, the discriminator training stops. At this time, the semantic segmentation graph of the generator network has reached a good state, only the generator network is used for segmentation training. The loss function of the network is as follows:

$$D_loss = L_{bce}(D(G(x, \theta_G); \theta_D), 1) + L_{bce}(D(y; \theta_D), 0) \quad (4)$$

D_loss represent the loss function of the discriminator network, which includes two parts of losses, the prediction graph is distinguished as the real label graph and label graph is distinguished as prediction graph. In equation (4) above, number one represents the real label graph and zero represents the prediction graph. Through the alternate training of the two networks, the distribution of the network learning prediction graph and the label graph is identified, and the generator network tries to produce the prediction graph with higher quality similar to the label graph, so that the discrimination network cannot be distinguished.

2.3 DBSCAN CLUSTERING

The prediction graph by the generator network output is a set of all lane points, which is not divided into each lane instance. It is necessary to cluster and connect the points which are belonged to the same lane to generate cluster points. In this paper, DBSCAN clustering algorithm is used to cluster the prediction graph, and an example of each lane is obtained. The definition of DBSCAN clustering is very simple: the maximum density connected sample set derived from density attainable relation is a category of our final clustering. DBSCAN is a density based clustering algorithm, which has the following advantages:

- (1) The clustering speed is fast, and it can effectively deal with noise points and find spatial clustering of arbitrary shape;
- (2) There is no bias in the clustering results, but the initial value of K-means clustering algorithm has a great impact on the clustering results;
- (3) Abnormal points can be found while clustering, which is not sensitive to abnormal points in data sets.

3. EXPERIMENT AND ANALYSIS

3.1 DATASET

At present, there are many public datasets for lane detection, including CULane dataset of Chinese University of Hong Kong and Tusimple dataset. Most researchers are based on these two datasets to carry out lane detection experiments. In this paper, Tusimple dataset is used for lane detection. There are 20 images per

second in the Tusimple dataset with a resolution of 1280×720 . In this dataset, only the last image of each second is marked, which applies a fixed height difference of 20 pixels for uniform labeling. In this dataset, the training set contains 72520 images (including 3626 labeled images), and the test set contains 55640 images (including 2782 labeled images). The annotation of the data set is shown in Fig.6.



Figure 5. Tusimple with annotated data set

3.2 EXPERIMENTS SETTINGS

The hardware configuration in the experiment is as follows: CPU core i5, GPU GTX1080Ti, memory 16G. Software configuration: tensorflow 1.14.0 is used to build confrontation network model, CUDA11.0 and CUDNN7.6.5 are used for neural network acceleration library.

Before the model training, the input image is zoomed to 512×256 . The training of GAN is lternating training of generator network and discriminator network. In formal training, the generator network and discriminator network are trained alternately for 300 times and 200 times respectively, when the output probability value of discriminator network is 0.5 for real label and prediction segmentation map, the training of discriminator network stops. At this time, the semantic segmentation graph of the generator network has reached a good state, only the generated network is used for segmentation training. During the training process, Adam optimization algorithm is used for both the generator network and the discriminator network. The initial value of learning rate is set to 0.001, beta1 is 0.9, and beta2 is 0.999. The radius (Eps) of DBSCAN clustering algorithm is set to 8, and the value of specified number (MinPts) is set to 60.

3.3 EXPERIMENTS COMPARISON AND NALYSIS

When the generator network trains, the learning rate of training stage is set to 0.001, batch_size is set to 100, and the total number of training is 100000. Accuracy is an index used to evaluate the classification model. In this paper, when evaluating the results of the model on the Tusimple dataset, the results should be converted to the form of sampling points. Equation (5) gives the evaluation formula of Tusimple lane detection dataset: C_{img} represents the number of correct prediction points in a picture and M_{img} represents the number of marked points in a picture. If the distance between a predicted point and its corresponding annotation point is less than a given threshold, it is said that the prediction is correct, otherwise, the prediction is wrong.

$$\text{accuracy} = \frac{\sum_{img} C_{img}}{\sum_{img} M_{img}} \quad (5)$$

Tusimple lane detection dataset not only provides accuracy evaluation criteria, but also provides false positive (FP) and false negative (FN) evaluation criteria.

$$FP = \frac{F_{pred}}{N_{pred}} \quad FN = \frac{M_{pred}}{N_{gt}} \quad (6)$$

For formula (5), F_{pred} represents the number of points with wrong prediction, N_{pred} represents the number of all predicted points, M_{pred} represents the number of missing correct points, and N_{gt} represents the number of all marked points.

As a kind of lightweight network, E-Net can be used as generative network in GAN. Table 1 shows the evaluation results of the original ENet network, the compressed C-ENet and the CR-ENet model after compression and convolution replacement as the generative network structure on Tusimple lane detection dataset. The experimental results show that CR-ENet has a higher speed, can better meet the real-time requirements of lane detection, and has a lower prediction error rate. Therefore, using CR-ENet as the generative network in GAN model can better meet the requirements of lane detection.

Table 1. Comparison of E-Net models

Methods	FP	FN	Fps
ENet	0.0517	0.0180	52.6
C-ENet	0.0482	0.0265	62.5
CR-ENet	0.0362	0.0254	71.4

Table 2 shows the detection accuracy of different network models. The results show that the detection accuracy of E-Net is slightly lower than that of SCNN, SCNN has deep network layers and uses spatial convolution, which can effectively use spatial information for feature extraction; CR-ENet compresses and replaces the original E-Net, and the optimized network enhances the ability of feature extraction, but because of the shallow network layer, the ability to deal with complex road conditions is slightly weak. In this paper, the GAN model is tested on the Tusimple lane detection dataset by means of joint training of generator network and discriminator network, and the accuracy rate reaches 97.52%. It has higher detection accuracy than SCNN, original E-Net and CR-ENet. At the same time, the DBSCAN clustering algorithm in this paper can detect any number of lanes, which overcomes the disadvantage that SCNN can only deal with a fixed number of lanes at the same time.

Table 2. Tusimple dataset accuracy comparison

Methods	Accuracy/%
SCNN	96.53
ENet	95.74
CR-ENet	97.35
GAN	97.52

4. CONCLUSION

In this paper, a lane detection method is proposed based on generative adversarial network. The generator network is used for semantic segmentation training, and the lanes in the road image are segmented. Then, the real label and prediction graph are discriminated by the

discriminator network, and the generator network is fed back to help it produce a higher quality prediction map. Finally, the DBSCAN clustering algorithm is used to cluster the segmentation results, The adjacent lanes are distinguished to achieve high accuracy. Due to the complexity of the network model and the difficulty of training, it is still the focus of the follow-up work to optimize and improve the network structure and improve the detection accuracy and real-time performance in the future.

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Dual BUCK Combinatorial Three-phase Inverter Circuit Research Based on SPWM Control

Li Hongyan

Zibo Vocational Institute, Department of Electronic and Electrical Engineering, Zibo 255000, Shandong, China

Abstract: In this paper, a new type of aviation ground power is developed, and inverter is the object of study. This paper studied the dual BUCK combinatorial three-phase inverter circuit Sine Pulse Width Modulation (SPWM) control technology, and detailed analyzed the working mode of the main circuit. According to the working characteristics and situations of the main circuit, Sine Pulse Width Modulation control mode was selected to control the conduction and shutoff of the main circuit IGBT for the target of controlling the output voltage. At last, this paper introduced the experimental prototype which output is 115V/400Hz, and the experimental data was obtained, which proved the feasibility of realization of high-power inverter in this plan.

Keywords: Dual BUCK; Combinatorial three-phase inverter; SPWM; High-power inverter

1.INTRODUCTION

In this paper, a new type of aviation ground power is developed, and inverter is the object of study, with the purpose of rectifying and inverting the three-phase alternating current from the alternator, and then getting a stable three-phase AC power, so, inverter is one of the core part of the entire system[1-2]. In the course of the study, a dual-BUCK combinatorial three-phase inverter circuit and Sine Pulse Width Modulation (SPWM) control mode is selected, the three-phase voltage outputted from the inverter is 115V/400Hz. The main circuit structure of the inverter is simple and reliable, the power switch tube and freewheeling diode of the main circuit are optimal designed, the switching losses is reduced, and the main circuit control method is relatively simple, this has high practical value for the aviation power system of high reliability requirements, and provide a new idea for the updating of aviation ground power.[3-4]

2.COMBINATORIAL THREE-PHASE INVERTER MAIN CIRCUIT

The topological structure of converter is changing in the development process, while Buck and Boost circuit is the two basic topological structure constitute converter, many circuit can be converted from the two topological circuit. The inverter circuit composed of the dual-BUCK inverter which is characterized by high reliability and high conversion efficiency. As a main circuit, the inverter circuit can be applied to a variety of occasions.[5] The advantage of this circuit is that the dead time is not required to set when the control switch tube is conducted and turned off, at the moment of shut off, the switch tube

having an independent continuing current circuit, so in the case of a high switching frequency, the circuit can output high-quality voltage waveform. Figure 1 shows the dual-BUCK inverter main circuit. The voltage of point A is $+U_d$ when S1 is closed, and $-U_d$ when S1 is broken; the voltage of point B is $-U_d$ when S2 is closed, and $+U_d$ when S2 is broken. Bipolar voltage can be obtained at point A and B when switch S1 and S2 is pulse width modulation control. Low harmonic content sine voltage can be obtained after filtering. The current of the inductor in the circuit is in one direction, when the double-arm electric bridge of the circuit work simultaneously, the bridge-arm current difference $I_{L1}-I_{L2}$ is the output current I_o . It can be seen that if the freewheeling current flow in the independent freewheeling diode, the switch tube and diode design can be optimized, therefore, the switching losses can significantly reduce.

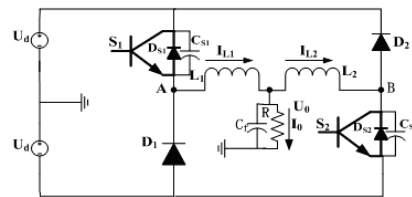


Figure 1 Main circuit of dual BUCK inverter

The exist of the bias current makes the circuit has continuous current throughout, and no nonlinear current make-and-break area right now. So, the control method of iso-frequency linear can be used for the current ripple cancelling out of the inductance.

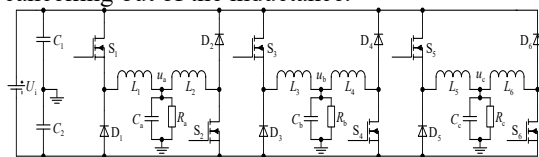


Figure 2 main circuit of three-phase half-bridge dual BUCK inverter

Figure 2 shows the Dual BUCK combinatorial three-phase inverter circuit.[6] Three single-phase inverter can output three-phase voltage so as to realize the three-phase four-wire output by the midpoint of input filter capacitor as the Public midpoint. Because that the structure and devices of the three single-phase inverter are same, the system can be modular construction designed.

Each single-phase inverter has the function of feedback phase voltage and inductive current, therefore, we can control the output voltage by separate voltage close-loop, and use the inductive current loop for feedback control, to make the whole system has better unbalance load

capacity and dynamic property.

3. CONTROL SYSTEM ANALYSIS

So far, the control method of inverter is various, hysteresis control and SPWM control is common. But the inverter using current hysteresis control belongs to frequency conversion control, which the spectral range of output modulating wave is wider, sometimes, the switching frequency is will be much higher than 20 kHz. In this paper, IGBT which frequency is less than or equal to 20 kHz [7] is used for the switch tube of the inverter. So, in order to prevent IGBT damaging, frequency-limited circuit is needed to add in. But the output voltage waveform becomes worse. [7]

The SPWM control belongs to constant frequency linear control mode, we can control the switching frequency by setting the carrier frequency from the triangular wave generator, and then achieve the purpose of controlling the IGBT frequency. According to the different control signal polarity, SPWM control technology can be divided into two type, unipolar and bipolar, as shown in figure 4. [8]

According to the actual situation of the experiment, the unipolar SPWM control is adopted. In the unipolar SPWM control mode, the harmonics under 2p-1 are eliminated, therefore, the lowest harmonics is 2p-1 harmonics. Meanwhile, the output voltage distortion rate in the load side is very small after the LC filtering. For the SPWM control unit, the input signal is a sine wave signal which can be equivalent to the SPWM modulation voltage, when the current error signal reaches the power switch, we need to have access to a proportional component of an equivalent proportion coefficient of K [9].

4. RESULTS

The single-phase and three-phase experiment of the inverter have been completed now, and shows the Dual Buck parameters the output waveform of the single-phase and three-phase inverter and the corresponding experimental results. Experimental conditions: filter inductance $L_f=180\mu\text{H}$, filter capacitance $C_f=120\mu\text{H}$, input DC voltage $U_i=360\text{V}$; integral tolerance value of the voltage regulator $CPI=33\text{nF}$, resistance of voltage regulator $RPI=82\text{k}\Omega$, voltage reference u_r is the fixed value 5.35V/400HZ. The IGBT module 1MBH80-120 is selected as power switches. The main technical parameters are shown in table 1:

When choosing freewheeling diode, considering that the voltage and current stress voltage should be equal to the voltage and current stress of IGBT, therefore, the fast

recovery diode DSEI60-02A of IXYS company is chosen, which the internal two separate diode can be used as a two tubes together when needed. The withstand voltage of the fast recovery diode is 1200V, and the other main technical parameters are shown in table 2:

Table 1 The main technical parameters of power switches

Parameter	1MBH80-120
UDSS, max, (V)	1200
ID(cont), TC=25°C, (A)	80
ID(ins), TC=25°C, (A)	100
RDS(on), max, TJ=25°C, (Ω)	0.09

Table 2 The main technical parameters of freewheeling diode

Parameter	DSEI60-02A
UDSS, max, (V)	1200
ID(ins), TC=25°C, (A)	80
IFR(cont), max, (A)	65
trr, typ, TVJ=25°C, (nS)	25

4.1 RESULTS OF SINGLE-PHASE

The waveform quality of the output voltage with a load and the CE both ends voltage waveform of IGBT are so approximate compared with no-load, the voltage value of chopped wave (drive signal on the switch tube control signal) are all about 70V. The waveform of the inductive current shows that the conduction current appears in each half cycle, which proves that when the current in the inductance works in the positive half cycle, S1 of and D1 work, while S2 and D2 does not work; when the current of the inductance works in the negative half cycle, S1 and D1 does not work, while S2 and D2 work. The switching frequency is significantly greater than the frequency of the other times when the output voltage passage zero. Thus, the control circuit makes the inductive current running well in half cycle. The experimental results are the same as expected.

4.2 THREE-PHASE EXPERIMENTAL RESULTS

Based on the single-phase experiments, three-phase experiments were carried out with the three-phase combinatorial inverter structure which is shown in figure 2. Table 4 shows the experimental data of the voltage amplitude and phase when the three sets unbalance load, it can be seen that the max output voltage unbalance is 1.52V, and max phase unbalance is 1.6V of the three worst unbalance load sets, therefore, the experimental data of table 4 is consistent with the analysis.

Table 4 Unbalance load experimental data of the voltage amplitude and phase

Load conditions	Output voltage effective value (V)			Output voltage phase(degree)		
	a phase	b phase	c phase	a phase	b phase	c phase
Rated resistant unbalance	114.94	115.54	114.35	0	-120.9	-241.4
Rated conductive unbalance	114.94	114.54	114.03	0	-120.9	-241.3
Rated capacitive unbalance	114.94	116.46	115.57	0	-120.8	-241.6

5. CONCLUSION

SPWM control can effectively reduce the switch loss. Each phase should be controlled separately cause of the good associativity and independence of dual BUCK combined three-phase inverter circuit. As SPWM is

constant frequency linear control, can make the design parameters of the main circuit is relatively simple, and the modulated harmonic spectrum is fixed. When the power switch tube is IGBT, the sine degree of the output voltage is higher, and the frequency and size are adjustable, and

therefore it can meet the various needs. In future experiments, the output voltage control mode could be fully realized by digitizing, therefore, this is an inverter circuit structure with great development potential, the development of such an inverter circuit can provide a new development ideas for the upgrading of China's aviation ground power.

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A Preliminary Study on the Teaching Design of "Single Chip Microcomputer Application Technology" in Two Language Environments

Li Xia

Zibo Vocational Institute, Department of Electronic and Electrical Engineering, Zibo 255000, Shandong, China

Abstract: This article deeply explores the program design process analysis of the assembly language and C language environment of "Single Chip Microcomputer Application Technology" in higher vocational colleges, and proposes the instructional design process of assembly language as the programming basis and C language as the programming improvement. Programming by using two languages enables students to explore their learning potential in depth and quickly master the principles and use skills of single-chip microcomputers.

Keywords: Instructional design; Assembly Language; C Language

1. INTRODUCTION

In order to achieve the educational and teaching goal of cultivating student's employment competitiveness and development potential, during the teaching process, the teaching of program design has abandoned the simple theoretical teaching method. By analyzing and refining the knowledge content, and we designed and reconstructed the knowledge. It is refined into a work project "Eight-way answerer design", and then based on the basic structure of the assembly language program involved in the eight-way answerer's programming design process, six tasks were extracted. Firstly, the program was written mainly with assembly instructions and realized through software simulation. After that, to write the program in C language. Students have learned C language programming knowledge, after understanding the execution process of assembly instructions, they will have a deeper understanding of C language. The entire design is from simple to complex, from a single task to a comprehensive project. The whole learning process not only consolidates basic knowledge, but also exercises practical ability. [1]

2. TASK DESIGN ANALYSIS

The six tasks are designed as follows:

- (1) The eight light-emitting diodes have different ways to turn on and off, by this we analyze the basic structure of the assembly language program: sequential programming, branch programming, scattered transfer programming, cycle programming, look-up programming.
- (2) Double-byte addition: Analyzing the basic structure and execution process of sequential programming, using assembly MOV, ADD/ADDC instructions to complete the addition operation, and C language assignment statements to complete the programming.
- (3) To compare two numbers: by comparing two unsigned numbers, analyzing and designing two-branch programs;

by comparing two signed numbers, analyzing and designing three-branch programs, the students master the design process and basic methods; use assembly language The conditional branch instruction JZ/JNZ/CJNE/JC/JNC is used to make conditional judgments, branch transfers, use the C language conditional statement IF/IF ELSE/IF ELSE IF/ to select the direction, and compare the characteristics of the two languages and the program implementation process.

(4) Combination keys to control the light-emitting tube on and off status: to analyze the structure of the scatter transfer program and use the scatter transfer instruction JMP@A+DPTR and the transfer instruction AJMP to realize multiple branch steering, and using the C language switch statement SWITCH CASE statement to achieve the branch execution result.

(5) P1 port lights turn on from right to left, by this the cycle program design is analyzed, students use assembly language command DJNZ to control the cycle, complete the cycle program design, and use the C language cycle statement FOR WHILE to achieve the effect of the cycle program and achieve the purpose of the cycle.

(6) Eight-way colored lights control pipeline: using the assembly look-up table instruction MOVC A, @A+DPTR to complete the search for the glyph code, and sending it to the P1 port to realize the light on and off, and using the C language array DISPLAY[]{} to realize the glyph The value of the code, complete the C programming.

After completing the above 6 tasks of programming in two languages, to design a comprehensive project eight-way answerer: comprehensively using the above 6 knowledge points, using C and assembly instructions to complete the answerer program design, and using PROTUES drawing and KEIL software programming. Finally, the software and hardware joint debugging is carried out to complete the production of the project, so as to achieve the learning purpose of enabling students to master the knowledge of programming and improve the teaching effect.

3. CLASSROOM TEACHING IMPLEMENTATION

3.1 TEACHING METHOD

Supported by the online education comprehensive platform of Zibo Vocational College, teaching methods such as examples, learning websites, videos, etc. make the theoretical learning goals clearer, virtual simulation, physical demonstration, simulating the real production environment, and experiencing real work. Group discussion to share learning experience and gains,

improve the evaluation system, and encourage students to innovate.

3. 2 TEACHING METHODS

Using learning website videos, selecting relevant videos to learn and observe, downloading and watching micro-videos and FLASH videos through the online education comprehensive platform, and using the teaching platform to submit network homework and online Q&A. Smart classrooms can be used in the classroom to implement classroom roll-calling, group discussion and answer questions.

3. 3 TEACHING IMPLEMENTATION

The implementation of the teaching process is based on the principle of gradual progress from simple to complex, from virtual to reality, mainly through task-driven methods, encouraging students to dare to use two languages (C and assembly) to program and think more. Practice more, learn and improve in practice.

Take task 6 scattered transfer program design as an example, the teaching implementation process is as follows:

Determining the teaching content and arranging the learning tasks: to design two switches so that the CPU can detect the four different states of the combination of the two switches. Then, corresponding to each state, the 8 LEDs show different light-off modes. According to the teaching content, create a learning situation and refine the teaching task: use four switch combinations to control the four on-off modes, and write the program in assembly and C language, and implement the teaching in a task-driven method. [5]

Teachers issue teaching tasks through the teaching platform, and students preview in advance, and according to the task requirements, they will do a preview in advance through the online education integrated platform and the MCU learning website. According to the teaching task, the teacher explains the structure of the dissemination program, the assembly instruction JMP @A+DPTR and the dissemination table part AJMP, and then explains the C language SWITCH CASE statement according to the program realization process, and uses the statement to design the program. After mastering the core instructions and sentences, students use the software MEDEWIN or KEIL to write programs. After the program is written, use PROTEUS to draw and perform software simulation. After the simulation is successful, download it to the experiment board for hardware debugging. At this point, the task is complete. Students will be judged in groups to check whether the flowchart is standardized, whether the program is streamlined, and which programming idea is better. The group communicates with each other, and each finds the knowledge points that need to be improved. At the same time, discuss the details that should be paid attention to when using assembly and C language, so as to continuously improve their programming skills and level in the follow-up learning process.

4. TEACHING REFLECTION AND EVALUATION SUMMARY

This teaching implementation is supported by a

comprehensive education platform, project production is the purpose, each sub-task is the main line, relying on the combination of virtual and real simulation software, teaching integration, broadening the time and space for students to learn, using a variety of reasonable information teaching methods (Micro-classes, videos, animation demonstrations, virtual software) As an aid, the teaching tasks are completed well, not only mastering the assembly instructions, but also reviewing the knowledge of C language, achieving the dual-language teaching goals and improving the students' programming Interest and practical ability. [2]

When evaluating students, we use an examination mode that combines process evaluation and summative evaluation. This method can stimulate students' motivation to learn, and improve students' learning enthusiasm and practical ability. Process evaluation runs through daily teaching. It is part of the inherent procedure of classroom teaching. The results of each evaluation provide reference information for the improvement of the next learning stage and show the progress of students. At the same time, teachers can obtain accurate and effective feedback on student learning from the evaluation results, helping teachers improve teaching. This method can evaluate the complex and hidden learning results and learning skills that cannot be reflected by the traditional written test, can effectively detect the degree of command mastery of the students, and can reveal the individual emotional attitudes and learning strategies of the students in learning. The interest, attitude, and participation in activities shown in the process make judgments, which play a role in diagnosis, motivation and reinforcement for the overall development of students. It can encourage students to learn in real situations and provide reliable feedback, quality monitoring and guidance for teaching improvement.

In the process of teaching implementation, each teaching task evaluation is divided into two parts: process evaluation and platform data evaluation. In the process assessment and evaluation, simulation experiments accounted for 30%, innovative play accounted for 40%, sharing and communication 20%, and quality and ability 10%. Students are encouraged to play innovatively and learn to use knowledge. The evaluation of platform data is mainly based on the data collected by the platform. Students use the instructions and sentences learned in the classroom to draw flowcharts and write programs by themselves, so that students can perform assessments in innovative play. [3]

At the end of the course, according to the task evaluation, a final evaluation is made for each student. The teacher makes a quantitative analysis of the student's learning situation through the evaluation plan, and compares it among the students. The actual performance of the student is combined with the completion of the project in the learning process. The skill level and the scores obtained are evaluated to identify the level of students' knowledge mastery. Through the analysis of the evaluation results, the development direction of the students' personal abilities is pointed out, which is

conducive to the formation of autonomous learning ability and helps students The overall development of physical and mental quality. At the same time, it can also encourage teachers to comprehensively, in-depth and meticulously summarize the experiences and lessons of courses, textbooks and teaching methods, and find new ways to improve teaching methods and improve teaching quality for the new semester. [4]

In order to promote the overall development of students' knowledge, abilities and qualities, the proportion of the two results of formative evaluation is used as the final evaluation score, so as to change the attitude of students towards achievement and make students work towards the direction of learning. This not only points out the direction for the development of students' abilities, but also provides information feedback for teachers' teaching. In the future teaching, we will check for deficiencies and teach students according to their aptitude. Therefore, students are encouraged to take personal development as a reference, compare themselves with themselves, pay attention to their own efforts and progress, and play a guiding and leading role in the follow-up study of students' professional knowledge and improvement of skills. [6]

It is necessary to scientifically design an assessment model that synchronizes theory with practice and the software and hardware equipment required for teaching. Adopting the test mode that combines formative evaluation and summative evaluation can stimulate students' learning motivation and improve students' learning enthusiasm and practical ability.

5. TEACHING EFFECTIVENESS

Through the implementation process of this task, students give full play to their personal understanding ability and level, greatly increase their interest in learning, and greatly improve their programming ability. The figure below is the result of drawing, programming, and debugging of students.

Through the implementation of teaching, teachers not only better understand students' knowledge, abilities, interests and needs, but also focus on students' development potential. Students have completed the design and realization of projects ranging from single tasks to software simulation to physical production. Actively participate in teachers' teaching and research projects, and have participated in many provincial and national electronic design competitions, and achieved

excellent results.

In the overall learning process of the course, a staged evaluation is adopted, and a summative evaluation of the student's learning is made based on the evaluation results. The formative evaluation is implemented during the students' study period. The purpose is not to draw conclusions and grades for students, but to collect, synthesize and analyze the daily learning information of students through multiple channels and methods to understand students' knowledge, abilities, interests and needs, Focusing on the development of students' potential. This not only focuses on the evaluation of students' cognitive abilities, but also the evaluation of students' emotional and behavioral abilities. The periodic assessment provides students with an opportunity for continuous self-improvement and improvement. At the same time, it improves students' learning methods, determines their learning progress, provides teachers with teaching feedback, and improves teachers' teaching level.

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Multi-Tag Classification Algorithm based on Tag Correlation

Mengyu Wu, Weiwei Yu*

College of Information Engineering, Shanghai Maritime University, Shanghai, China

*Corresponding Author.

Abstract: Aiming at the problem that the ML-KNN (Multi Label-K Nearest Neighbor) algorithm does not consider label correlation in multi-label classification, an AML-KNN algorithm considering label correlation is proposed (Apriori-ML-KNN). Firstly, The Apriori algorithm is used to obtain correlation degree between data labels. Secondly, the label rules with high correlation degree are added to ML-KNN classifier to complete the introduction of label correlation, to obtain new feature tag sets and reduce the number of tags to be predicted. Finally, train a new classifier to achieve the purpose of improving classification performance. Experimental results show that the proposed AML-KNN algorithm has a better classification effect on multiple multi-label classification indexes.

Keywords: Multi-label classification; Label Correlation; ML-KNN; Apriori

1. INTRODUCTION

Classification is one of the important topics in the field of machine learning. Its purpose is to assign all suitable labels to unknown label samples. It is mainly divided into single-label classification and multi-label classification [1]. In the traditional single-label classification problem, each sample data is only associated with one label in the label set; in the multi-label classification problem, each sample data has multiple category labels. Therefore, multi-label classification is more suitable for complex and huge data and has a wide range of applications in the fields of bioinformatics, medical diagnosis, scene classification, and music emotion classification [2-4].

As the problem of multi-label classification continues to deepen, researchers have proposed many multi-label learning methods, which are mainly divided into algorithm adaptation and problem conversion methods. The main idea of algorithm adaptation is to improve the existing algorithm so that it can directly deal with multi-label classification problems. For example, C4.5[5] algorithm learns some multi-label classification rules, BP-MLL (Back-Propagation for Multi-Label Learning) [6] algorithm introduces a new error function Number back propagation. The basic idea of the problem transformation method is to convert multi-label classification learning into multiple single-label classification problems, to use single-label classification algorithms for analysis and calculations. Representative algorithms include BR (Binary Relevance) algorithm, LP (Label Power set) algorithm, RAKEL (Random K-Label sets) algorithm [7-9].

However, most of the above algorithms consider that tags

are independent of each other and ignore the correlation between tags. For example, if an article has the label "neural network", the probability of the label "deep learning" is much greater than other labels; when the labels "Disney" and "Mickey Mouse" appear, the label "amusement park" is likely to appear at the same time [10]. Therefore, how to use the correlation between tags to enhance the prediction performance of multi-label classification is the key to studying the problem of multi-label classification.

Since the issue of label relevance was raised, it has attracted the attention of scholars at home and abroad. Zhang et al. proposed LIFT[11](multi-label learning with label specific features), a multi-label learning algorithm based on generic attributes. The algorithm assumes that each tag has its own specific characteristics. Fadi et al. proposed an association rule-based multi-label learning algorithm MMAC[12-14](Multi-class Multi-label Associative Classification approach). This algorithm has many significant features that are superior to traditional association classification rules. However, the classification effect of multi-label data sets cannot be verified.

In response to the above discussion, based on the analysis of the MK-KNN algorithm, this paper uses the Apriori algorithm to mine the superior performance of the potential relationships of sample data, adds the relevant label rules to the ML-KNN classifier to construct a new classifier, and compares the commonly used Experiment with several multi-label classification data sets. Experimental results show that the effectiveness of the algorithm is verified on several common indicators of multi-label classification.

2. RELATED WORK

2.1 DEFINITION OF MULTI-LABEL PROBLEM

Set $X = R^d$ represent the input space of the d - dimensional feature vector, $Y = \{Y_1, Y_2, \dots, Y_L\}$ represent the vector space of all labels, $\Gamma = \{\lambda_1, \lambda_2, \lambda_3, \dots, \lambda_L\}$ means the overall label set

of the data, $T = \{(x_1, Y_1), (x_2, Y_2), \dots, (x_i, Y_i), i = 1, \dots, N\}$ represents a training data set with an instance of N , where each training instance $x_i \in R^d$ represents the first T the feature vector of i samples, $Y_i \in Y$ represents the category label set to which instance x_i belongs. The purpose of the multi-label classification algorithm is to train classification function $H: X \rightarrow Y$, use this classification function to predict the label set of the input instance.

2.2 ML-KNN ALGORITHM

ML-KNN algorithm is an extension of the traditional K -

Nearest Neighbor (K-Nearest Neighbor, KNN) algorithm. It finds the K nearest neighbor of each test sample in the training set and based on the statistical information of the label in the neighbor sample, it passes the principle of maximum posterior probability (MAP). The process of predicting the label set of the test sample [15-16].

Suppose that a given sample X and a set of labels of the sample $y_x \in Y$, Y is the vector space of labels, $N(X)$ represents the K near neighbors of the sample X in the training data set. If the example X contains the l label in Y , then this sample The value of the l label component $y_x(l)$ of the label set y_x is 1, otherwise, the value is 0. The count vector $C_x(l)$ represents the number of neighbors with label l among the K neighbors of sample X , is expressed as formula (1):

$$C_x(l) = \sum_{a \in N(X)} y_a(l) \quad (1)$$

Definition H^l_b means that sample X contains events with a label l ($b=1$) and does not contain label l ($b=0$), E^l_j means that there are exactly j neighbors in the K neighbors of sample X that contain events with the label l , according to the maximum posterior probability can be obtained that the classification function of the predicted label set y_x of the sample X as formula (2):

$$y_x(l) = \underset{b \in \{0,1\}}{\operatorname{argmax}} p(H^l_b | E^l_j) \quad l \in y \quad (2)$$

Using the Bayesian formula, the above formula can be equivalently transformed into formula (3):

$$y_x(l) = \underset{b \in \{0,1\}}{\operatorname{argmax}} p(H^l_b) p(E^l_j | H^l_b) \quad (3)$$

That is, by calculating which case the value of $y_x(l)$ is larger in $b \in \{0,1\}$, if $b=1$ is larger, the sample X contains the label l , otherwise it does not.

In formula (3), $p(H^l_b)$ represents the prior probability of whether the sample X contains labels l , it can be found by dividing the number of times the label l appears on the entire training data set by the total number of labels, as shown in formula (4):

$$p(H^l_1) = (s + \sum_{i=1}^m y_{xi}(l)) / (s \times 2 + m); p(H^l_0) = 1 - p(H^l_1) \quad (4)$$

Posterior probability $p(E^l_j | H^l_b)$ as formula (5) (6):

$$p(E^l_j | H^l_1) = (s + c[j]) / (s \times (K+1) + \sum_{p=0}^K c[p]) \quad (5)$$

$$p(E^l_j | H^l_0) = (s + c'[j]) / (s \times (K+1) + \sum_{p=0}^K c'[p]) \quad (6)$$

Among them, s is the Laplacian coefficient, $c[j]$ is the number of vectors whose K neighbors have j and also have l labels, $\sum_{p=0}^K c[p]$ is the vector with l labels, it is K neighbors have 0~ m . The sum of the number of vectors with l labels.

2.3 DISTANCE MEASURE

In the ML-KNN algorithm, the choice of K value is based on the distance between the feature attribute vectors of two samples. Euclidean distance, as a commonly used distance metric, can measure the absolute distance of each point in a multidimensional space, the formula is as follows (7):

$$\operatorname{dist}(H, I) = \sqrt{\sum_{i=1}^n (h_i - i_i)^2} \quad (7)$$

Among them, H and I indicate that the feature attributes of different samples of the same category to be tested are closer, the feature attributes of samples of different

categories are farther apart.

The ML-KNN algorithm uses the maximum posterior probability method to predict sample labels. Although the efficiency is high, the calculation process is based on the fact that the labels are not related to each other, that is, the correlation between the labels is ignored. However, in practical applications, most tags are related to each other, and the discovery of tag correlation information can provide help for learning other tags. Based on this, the paper improves ML-KNN and takes into account the correlation of tags to further improve the classification performance.

3 ML-KNN ALGORITHM BASED ON TAG CORRELATION

3.1 LABEL RELEVANCE INTRODUCTION

Apriori algorithm is one of the most classic algorithms in the field of data mining. It can discover unknown but actual internal connections between complex data sets. The algorithm defines support and confidence as the basis for describing the correlation between association rules, the formula is as follows (8) (9):

$$\operatorname{sup}(P \rightarrow Q) = \frac{\sigma(PQ)}{V} \quad (8)$$

$$\operatorname{con}(P \rightarrow Q) = \frac{\sigma(PQ)}{\sigma(F)} \quad (9)$$

Among them, P, Q represents the data item set, if the number of items contained in P is D , then P is called the D -data item set, V is the total number of P and Q , $\sigma(PQ)$ is the transaction whole containing PQ and $\sigma(F)$ is the transactions whole containing P , given the minimum support (\min_sup) and minimum confidence (\min_con) thresholds, if thresholds $\operatorname{sup}(P \rightarrow Q) \geq \min_sup(P \rightarrow Q)$, $\operatorname{con}(P \rightarrow Q) \geq \min_con(P \rightarrow Q)$, thinks that there are strong association rules between $P \rightarrow Q$.

For a sample T to be tested, based on the performance of the Apriori algorithm, the label information in the data set is extracted for preprocessing, then higher minimum support and minimum confidence are set to calculate the correlation between each label. Mark the labels with strong association rules as ω_i, ω_j ($i, j \in Y$), update all label sets as formula (10):

$$Y' = Y - \{\omega_i, \omega_j\} \quad (10)$$

Perform maximum posterior probability test on the label ω_i , as formula (11), if:

$$y_t(\omega_i) \underset{b=1}{>} \underset{b=0}{y_t(\omega_i)} \quad (11)$$

It is considered that the sample to be tested contains labels ω_i and labels ω_j at the same time. Otherwise, it is considered that the sample to be tested contains neither label ω_i nor label ω_j , there by reducing the number of labels to be predicted by introducing label correlation, Improve the accuracy of label prediction and reduce complexity.

3.2 ALGORITHM DESCRIPTION

Based on the introduction of the ML-KNN algorithm and Apriori algorithm to tag correlation, this paper proposes a multi-tag classification algorithm AML-KNN algorithm based on tag correlation. The main part is as follows:

Input: training data set X and test data set T , training data set sample number m , all label set T , label space Y , nearest

neighbor paramete K , Laplace smoothing coefficient s , there is a strong correlation label ω_i, ω_j .

Output: Test sample T tag set.

```

(1)  $p(H^l_1) = (s + \sum_{i=1}^m y_{xi}(l)) / (s \times 2 + m)$ ;
(2)  $p(H^l_0) = 1 - p(H^l_1)$ ; // The prior probability of each tagl
(3) Calculate  $K$  the nearest neighbor  $N(X)$  of the sample  $X$ 
(4) for  $l \in \Gamma$  do
(5) for  $j \in \{0, 1, \dots, k\}$  do
(6)  $c[j] = 0$ ;  $c'[j] = 0$ 
(7) end
(8) for  $i \in \{1, 2, \dots, m\}$  do
(9)  $\partial = c_x(l) = \sum_{a \in N(x)} y_a(l)$ 
(10) if  $(y_x(l) == 1)$ 
(11)  $c[\partial] = c[\partial] + 1$ 
(12) else
(13)  $c'[\partial] = c'[\partial] + 1$ 
(14) end
(15) for  $j \in \{0, 1, \dots, k\}$  do
(16)  $p(E^l_j | H^l_1) = (s + c[j]) / (s \times (K+1) + \sum_{p=0}^K c[p])$ 
(17)  $p(E^l_j | H^l_0) = (s + c'[j]) / (s \times (K+1) + \sum_{p=0}^K c'[p])$ 
(18) end
(19) end
(20) Calculate the  $K$  nearest neighbors of the unknown sample  $t$ 

```

Table 1 Description of an experimental data set

dataset	sample	Feature	tag	tag density	tag potential
CAL500	502	68	174	0.14	26.04
Yeast	2417	103	14	0.3	4.25
Emotions	593	72	6	0.31	1.86

The label potential is the average number of labels selected by the sample, which is the ratio of the sum of the number of labels owned by each sample to the total number of samples; the label density is the ratio of the label potential to the total number of labels.

4.2 EVALUATION CRITERIA

Due to the complexity of the multi-label classification problem, the evaluation criteria of the single-label classification algorithm is no longer applicable to a multi-label classification algorithm. so the following evaluation criteria widely used in the multi-label algorithms are adopted.

Hamming Loss, as formula(12):

$$HLoss = \frac{1}{|T|} \sum_{i=1}^{|T|} \frac{1}{|Y|} |h(xi) \Delta Yi| \quad (12)$$

T : test sample set, Y : label set of test sample data set, $h(xi)$: test sample data label set, Yi : actual label set of test sample data, Δ : symmetric difference between the two sets. The loss function criterion represents the similarity of the true tag set of sample data to the tag set predicted by the multi-tag classification function.

One-Error, as formula(13):

$$One-Error(f) = \frac{1}{|T|} \sum_{i=1}^{|T|} H(xi) \quad (13)$$

This evaluation index is mainly used to predict whether the tag ranking first in the tag set exists in the actual tag set. $H(xi) = 1$, represents the existence in the actual tag

set; $H(xi) = 0$, means that it does not exist in the actual tag

set.

(3) Ranking Loss, as formula(14):

$$Rloss(f) = \frac{1}{|T|} \sum_{i=1}^{|T|} \frac{1}{|YiYj|} |\{(y1, y2) | f(xi, y1) \leq f(xi, y2), (y1, y2) \in YiYj\}| \quad (14)$$

Yi is the complement set in the set Y and the evaluation

index mainly measures the correlation of tags in the tag set.

(4) Coverage, as formula(15):

$$Coverages(f) = \frac{1}{|T|} \sum_{i=1}^{|T|} |C(xi)| - 1 \quad (15)$$

This evaluation index is mainly used to find the cost of all the labels in the sample in the predictive label

ordering. $f(xi, yi)$ represents the confidence level of the tag yi contained in data xi .

(5) Average Precision, as formula(16):

$$Aver-prec = \frac{1}{|T|} \sum_{i=1}^{|T|} \frac{1}{Yi} p(xi) \quad (16)$$

Among them,

$$P(xi) = \sum_{y \in Yi} \frac{| \{y | f(xi, y) \geq f(xi, yxi'), y \in Yi \} |}{| \{y | f(xi, y) \geq f(xi, yxi'), y \in Y \} |}$$

This evaluation index is mainly used to measure the proportion of the mean value of the label set before the label position that still belongs to the training sample data set.

In order to verify the validity of the algorithm, the experiment selected three multi-label classification data sets from different fields in the Mulan database, namely music label classification data (CAL500), gene function classification data (Yeast) and emotion classification data set (Emotions), the specific information is shown in Table 1:

Split the Aver-press evaluation indexes shows that the greater the effect is better, the rest of the evaluation index value is smaller, the better classification effect, but because each evaluation standard function evaluates the classifier performance from many angles and aspects, it can not achieve the best effect at the same time. the running time T index evaluating the execution efficiency of the algorithm. Different algorithms for the same data set evaluate the comprehensive performance of the algorithm according to all evaluation indexes

4.3 EXPERIMENTAL RESULTS AND ANALYSIS

The experiment adopted a support degree of 2, min_sup=30%, min_con=85%, The confidence of association rules in the experimental data shown in Fig.1 is obtained.

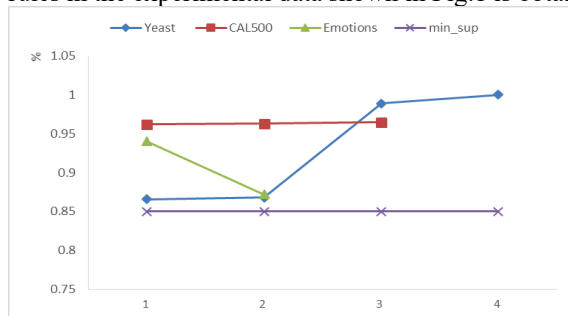


Fig.1 Confidence of each data association rule

Figure 1 shows that under the limit of minimum confidence, each data set has different association rules, and the association rules have their confidence. The association rules with the highest confidence of each data set are added to the classifier to explore the experimental results.

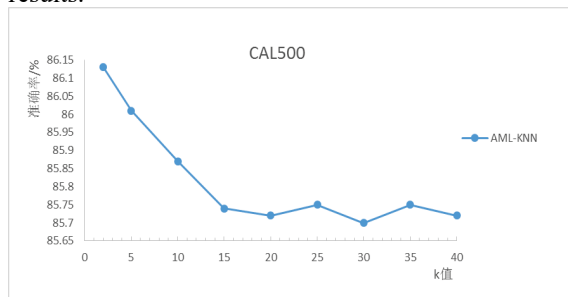


Fig.2 Influence of K value on accuracy of CAL500 data set

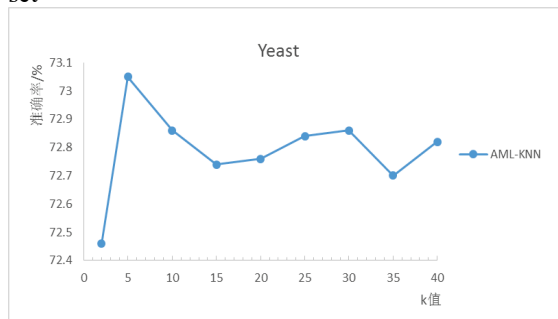


Fig.3 Influence of K value on accuracy of Yeast data set
Meanwhile, To evaluate the model more accurately and reduce the fitting, To ensure the accuracy of the experiment, the method of 10-fold cross-validation is adopted to find the k value with better classification performance. For each data set, k=2, 5,...40. The improved AML-KNN algorithm was used for experiments,the

influence of K value on the accuracy of the data set was obtained. The experimental results are shown in Fig.2, Fig.3 and Fig.4:

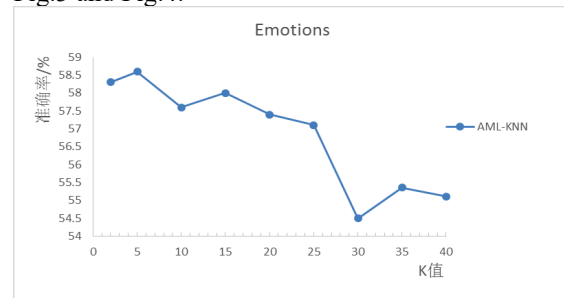


Fig.4 INFLUENCE OF K VALUE ON ACCURACY OF EMOTIONS DATA SET

It can be seen from Figures 2, 3 and 4 that the average accuracy of the CAL500 data set is the highest when K=2,the overall average accuracy changes little after K=15.Yeast data set in the highest average accuracy when k=5, after k=10,the average accuracy slightly ups and downs, but little change in general; Emotions Data set reached the highest average accuracy when K=5, after K=10, the average accuracy fluctuated slightly, but showed an overall downward trend. That is, there is a K value for different data sets, which makes the comprehensive accuracy of the experiment the highest.

For CAL500 data sets, Yeast data sets and Emotions data sets, simulation experiments were performed under the values of k=2, k=5, and k=5 respectively, The real experiment is compared with the BR algorithm and LIFT algorithm, the experimental results are shown in Table 2, Table 3 and Table 4:

The comparison experiment shows that the AML-KNN algorithm considering tag correlation has a good multi-tag classification effect. For CAL500 data sets, the AML-KNN algorithm is superior to the other three algorithms in terms of hanm-loss, Rank loss and Coverage indexes,the Aversge and One error indicators are the same as MLKNN and second only to the LIFT algorithm; Datasets for Yeast, AML-KNN algorithm on Coverage index level is better than the other three algorithms, for Hanm-loss, One error, Rank loss index is not optimal and also sub-optimal;for Emotions data sets, AML-KNN algorithm in terms of Coverage and Average indicators are based on the optimal algorithm, in One error and Hanm - loss index is lower than that of BR and LIFT algorithms, but is better than ML-KNN algorithm. In the overall experimental results, the overall performance of the AML-KNN algorithm is higher than the other three algorithms. In the sample predictive label ordering, the cost of finding all the labels for the sample is reduced,the experimental results are better.

The experiment found that due to the influence of K, each program running time of AML-KNN and MLKNN algorithms fluctuated slightly, but the whole was stable. Therefore, To further verify the AML-KNN algorithm, The running time of the program for ten times was collected under the same K value, and the running time (T/S) was taken as the evaluation index. the experimental results are shown in Fig.5, Fig. 6 and Fig.7:

At the same time, more intuitive to display the overall

time performance of the algorithm and for CAL500, Yeast and Emotions data set, computing MLKNN and ML - ten times the average elapsed time of KNN

Table 2 Experimental results of the four algorithms on CAL500 data set

Standard	MLKNN	BR	AMLKNN	LIFT
Hanm-loss	0.1312	0.1615	0.1311	0.1334
One error	0.3645	0.7491	0.3645	0.1036
Rank loss	0.1388	0.3045	0.1387	0.1733
Coverage	63.64	169.26	63.33	126.41
Aver-prec	0.9670	0.3513	0.9670	0.5200

Table 3 Experimental results of the four algorithms on Yeast data set

Standard	MLKNN	BR	AMLKNN	LIFT
Hanm-loss	0.1985	0.2454	0.1985	0.2594
One error	0.3217	0.3993	0.3217	0.2520
Rank loss	0.1756	0.3097	0.3228	0.3523
Coverage	6.57	9.24	1.74	11.29
Aver-prec	0.76776	0.6216	0.7677	0.6152

Table 4 Experimental results of the four algorithms on Emotions data set

E-standard	MLKNN	BR	AMLKNN	LIFT
Hanm- loss	0.2920	0.2474	0.2887	0.2303
One error	0.4504	0.3913	0.4108	0.3136
Rank loss	0.2749	0.2963	0.3588	0.2456
Coverage	2.57	2.55	2.18	2.29
Aver-prec	0.5916	0.7014	0.5916	0.7347

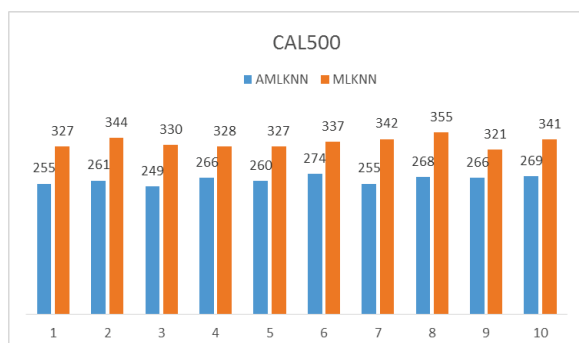


Fig.5 The two algorithms run time comparison graph on the CAL500 data set

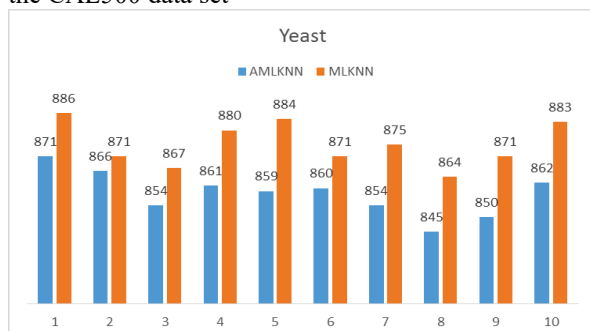


Fig.6 The two algorithms run time comparison graph on the Yeast data set

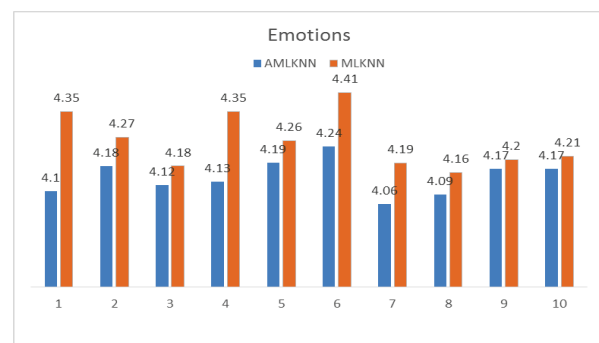


Fig.7 The two algorithms run time comparison graph on the Emotions data set

Table 5 Average running time of the three data sets

data set	indicators	MLKNN	AML-KNN
CAL500	T(s)	335.2	262.3
Yeast	T(s)	875.2	858.2
Emotions	T(s)	4.25	4.14

By figure 5, figure 6 and figure 7 shows that for CAL500, Yeast and Emotions data sets, although the results of the ten experiments fluctuate slightly, the AML-KNN algorithm reduces the running time of the experiment to varying degrees compared with the MLKNN algorithm. from the average running time in Table 5 can also see the effectiveness of the AML-KNN algorithm

5.CONCLUSION

With the advent of the era of big data, multi-tag classification has been applied in various fields. In the face of complex and huge data in different fields, how to make multi-tag classification more accurate and effective has been paid attention to and discussed. Research has found that tag correlation information can provide help for learning other tags. Aiming at the problem of label

correlation not being considered in multi-label classification, this paper proposes an AML-KNN algorithm that considers label correlation. The Apriori algorithm is used to obtain the correlation between the labels and the labels with strong correlation are introduced into the MLKNN algorithm. Constructing a new classifier, the overall experimental results show that the AML-KNN algorithm, which takes into account the label correlation, has a significant improvement in multi-label classification performance compared with the MLKNN algorithm.

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Discriminant Sparsity Preserving Projections with Kernel Extension for Face Recognition

Qiang Zhang

Zibo Vocational Institute, Department of Electronic and Electrical Engineering, Zibo 255000, Shandong, China

Abstract: To exploit the merits of robustness of sparse representation and manifold learning, we propose a new algorithm called Discriminant Sparsity Preserving Projections (DSPP), which utilizes sparse representation to construct the intrinsic weighted matrix of training samples and incorporates "locality" and "sparsity" into objective function. To improve face recognition performance, a kernel extension of DSPP algorithm is also developed. Experimental results on AR and PIE face databases demonstrate the effectiveness of the proposed face recognition methods.

Keywords: Feature extraction; Sparse representation; Discriminant sparsity preserving projections; Kernel method; Face recognition

1. INTRODUCTION

Feature extraction is an important research topic in optical image recognition area, such as face recognition. Recognition performance of the practical face recognition system is largely influenced by the variations in illumination conditions, viewing directions or pose, facial expression, aging and disguises. On the feature extraction, the current methods are classified into machine learning and image processing methods.

On the feature extraction based on machine learning, dimensionality reduction is a popular method and widely used in face recognition[1-2]. The popular dimensionality reduction methods, such as PCA[3], LDA[4], NPE[8] and LPP[9], are unified into the graph embedding framework. As a result, graph becomes the heart of many existing dimensionality reduction methods. How to construct a graph is a focus in designing different dimensionality reduction algorithms. Under the graph embedding framework, there have been much work in the literature to combine neighborhood preserving geometry properties with label information together to learn discriminative subspace for face recognition [3-4].

More recently, some new methods integrating the theory of sparse representation, compressed sensing and subspace learning have been proposed, and have been successfully applied in many practical applications. [5] Sparse subspace learning is a special family of dimensionality reduction methods which consider "sparsity". The representative methods include Sparsity Preserving Projections (SPP) and its discriminant extensions for face recognition [6-7].

Sparse representation and its extensions suffer from a limitation that the computation is complex which is based on L_1 -norm optimization problem. In this paper, an efficient discriminant feature extraction method named Discriminant Sparsity Preserving Projections (DSPP) is

proposed, which is based on within-class L_2 -norm and between-class L_1 -norm optimization problem and takes into consideration the label information of the input data by constructing within-class collaboration representation graph and global between-class sparsity and separability preserving criterion. To overcome the matrix singularity problem, a computation efficient algorithm is also proposed.

DSPP is a linear dimensionality reduction method and insufficient to deal with the nonlinear data. To improve its effectiveness of handling the nonlinear data, we propose Kernel Discriminant Sparsity Preserving Projections (KDSPP) which is a kernel extension of DSPP.

The paper is organized as follows: The proposed DSPP algorithm and its kernel extension are presented in section 2. To verify the effectiveness of feature extraction methods, face recognition experimental results are demonstrated in section 3. And in section 4 we conclude the paper. [8]

2. DISCRIMINANT SPARSITY PRESERVING PROJECTIONS AND ITS KERNEL EXTENSION

LPP and SPP only focus on preserving local similarity of the data points and the label information is ignored. In order to enhance the discriminative ability, the label information should be used to characterize the between-class scatter and the within-class scatter of training samples. In this section, we propose a new linear subspace algorithm based on sparse representation and present its nonlinear kernel extension. The proposed feature extraction methods can make class separability and within-class neighborhood structure preservation be attained at the same time.

2.1 WITHIN-CLASS SPARSITY PRESERVING OBJECTIVE FUNCTION

For CRC, it has been proved that it is the collaboration between classes and not the sparsity that really improves the accuracy. So we have Formula (1):

$$\min \|x_i - X_{w,i} w_i\|_2^2 + \lambda \|w_i\|_2^2 \quad (1)$$

Where $\lambda > 0$ is the regularization parameter. The regularization has two effects, one is to make the least square solution stable, and the other is to introduce a certain amount of "sparsity" to the solution w_i . The value of λ is usually set from 0 to 1. In this paper, the value of λ is set 0.01.

By means of Formula (1) derivation, we get Formula (2):

$$w_i = (X_{w,i}^T X_{w,i} + \lambda I)^{-1} X_{w,i}^T x_i \quad (2)$$

The within-class local geometry preserving objective function is defined as Formula (3):

$$\min \sum_{ij} \|y_i - y_j\|^2 W_{ij}, \quad (3)$$

2. 2BETWEEN-CLASS GLOBAL MARGIN PRESERVING OBJECTIVE FUNCTIONS

Denote the set of mean vectors for each class as a matrix $X_M = [x_{M,1}, x_{M,2}, \dots, x_{M,c}]$, where c denotes the number of classes. In order to preserve the global between-class margin, we try to search for the sparse representation of $x_{M,i}$ within the matrix X_M as Formula (4):

$$\min \|x_{M,i} - X_M h_i\|_2^2 + \lambda \|h_i\|_2^2 \quad (4)$$

Let $h_i = [h_{1,i}, \dots, h_{i-1,i}, 0, h_{i+1,i}, \dots, h_{c,i}]^T \in R^{c_w}$, $i = 1, 2, \dots, c$, be the sparse coefficient vector of any mean vector $x_{M,i}$ that is calculated by the L_2 -norm optimization problem Formula (4). The weighted adjacency matrix can be denoted as Formula (5):

$$H_{c \times c} = \max\{|h_1|, |h_2|, \dots, |h_c|\}, [|h_1|, |h_2|, \dots, |h_c|]^T \quad (5)$$

In Formula (5), the absolute value is used to indicate the importance of the mean vectors in the sparse representations, H is made symmetric by picking $\max\{h_{ij}, h_{ji}\}$ for any mean vectors i and j .

Then, the between-class margin maximization objective function is defined as Formula (6):

$$\max \sum_{ij} \|y_{M,i} - y_{M,j}\|^2 H_{ij} \quad (6)$$

By algebraic derivation, the objective function (6) can be simplified as Formula (7):

$$\begin{aligned} & \frac{1}{2} \sum_{ij} \|y_{M,i} - y_{M,j}\|^2 H_{ij} \\ &= \frac{1}{2} \text{tr} \left(\sum_{ij} (V^T x_{M,i} - V^T x_{M,j})(V^T x_{M,i} - V^T x_{M,j})^T H_{ij} \right) \\ &= \text{tr} \left(\sum_i V^T x_{M,i} D_{bii} x_{M,i}^T V - \sum_{ij} V^T x_{M,i} H_{ij} x_{M,j}^T V \right) \\ &= \text{tr}(V^T X_M (D_b - H) X_M^T V) = \text{tr}(V^T X_M L_{gb} X_M^T V) \quad (7) \end{aligned}$$

In Formula (7), where $L_{gb} = D_b - H$ is Laplacian matrix, D_b is a diagonal matrix with its entries being the row (or column) sum of H , i. e. $D_{bii} = \sum_j H_{ij}$.

2. 3 KERNEL EXTENSION OF DSPP

DSPP is a linear dimensionality reduction method and insufficient to deal with the nonlinear data. To improve its effectiveness of handling the nonlinear data, we propose Kernel Discriminant Sparsity Preserving Projections (KDSPP) which is a kernel extension of DSPP. In KDSPP, the data is transformed to a higher dimensional space by a nonlinear mapping first and then DSPP algorithm is performed in this new space.

Suppose that we map the original data $X = [x_1, x_2, \dots, x_N] \in R^{D \times N}$ to a higher dimensional space by a nonlinear mapping $\Phi: x_i \rightarrow \Phi(x_i) (i = 1, 2, \dots, N)$. The inner product of $\Phi(x_i)$ and $\Phi(x_j)$ can be computed as $\Phi(x_i)^T \Phi(x_j) = K(x_i, x_j)$, where $K(x_i, x_j)$ is a kernel function. Then the first objective function of KDSPP is to search for the sparse representation of K_i within the same class by solving the nonlinear extension of L_2 -norm optimization problem of (3) as follows:

$$\min \|K_i - K_{w,i} w_i\|_2^2 + \lambda \|w_i\|_2^2, \quad (8)$$

Then, the within-class local geometry preserving objective function is defined as:

$$\min \sum_{ij} \|\Psi(x_i) - \Psi(x_j)\|^2 W_{ij} \quad (9)$$

The global between-class separability criterion of kernel extension of (6) is defined as:

$$\max \sum_{ij} \|K_{M,i} - K_{M,j}\|^2 H_{ij}, \quad (10)$$

Based on (8), (9) and (10), the final optimal projection matrix can be obtained by adopting the direct resolution procedure as described in the linear method.

3. EXPERIMENTAL RESULTS AND DISCUSSIONS

In this section, we evaluate the feasibility and performance of the proposed algorithms for face recognition. Experiments are conducted on 2 popular face databases. The effectiveness is evaluated with comparative performance against other representative methods such as Eigenface[3], fisherface[4], MFA, CMVM, SPP, SLPDP, MSRDM, etc. The experiments are implemented on a Pentium 3.0 GHz computer with 2 GB RAM under the MATLAB (Version 7.01) programming environment.

3. 1 EXPERIMENTAL SETTINGS

The CMU PIE face database contains 68 individuals with 41368 face images as a whole. The face images were captured by 13 synchronized cameras and 21 flashes, under varying pose, illumination and expression. From CMU PIE, we choose the five near frontal poses (C05, C07, C09, C27, C29) and use 800 images under different illumination, lighting and expressions where each individual has 40 images. The AR database contains faces with more extreme facial expression, non-uniform illuminations and occlusions. The database contains images of 126 people (70 men and 56 women). The images were taken during two different sessions, with 13 images per session. In our experiments, only non-occluded images of 50 men and 43 women were used. That is, 14 images per subject were used. Since in the practical application, the face detection is the first step for recognition. We cropped and resized the images to 32×32 pixels for PIE (Fig. 1. a) and AR (Fig. 1. b).



Figure 1 Example face images of face databases used in our experiments

3. 2 EXPERIMENTS ON PIE DATABASE

For each individual, $l (= 5, 10, 15, 20)$ images are randomly selected for training and the rest are used for testing. For each given l , we averaged the results over 50 random splits. The best results obtained in the optimal

subspace and the corresponding standard variances for each method are shown in Table 1. When 10 training samples are used for each person, we show the relationship between recognition rate and dimensionality in Fig. 2. From the experimental results, we find that DSPP can achieve competitive recognition accuracy compared with other related methods when there are large

image variations in lighting and pose. As the nonlinear extension of DSPP, KDSPP can achieved higher accuracy than other mehtods. From the experiment results, we can find that L_1 -norm and L_2 -norm in the sparse representation optimization problem are both effective and can achieve similar experiment results. [9]

Table 1 The maximal average classification accuracies (percent) over 50 random splits on PIE database and the corresponding standard deviations and reduced dimensions (shown in parentheses)

method	5 Train	10 Train	15 Train	20 Train
Eigenface	37.05(2.13, 90)	53.27(2.15, 180)	64.65(2.42, 270)	73.17(2.13, 360)
Fisherface	68.61(2.54, 19)	80.98(2.21, 19)	85.74(1.69, 19)	87.55(1.62, 19)
CMVM	69.68(2.99, 19)	81.83(2.11, 19)	85.97(1.75, 22)	87.65(2.26, 20)
MFA	70.73(2.31, 21)	81.90(2.56, 20)	87.06(1.68, 20)	88.04(2.37, 20)
SPP	64.83(2.65, 79)	79.54(2.08, 123)	84.32(1.95, 180)	85.34(2.63, 210)
SLPDP	71.94(2.49, 25)	82.77(2.91, 19)	87.08(1.56, 23)	88.85(1.93, 21)
MSRDM	72.82(2.84, 21)	82.83(2.41, 20)	88.51(1.88, 19)	90.19(1.49, 20)
DSPP(2-norm)	72.82(2.10, 24)	83.03(1.91, 29)	88.91(1.84, 21)	89.36(1.59, 21)
DSPP(1-norm)	72.12(2.70, 24)	83.29(2.34, 20)	88.16(1.77, 20)	89.84(1.75, 21)
KDSPP(2-norm)	72.75(2.34, 23)	86.56(2.00, 29)	90.15(2.18, 26)	91.27(1.76, 23)
KDSPP(1-norm)	73.05(2.96, 24)	86.50(3.41, 25)	90.27(2.18, 24)	91.47(1.84, 24)

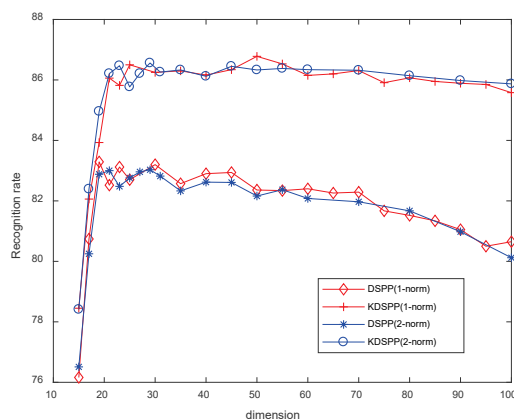


Figure 2 Relationship between recognition rate and dimensionality on PIE

dimensionality on PIE

3. 3 EXPERIMENTAL COMPARISONS ON AR DATABASE

For each individual, $l(= 4,5,6,7)$ images are randomly selected for training and the rest are used for testing. For each given l , we averaged the results over 50 random splits. The best result obtained in the optimal subspace and the corresponding standard variances for each method are shown in Table 2. From the experimental results, we can see that DSPP and its kernel extension achieved higher recognition accuracy when compared with other methods and the experimental results confirmed the effectiveness of DSPP and its kernel extension when there were very large image variations in expression and illumination. [10]

Table 2 Experimental Results on AR Database

method	4 Train	5 Train	6 Train	7 Train
Eigenface	46.14(1.44, 371)	51.55(1.56, 464)	55.89(1.41, 557)	58.83(2.29, 650)
Fisherface	76.85(1.28, 92)	80.36(2.16, 92)	83.39(0.96, 92)	83.81(1.08, 92)
CMVM	52.65(2.38, 92)	56.81(2.09, 92)	60.62(1.43, 92)	63.78(2.38, 92)
MFA	79.01(3.45, 95)	81.94(2.33, 92)	84.21(1.36, 92)	87.78(2.45, 92)
SPP	78.98(1.61, 100)	73.96(1.52, 95)	77.48(1.36, 98)	81.05(2.21, 95)
SLPDP	81.57(3.49, 97)	86.19(1.29, 96)	88.42(1.73, 98)	89.53(0.61, 99)
MSRDM	82.45(2.14, 95)	86.17(1.58, 105)	87.87(0.38, 94)	88.79(1.24, 92)
DSPP	82.83(1.59, 94)	86.54(1.26, 200)	88.37(1.53, 210)	89.21(1.14, 200)
KDSPP	84.74(1.61, 96)	87.64(1.33, 98)	90.89(1.22, 98)	92.72(1.09, 97)

When 6 training samples are used for each person, we show the relationship between recognition rate and dimensionality in Fig. 3.

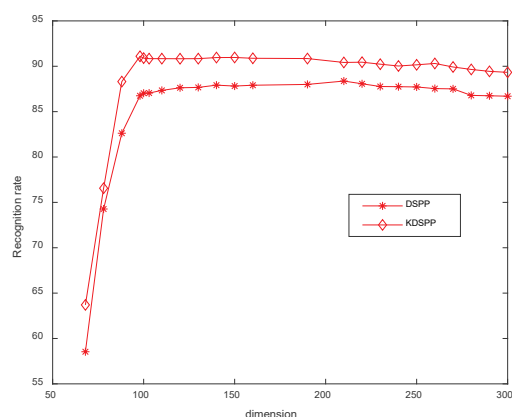
Figure 3 Relationship between recognition rate and dimensionality on AR

4. CONCLUSIONS

In this paper, based on the within-class sparse representation and between-class neighborhood and

global margin preserving, we have proposed an efficient supervised feature extraction method called Discriminant Sparsity Preserving Projections (DSPP). Face recognition experimental results and analysis verified the effectiveness of DSPP and its nonlinear kernel extension method called KDSPP. Future work includes experimental verification on other real world face databases with more complex face variations and

application to other biometrics recognition.



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Vehicle Logo Recognition Method Based on Improved YOLO_V3

Fengfeng Guo*, Zhijiang Bai

College of Information Engineering, Shanghai Maritime University, Shanghai 201306, China

*Corresponding Author.

Abstract: In vehicle detection based on traditional computer vision, the license plate as a vehicle detection will be damaged, embezzled, obscured and other license plate features recognition inaccurate situation, but the vehicle logo can also be used as another important symbol of vehicle recognition, combined with the license plate can well assist vehicle recognition. This paper presents a vehicle identification method based on improved YOLO_V3 for the problems of difficult positioning, weak adaptability and high environmental requirements in most vehicle identification systems. The experimental results show that the method can effectively distinguish the types of vehicles in different shooting angles and different lighting conditions with high accuracy, strong generalization ability, and real-time detection speed.

Keywords: Vehicle Logo; Target Detection; Deep Learning; YOLO_V3; Feature Extraction

1. INTRODUCTION

In recent years, computer vision-based vehicle detection and identification systems have gradually played an important role in the construction of smart cities. In order to promote the healthy development of smart cities, science and technology need to continuously develop to improve the Intelligent Transport System (ITS)[1]. In a smart city, the vehicle is an important member and an important object of perception. Therefore, in addition to the license plate features, the vehicle logo features are also an important feature in vehicle detection.

The traditional method of vehicle recognition is to quickly retrieve the target vehicle from a large number of videos [2-3], mainly through license plate recognition, searching for vehicle images with the same license plate number from a large number of videos through known license plate numbers [4-5]. However, there are still various problems, such as license plate theft, license plate damage, license plate occlusion and other influences, which are not conducive to the recognition of vehicle license plates. However, the vehicle logo has obvious characteristics, and can uniquely identify the vehicle brand. In this way, the vehicle brand can be determined through the vehicle logo identification, narrowing the scope of identifying vehicles. In essence, the vehicle logo identification technology is one of the image classification technologies, which includes feature extraction and feature classification. Traditional image description feature methods include local binary pattern (LBP) [6], histogram of oriented gradient (HOG) [7] and Haar [8]. Common feature classification methods include

random forest learning method [9], support vector machine (SVM) [10], and AdaBoost learning method [11]. In the problem of vehicle identification, traditional recognition methods include two steps: vehicle sign positioning and vehicle identification. Vehicle label positioning, the literature [12] first locates the vehicle logo through the position of the license plate and the relative position of the license plate and the car logo, then calculates the texture features in different directions of the candidate area to get the edge information of the vehicle logo, and finally locates the vehicle label in detail. Literature [13] combines the AdaBoost learning method and Chebyshev moment to locate the car logo, but the calculation method is complex and time-consuming. Regarding vehicle logo identification, document [14] uses a template matching and edge direction histogram method to classify vehicle logo. This method requires the collection of a large number of template samples and takes a long time because of the uneven residual image quality, low recognition accuracy, long matching time and poor real-time performance. Document [15] first extracts the SIFT features and then starts training the classifier to do so. Classify the car sign, but the disadvantage of SIFT algorithm is also obvious. It has a large amount of calculation and detected many redundant extreme points, which is not conducive to the extraction of feature points. Document [17] combines convolution neural network with support vector machine classifier, first filters the vehicle logo through convolution neural network, then classifies it by feeding support vector machine to get a higher accuracy.

In the above methods of vehicle identification, many classification methods will be affected by the positioning method. If the positioning is biased, the recognition accuracy will be reduced. Even if some positioning is not wrong, the recognition efficiency will not be good, the image quality requirements are high. In order to improve the recognition rate, robustness and real-time performance of vehicle logo recognition methods, this paper proposed a vehicle logo identification method based on improved YOLO_V3 to improve the accuracy of vehicle identification.

2. YOLO_V3 ARCHITECTURE

2.1 YOLO_V3 NETWORK PRINCIPLE

Joseph Redmon proposed a new end-to-end target detection algorithm, YOLO[18], YOLO_V2[19], YOLO_V3[20]. It is also widely used in pedestrian, ship, gesture tracking and other applications [21].

YOLO_V3 does not include pooling and full connection layers, the backbone is the Darknet-53 network, and the

prediction branch uses full convolution structure. Figure 1 below shows the structure of YOLO_v3.

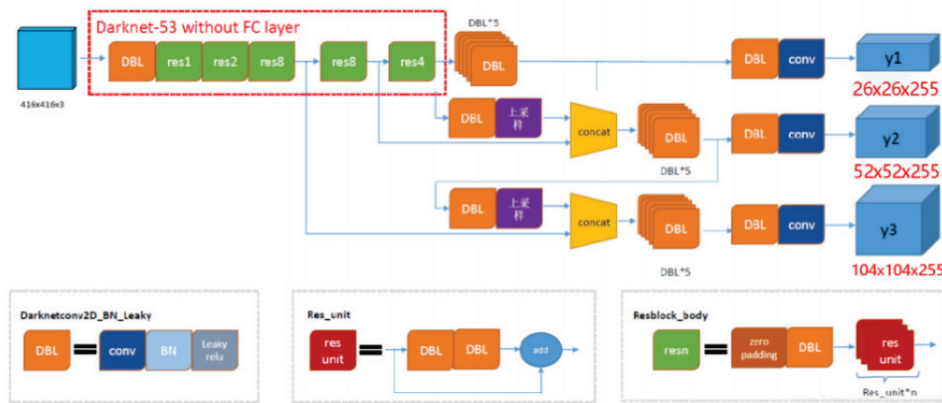


Figure 1. YOLO_v3 structure diagram

Based on the network structure of YOLO_V3 algorithm, the method adjusts the input image resolution, trains and tests the network structure. The detailed flow is shown in Figure 2.

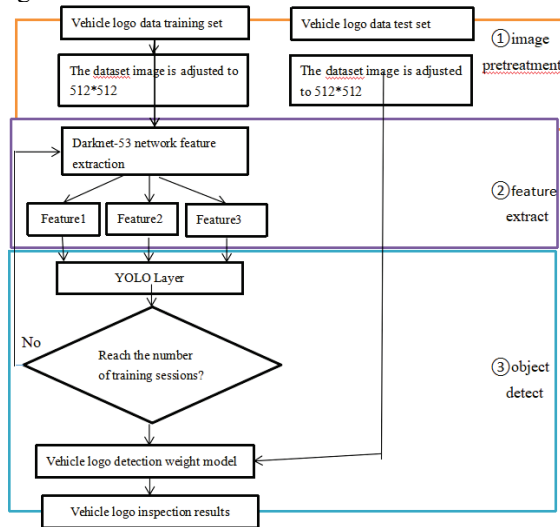


Figure 2. Vehicle logo detection flowchart

2.2 FEATURE EXTRACTION NETWORK

In traditional deep learning, the depth and accuracy of the general network architecture are proportional, but the training time is longer. In order to train the deep convolution network faster, researchers on in-depth learning have creatively proposed the residual network (ResNet) [22], as shown in Figure 3.

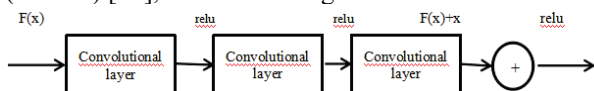


Figure 3. Residual block

3. ALGORITHM OPTIMIZATION

3.1 IMPROVED BOUNDING BOX LOSS FUNCTION

The most commonly used unsupervised learning algorithms include K-means clustering [23]. Generally, the smaller the distance between data objects, the more similar the data is and the more likely it is to be classified into the same cluster. The YOLO_V3 algorithm uses the K-means algorithm to count anchors' parameters and to determine the initial position of the bounding box. In this paper, the K-means algorithm is used to select the anchor box as (13,11), (17,18), (22,22), (23,15), (28,28), (37,39),

(42,20), (71,56), (294,239). Three anchor point boxes per unit at each scale predict the bounding box. The output layer of YOLO_V3 regresses the target bounding box by predicting the offset corresponding to different anchor points. The center point of the bounding box (t_x, t_y, t_w, t_h) is predicted, and the confidence and location size of the bounding box are calculated as formula (1) (2) (3) (4) (5):

$$\text{pr}(\text{object}) \times \text{IOU}(b, \text{object}) = \sigma(t_0) \quad (1)$$

$$b_x = \sigma(t_x) + c_x \quad (2)$$

$$b_y = \sigma(t_y) + c_y \quad (3)$$

$$b_w = p_w \times e^{t_w} \quad (4)$$

$$b_h = p_h \times e^{t_h} \quad (5)$$

The predictive output of the model is (t_x, t_y, t_w, t_h). The coordinates of the grid cells represented by c_x and c_y , and the size of the pre-prediction bounding box represented by p_w and p_h . b_x, b_y, b_w , and b_h are the coordinates and sizes of the center of the predicted bounding box. The YOLO_V3 algorithm uses logistic regression to predict the score of each bounding box. If the true box and one of the predicted bounding boxes overlap better than the other bounding boxes, the value may be 1. If it is not the best but exceeds a certain threshold, the prediction is ignored.

The IOU between the true box and the priori box is very important in boundary box regression. IOU can be used to detect the accuracy of objects in a data set. A represents the prediction box of an object, B represents the real box of an object. IOU is the intersection and union ratio between the prediction box and the real box, which is defined as formula (6).

$$\text{IOU} = \frac{|A \cap B|}{|A \cup B|} \quad (6)$$

Using IOU as a loss function, the bounding box regression loss needs to include the overlapping area, aspect ratio, and distance from the center point. To solve the problem that IOU is zero, GIoU is proposed by Rezatofighi [24], and CIoU method is further proposed. Using normalized coordinate scales, a penalty factor is introduced. There is no common area between the prediction box and the real box. The prediction box will move to the target box, while the distance between the center point and the overlapping area of the boundary box need to be considered. The length and width between the target box and the anchor box also need to be considered.

It is important to provide speed of movement and convergence. Finally, a penalty factor for box aspect ratio is introduced, where a is the Euclidean distance between the center point of the prediction box and the true box, b is the center point of the anchor box, b' is the center point of the target box, and c is the diagonal distance of the smallest rectangle in the anchor box and the target box. Define as follows:

$$L_{CIOU} = 1 - IOU + \frac{a^2 \times (b, b')}{c^2} + w \times v \quad (7)$$

In this formula, w and v are used to measure the consistency of the scale between the target box and anchor box, and to balance the scale. From the formula of w , it can be seen that the bounding box loss function tends to optimize direction with more overlapping areas, where w and v are calculated as follows:

$$w = 4 \times \frac{[\arctan(\frac{w^t}{h^t}) - \arctan(\frac{w}{h})]^2}{\Omega^2} \quad (8)$$

$$v = \frac{w}{(1 - IOU) + w} \quad (9)$$

CIOU is more consistent with the regression of the target frame, and can calculate the scale, overlap rate, and the relationship between the target frame and anchor box, which will be more stable than IOU and will not occur in the case of divergence in IOU.

3.2 UPSAMPLING IMPROVEMENTS

Up-sampling usually uses interpolation, which uses an appropriate interpolation algorithm to insert new elements based on the original image pixels. A simpler interpolation method is nearest neighbor interpolation, which does not require calculation. The pixel to be selected is assigned to it by assigning the nearest pixel in the four directions. Set $x+a$, $y+b$ (x, y are positive integers,

a, b are decimal numbers greater than 0 and less than 1) as required pixel coordinates, and $f(x+a, y+b)$ as the gray value of the pixel to be evaluated, as shown in Figure 4. If $(x+a, y+b)$ falls in area A, $a < 0.5, b < 0.5$ can be judged. From the graph, the pixel value to be evaluated is the upper left corner. Similarly, the pixel value to be evaluated in area B is the lower left corner, the pixel value to be evaluated in area C is the upper right corner, and the pixel value to be evaluated in area D is the lower right corner. The advantage of nearest neighbor interpolation is that the computation is small, but the disadvantage is that the image generated by nearest neighbor interpolation has discontinuity, and there are obvious jagged shapes where the gray values change.

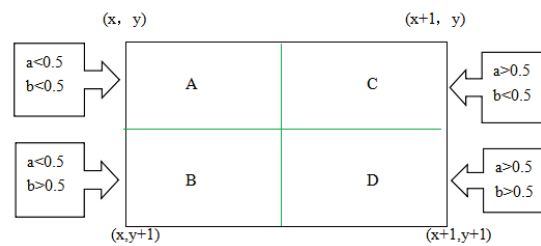


Figure 4. Nearest Neighbor Interpolation

The implementation flow chart 5 of the PixelShuffle algorithm shows that the convolution operation yields a feature map with channel number r^2 , r is the up-scaling factor, which is the enlargement ratio of the image, and periodic shuffling is used to obtain high-resolution images. The main function is to use low-resolution feature maps and recombination and convolution between multiple channels to obtain high-resolution feature maps.

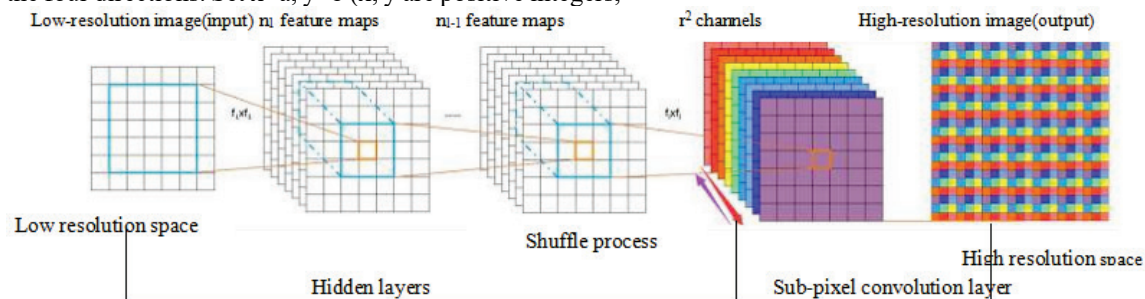


Figure 5. PixelShuffle algorithm flowchart

The up-sampling method used in the YOLO_V3 algorithm in this paper uses the pixel shuffle method and nearest neighbor interpolation alternately. The pixelshuffle performs a depth-to-space transformation, which helps to reduce the parameter amount and time complexity, and the nearest neighbor interpolation performs a spatial transformation. This up-sampling alternation helps to enhance depth and spatial information interaction.

3.3 IMPROVE THE NUMBER OF DETECTION SCALES

For YOLO_V3 algorithm vehicle identification, in general the image taken is not only taking the car logo, but also the whole car. The car label is generally smaller than the car, and the use of large field feature map often results in inaccurate positioning. This method works well in the case of large vehicle label, but the shallow

information is not fully understood, after several convolution operation will result in partial area loss, and the vehicle logo detection effect is poor.

In order to solve the above problems, this paper will improve the YOLO_V3 network considering both the real-time performance and the detection accuracy of vehicle identification. Omit the feature map 13×13 , and 104×104 scale detection is added, which can improve the real-time performance while guaranteeing the recognition of small targets.

4. EXPERIMENTAL PROCESS AND ANALYSIS

4.1 LAB ENVIRONMENT

The experimental environment of this paper is: AMD Ryzen 7 4800H with Radeon Graphics processor, 16.0GB memory capacity, 1.ASUS Link Graphics Adapter for graphics card, 2.NVIDIA GeForce RTX 2060, Windows10, 64-bit system. The programming language

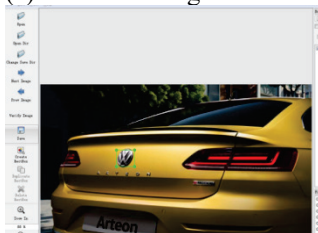
is Python and the GPU acceleration library is CUDA10.0 and CUDNN7.3.

4. 2 DATA COLLECTION AND PROCESSING

The algorithm needs to read the TXT text to get the storage path of the training image, the marker pixel coordinates and the target category of the target in the image. The labellme labeling system is used to label the features of each image in the whole data set manually. The labeling system interface is shown in Figure 6. The automobile features can be selected and located. All sample image sets are processed and stored in the format of PASAL VOC2007 sample set. In order to enable the network to learn more about the target characteristics, the data set is enhanced in this paper. In this paper, the data set is rotated by 90,270 degrees, flipped horizontally, and enhanced by random contrast. Various transformations of the training set image enhance the robustness of the training model to different angle images, and can improve the generalization ability of the model. Data enhancements are shown in Figure 7.



(a)Before labeling



(b)After labeling

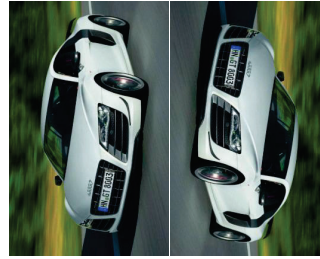
Figure 6. Examples of training set samples



(a)Contrast enhanced image



(b)Flip the image horizontally



(c)Rotate the image by 90,270 degrees

Figure 7. Data enhancement

4.3 MODEL TRAINING

When training the improved YOLO_V3 algorithm, set the learning rate of the training phase to 0.001, batch size to 10, decay to 0.0005, and momentum to 0.9. When the number of iterations of the training model reaches 500 times, the attenuation learning rate will make the loss function converge further and set the attenuation rate to 0.1. The convergence curve of the loss function during the training of the improved YOLO_V3 algorithm is shown in Figure 8.

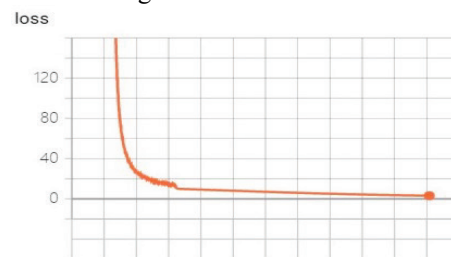


Figure 8. Network training loss curve

4.4 MULTI-SCALE DETECTION EFFECT

In this experiment, mAP (mean Average Precision) is used to evaluate model recognition. mAP is a commonly used measure of accuracy in target detection. It refers to the average accuracy of multiple categories. AP is the average accuracy of a single category in the model. It is a measure of how well a model identifies a certain category. The larger the mAP, the higher the average accuracy of all samples in the model [24], the better the model. The original 13×13, 26×26, 52×52 scale feature maps of the algorithm YOLO_V3 are transformed into 26×26, 52×52, 104×104 scale detection. In the self-made test set, the recall rate is increased from 92.57% to 95.14%, and the results of the two cases are shown in Table 1.

Table 1 Comparison of mAP and iteration times

Number of iterations	Original YOLO V3/%	Improve YOLO V3/%
400	91.33	94.26
410	91.45	94.16
420	91.56	94.45
430	92.32	94.78
440	92.38	95.25
450	92.57	95.14

4.5 EXPERIMENTAL RESULTS

Randomly select 5 types of vehicle types in the test sample set, select 50 of each type of vehicle type for identification, and test the recognition rate, as shown in Table 2.

It can be seen from the experimental results: Taking the car logo and non-car logo samples of 5 brands as input,

after being classified by the car logo recognition system, the average accuracy rate of the output result is $287/300 = 95.66\%$. For non-vehicle label samples, they will not be judged as vehicle labels. In order to compare the recognition rate of the algorithm, this method is compared with other traditional methods. The test and training samples are all based on the sample set built in this paper. The specific identification results are shown in Table 3.

Table 2 Vehicle logo recognition results

Logo	Number of correct samples	Number of error samples	Accuracy
Volkswagen	46	4	96.0%
Toyota	40	10	94.0%
BMW	44	6	96.0%
Benz	45	5	94.0%
Ferrari	48	2	94.0%
Non-Logo	50	0	100%

Table.3 Recognition rate by different methods

Algorithm	Accuracy rate
Haar	73.00%
LBP	76.33%
SIFT	81.33%
HOG	87.33%
DRLBP	90.33%
LDP	92.66%
YOLO_V3	93.33%
After improvement	95.66%

From Table 3, we can see that the improved YOLO_V3 algorithm used in this paper has a higher recognition rate, obvious advantages over other methods. In the same experimental environment, the YOLO_V3 algorithm and the improved YOLO_V3 algorithm are evaluated using VOC2007 part of the data set. The AP_{50} of car and bus in VOC2007 data set is 92.32 and 91.25 respectively, while the AP_{50} of car and bus in VOC2007 data set is 95.57 and 95.25 respectively. It is obvious that the improved YOLO_V3 is more stable and accurate.

5. CONCLUSION

In order to overcome the shortcomings of traditional vehicle identification applications, this paper uses the improved YOLO_V3 network model to test the homemade data set. Both accuracy, robustness and speed have been improved. YOLO_V3 algorithm is very good, it can be used in a very wide range, multiple targets, multiple category, similar targets of different sizes. YOLO_V3 still has many areas to improve. If the difference between data sets is small and the target is medium or large, it needs to improve the feature extraction network. It can change the loss function optimization model and design the corresponding target function by using anchor frame and network methods. In the subsequent work, expanding the existing vehicle label data set, increasing the variety of vehicle logo data set samples, optimizing and improving the network structure, improving the detection accuracy and real-time speed remain the focus of the follow-up work.

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Discussion on Curriculum Reform of "Electronic Technology Course" in Electronic Design Contest

Guangliang Wang

Zibo Vocational Institute, Department of Electronic and Electrical Engineering, Zibo 255000, Shandong, China

Abstract: The National College Students Electronic Design Contest has promoted the construction of professional courses and laboratories in vocational colleges, and has a positive role in promoting the cultivation of students' professional and practical abilities. This article adopts the electronic design competition to drive the cultivation of students' practical innovation ability, combines the subject competition with the "Electronic Technology" curriculum reform, adopts the project teaching method, and combines the electronic design competition to improve the students' comprehensive ability.

Keywords: Electronic Design Contest; Electronic Technology; Teaching Reform

1 INTRODUCTION

The annual electronic design competition is now a big stage for vocational college students to improve their hands-on skills and show themselves. Through similar competitions, students can develop practical hands-on skills, which can help the school to implement quality education, and in the process of participating in the exercise, students can exercise team awareness and theoretical style of practical learning; can improve students' ability to solve practical problems and electronic production. The award-winning students can also be exempted from the professional courses in the college entrance examination, so they are highly valued by vocational college students. In guiding students to participate in the electronic design competition, it was found that most of the participating students had the following problems: (1) Insufficient ability to access information; (2) Serious disconnection between theory and practice; (3) The theoretical knowledge is not strong enough; (4) Poor hands-on ability. This article organically combines the electronic design competition with the teaching of electronic technology, and proposes a project-based teaching method to achieve the purpose of promoting education through competition and promoting competition, thereby improving the comprehensive ability of students. [1]

2 PROBLEMS WITH CURRENT TEACHING METHODS

The course "Electronic Technology" is one of the most important professional basic courses for the major of electronic information. It is characterized by a combination of theory, practice and comprehensiveness. Under ideal circumstances, students should be able to master the knowledge and basic skills required for the

application of electronic technology as a whole, and have the relevant knowledge and professional abilities of reading, making, debugging, and applying electronic circuits. But the actual situation is that due to the large number of courses in this course, most of the contents of analog and digital electricity are involved, relatively few hours of study, and the difficulty of learning. The problems of electronic technology courses under the traditional teaching mode are listed below.

2.1 SINGLE TEACHING MODE

In the teaching of traditional mode electronic technology, theoretical explanation is the main method of teaching. The textbooks used focus on theories, circuit principles and formula derivation occupying most of the space, and practical content is scarce. It is difficult to stimulate students' interest in exploration. The supporting experiment course is also a verification experiment of each principle, and each experiment is relatively independent, without continuity, let alone combined with engineering examples. There is a great lack in the cultivation of students' independent thinking ability. For a long time, students' practical ability has not been substantially improved. Not conducive to the cultivation of students' innovative ability. The proportion of comprehensive or systematic experiments is small, and the comprehensive ability of students cannot be improved. [2]

2.2 THE DESIGN OF THE TEACHING CONTENT SYSTEM IS UNCLEAR

The electronic technology course is composed of two parts, analog and digital. The content of the two parts has both independent parts and intersecting parts, and many knowledge points are closely related. Many teachers, especially young teachers, only teach according to the textbook content during the teaching process, ignoring the integration of relevant knowledge. Therefore, students are not interested in the course learning, and they cannot combine the theoretical knowledge learned, let alone use knowledge to solve practical problems. Students master the content more rigidly, such as learning the introduction of the working principle of the transistor, and analyzing the internal working principle of the integrated op amp, but ignoring how to use the integrated circuit to solve the most important practical engineering training. Therefore, students showed poor hands-on ability and poor ability to read and analyze circuits in the competition.

3. REFORM MEASURES

Using the experience and training experience of previous

electronic design competitions, project-based teaching reform and practice of the "Electronic Technology" course. Relying on competition items in actual teaching, the content of electronic technology courses is set into several items, and project-based teaching is implemented. With students as the main body, cultivate students' practical ability and improve engineering practice ability and innovation consciousness. Looking at the topics of the National University Students Electronic Design Contest and the Shandong University Students Electronic Design Contest over the years, we can see that these topics come from the joint customization of universities and enterprises, which has strong practicality and high foresight. Modified according to the actual situation of students, set as a teaching project. According to the requirements of course development based on the working process, the contents of the "Electronic Technology" course will be decomposed into 7 projects that match the working process. The necessary basic theory and basic knowledge and the design of new circuits and new technologies will be used. , The practical application of new technology and other knowledge points combined with specific work tasks to learn, forming a six-step teaching model of teaching, learning and doing integration, namely: learning work items: determine tasks → formulate work plans → implementation plans → perform quality control → Detection → evaluation feedback. [3]In the process of completing the project, students will be able to master the overall knowledge framework and basic knowledge of electronic technology, and improve their practical ability and interest in learning. As shown in Table 1.

Table 1. Project name and corresponding knowledge points

No	Project name	Corresponding knowledge point
1	Music doorbell design	Transistor, basic amplifier circuit
2	Intelligent voltage regulator	charger Rectifier, filter, voltage regulator circuit
3	Design of audio power amplifier	Power amplifier circuit, parameter design, calculation
4	Design of Simple Voice Control Circuit	Basic Training of Digital Circuit
5	Design of smoke alarm	555 timer
6	S66 radio	analog circuit comprehensive training
7	Intelligence contest answering device	Comprehensive training of digital circuits

During the course, teachers should introduce the knowledge points contained in the project to students through the "task-driven project teaching" teaching model, so that students can gradually complete relevant projects to cultivate confidence in mastering knowledge. The specific process can be decomposed into arranging tasks, and students group the tasks clearly to complete the goals. Through the completion of each project, the

knowledge points learned will be integrated, and the analog and digital electricity will be combined to form an organic whole. During this process, students will be more involved in participation, with a higher interest in active learning, and each group will compete with each other to discuss the pros and cons of their respective programs, and the awareness of teamwork will be significantly improved.

4. PROMOTE EDUCATION BY MATCH

The school organizes related competitions every month through innovation labs, electronic design clubs, etc. to stimulate students' motivation to learn. The competition will modify the topics of previous electronic design competitions to be more targeted, and ensure that the relevant knowledge points of the course are integrated into the topics, from different aspects of design schemes, component selection, module construction, circuit diagram drawing, simulation debugging and welding. The training allows the participating students to devote themselves wholeheartedly to exert their consciousness of independent learning. After the competition has formed a tradition, it has a great influence among students. Many students reflect that they have recognized their shortcomings through the competition and know how to apply theoretical knowledge to practice, and their learning initiative has also been greatly improved. Teachers also reflected in the process of instructing students that they were able to find deficiencies in their teaching, which greatly helped improve the quality of teaching. [4]

In recent years, a large number of excellent teachers and students have emerged in the college every year. They not only have a solid grasp of professional skills, but are also elites in the teaching and technology of various professions. They have laid a solid theoretical and operational foundation for future teaching and work, and they have also helped the school The development of future skill competitions provides a wealth of valuable experience. Promoting teaching with competition is a long-term and continuous work, which can not only promote the innovation and development of school education and teaching, but also promote students' learning achievements. In the next step, our school will continue to do well in the skills competition as the focus of the school's work in the future, and promote the in-depth development of the skills competition in various majors and various stages. And actively play the leading role of the competition in vocational education teaching reform and professional construction, better promote the integration of production and education, school-enterprise cooperation, improve the quality of talent training, enhance the influence and attractiveness of vocational education, and promote the health of modern vocational education in our school Orderly development. Continuously improve various measures for skills competition activities. The times are developing and the society is progressing. Our education must also keep pace with the times, constantly update educational concepts, enrich and improve various measures in the skill competition, and provide an educational platform for

cultivating high-level, sophisticated and sophisticated social talents.

5. REFORM AND PROMOTION

The project teaching method of the "Electronic Technology" course has been greatly improved compared with the traditional teaching mode. The main manifestation is that the combination of theoretical and practical methods has replaced the traditional pure theoretical teaching mode, and the projects and cases have replaced the traditional ones. The knowledge points of the textbooks make the students more active in the learning process and better reflect the characteristics of applied universities. The advancement of the teaching method of this project has important practical and guiding significance for cultivating students' engineering application practical ability and innovation ability.

At the same time, the skill competition also promoted the overall development of students. On the basis of the school competition, the selection, training, and competition process not only cultivated students' solid theoretical knowledge and operational skills, but also cultivated students' good psychological quality, professional quality and employability, and cultivated a group of students in production and service. And high-

quality laborers and skilled comprehensive talents in the front line of management. It improves students' psychological quality, enhances their professional qualities, and lays a good foundation for them to study for life, continue their studies, and go to work.

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Design of Intelligent Table Lamp Based on Single Chip Computer

Zhenhua Han

Zibo Vocational Institute, Department of Electronic and Electrical Engineering, Zibo 255000, Shandong, China

Abstract: The society is constantly progressing, human beings are constantly pursuing, and the market is constantly changing. The content of high-tech applications determines the new trends and prospects of product development. The application of intelligent technology in the field of electronic products has far-reaching significance. With the rapid development of electronic products, household appliances are becoming more and more intelligent. Smart washing machines, smart rice cookers, smart induction cookers, etc. have been used in practice, and all smart household appliances have a common feature. All use single-chip microcomputer as the central control unit. With the increasing development of electronic technology, the lighting tools in people's lives are also undergoing tremendous changes. With the development of intelligent electronic products, the lighting tools used by people in life are gradually becoming intelligent and their functions are becoming more and more abundant. With the deterioration of environmental problems and the reduction of energy, energy-saving and environmentally friendly table lamps have gradually entered people's lives. This article introduces the design of dimmable table lamp system using single-chip microcomputer. By controlling the duration of the single-chip output high and low levels, the duty cycle of PWM is changed, and the brightness of the desk lamp is adjusted.

Keywords: Single chip microcomputer; Intelligent desk lamp; PWM; Human body induction

1. INTRODUCTION

Currently, the desk lamps on the market have simple functions, lack of functions such as brightness adjustment and human body induction, and cannot meet people's demand for intelligent products.

The smart desk lamp designed in this article can not only adjust the brightness manually, but also automatically adjust it. By adding the infrared detection circuit of the human body, it realizes the function of intelligently turning off the light and can save electricity[1].

When the human body is within the range of the lamp and the ambient light is weak, the lamp is automatically turned on, and the brightness of the lamp is automatically adjusted according to the change of the ambient light. Once the person leaves the range of the lamp, the infrared pyrosensor cannot detect anyone. The lights will be turned off automatically after 1 minute. This design achieves the effect of green energy saving through automatic brightness adjustment and human body detection console light switch. At the same time, in order to improve the scope of application of this design, a

manual mode control is also added. In this mode, the brightness of the desk lamp is adjusted by keys, so that the desk lamp can be applied in some special situations.

2.SYSTEM HARDWARE DESIGN

This system uses 51 single-chip microcomputer as the control chip, and cooperates with the resistance capacitance crystal oscillator and other devices to form the smallest single-chip microcomputer system. Other modules include, the lighting equipment uses USB small lights for simulation, which makes the design more beautiful in appearance. Inside the USB small lights, there are 6 white LED lights; the light intensity collection module uses the photoresistor + ADC0832 solution; human body induction Using infrared pyrosensor, the sensor has high sensitivity and simple operation and control; the indicator module is composed of a small green light, when the indicator is on, it is in automatic mode and when it is off, it is in manual mode; the button module is composed of 3 buttons, including mode Switch button, brightness reduction button and brightness increase button; finally, the power supply is commonly used USB 5V.[2]

2.1 CONTROL CHIP

STC89C52 is a low-voltage, high-performance CMOS 8-bit single-chip microcomputer. The chip contains 8k bytes of rewritable Flash read-only program memory and 256 bytes of random access data memory (RAM). The device uses ATMEL's high-density, Non-volatile storage technology production, compatible with the standard MCS-51 command system, built-in general 8-bit central processing unit and Flash storage unit, powerful STC89C52 single-chip microcomputer can provide you with many more complex system control applications.

STC89C52 has 40 pins, 32 external bidirectional input/output (I/O) ports, and contains 2 external interrupt ports, 3 16-bit programmable timer counters, 2 full-duplex serial communication ports, 2 A read and write port line. STC89C52 is available in three packaging forms: PDIP, PQFP/TQFP and PLCC to meet the needs of different products.

The minimum system of STC89C52 is composed of three parts, the crystal oscillator circuit part, the reset circuit part, and the power supply circuit.

The crystal oscillator circuit includes two 30pF capacitors C2 and C3, and a 12M crystal oscillator X1. The function of the capacitor here is to oscillate, which helps the crystal oscillator to oscillate more easily. The value range is 15-33pF. The value of the crystal oscillator can also be 24M. The higher the value of the crystal oscillator, the faster the execution speed of the microcontroller. When designing the circuit, the closer the crystal oscillator part

is, the better.

The reset circuit of the single-chip microcomputer is like the restart part of the computer. When the computer crashes during use, press the restart button to execute the internal program from the beginning. The same is true for the single-chip microcomputer. When the single-chip microcomputer system is running and the program runs away due to environmental interference, the program inside the reset button is automatically executed from the beginning.

2.2 LIGHTING CIRCUIT

In this design, a small USB lamp is used as a lighting device, and the internal resistor is connected in series with a white LED lamp. Using this USB small lamp on the market makes the design simple and beautiful in appearance. The actual circuit is driven by a PNP transistor, which controls the IO pin of the single-chip microcomputer to output a low level, so that the transistor is turned on, thereby lighting the LED light.

2.3 LIGHT INTENSITY ACQUISITION CIRCUIT

In this design, the light intensity in the environment is collected by the photoresistor, and the brightness of the desk lamp is calculated and processed to realize automatic brightness adjustment. The signal collected by the photoresistor is sent to the chip ADC0832 to complete the conversion of analog quantity into digital quantity, and then sent to the single-chip microcomputer for processing.

The materials used to manufacture photoresistors are mainly metal sulfides, selenides, tellurides and other semiconductors. In a dark environment, its resistance value is very high. When exposed to light, as long as the photon energy is greater than the forbidden band width of the semiconductor material, the electrons in the valence band can jump to the conduction band after absorbing the energy of a photon, and in the valence band a positively charged hole is generated in the semiconductor material. This electron-hole pair generated by light increases the number of carriers in the semiconductor material and makes its resistivity smaller, thereby causing the resistance of the photoresistor to decrease. The stronger the light, the lower the resistance. After the incident light disappears, the electron-hole pairs excited by the photon will gradually recombine, and the resistance of the photoresistor will gradually return to its original value.

ADC0832 is an 8-bit resolution A/D conversion chip with a maximum resolution of 256 levels, which can adapt to general analog conversion requirements. The multiplexing of its internal power input and reference voltage makes the analog voltage input of the chip between 0~5V. The chip conversion time is only 32μs. According to the dual data output, it can be used as data verification to reduce data errors. The conversion speed is fast and the stability is strong. Independent chip enable input makes multi-device connection and processor control more convenient. Through the DI data input terminal, the channel function selection can be easily realized. As a single-channel analog signal input, the ADC0832's input voltage is 0~5V and the voltage accuracy at 8-bit resolution is 19.53mV. If used as input

from IN+ and IN-, set the voltage value within a larger range to increase the width of the conversion. However, it is worth noting that when IN+ and IN- are input, if the voltage of IN- is greater than the voltage of IN+, the converted data result is always 00H.

2.4 HUMAN BODY INFRARED DETECTION CIRCUIT

Pyroelectric infrared sensors and thermocouples are both pyroelectric infrared sensors based on the principle of pyroelectric effect. The difference is that the thermoelectric coefficient of the pyroelectric infrared sensor is much higher than that of the thermocouple. The internal thermoelectric element is composed of lead mercury iron titanate ceramics with high thermoelectric coefficient, lithium tantalate, triglyceride sulfate and other filter lens windows. Its polarization changes with temperature. In order to suppress the interference caused by its own temperature changes, the sensor connects two thermoelectric elements with the same characteristics in reverse series or a differential balance circuit in the process, so it can detect the change of infrared energy emitted by the object in a non-contact manner. And convert it to electrical signal output.

The pyroelectric infrared sensor is composed of three parts: sensing element, interference filter and field effect tube matcher. In the design, the high pyroelectric material should be made into a thin sheet of a certain thickness, and metal electrodes should be plated on both sides of it, and then the electricity should be applied to polarize it, thus making the pyroelectric detector element.

This design adopts the human body infrared sensor module HC-SR501. This module is an automatic control module based on infrared technology. It adopts the German original imported LHI778 infrared probe design. It has high sensitivity, strong reliability, ultra-low voltage working mode, and is widely used in various automatic induction electrical equipment, especially automatic control products powered by dry batteries. The module only leads out 3 pins, of which 1 pin is connected to VCC, 3 pin is connected to GND, 2 pin is connected to the P2.2 pin of the microcontroller, if someone is detected, the 2 pin will output high level, otherwise Output low level.[3]

2.5 KEY INPUT MODULE

The keyboard is the main equipment for people to deal with the microcontroller. From the standpoint of system monitoring software design, it is not enough to just complete the keyboard scan and read the keyboard status at the current moment. There are still many problems that need to be solved properly, otherwise, people will easily cause misoperation and operation out of control when operating the keyboard.

Due to the small number of keys used in this design, there are only 3 keys, namely the mode switch button K1, the brightness reduction button K2, and the brightness enhancement button K3, so an independent keyboard is used.

3.SYSTEM SOFTWARE DESIGN

First, switch the working mode of the desk lamp by judging button 1, and complete different processing according to the determined mode.[4]

If the desk lamp works in automatic mode, it needs to pass the human infrared detection module to detect whether there are people around in the past 1 minute. If a person is detected, then light intensity detection is performed, and the intelligent brightness adjustment of the desk lamp is realized according to the light intensity; if no person is detected, the desk lamp is turned off.

If the lamp is working in manual mode, adjust the brightness of the lamp by judging the state of the brightness reduction button 2 and the brightness increase button 3.

4. CIRCUIT DEBUGGING

4.1 CHECK BEFORE POWER ON

After the circuit is soldered, don't rush to power on. First, check the correct wiring in the circuit according to the principle circuit, including wrong wiring, less wiring, multiple wiring and short circuit, and also check whether the number of terminals used for each component pin is Conform to the drawings. It is best to use an analog multimeter to check the " $\Omega \times 1$ " file or use the buzzer of a digital multimeter to measure the " Ω " file when checking the line. It is also necessary to directly measure the component pins as much as possible so that the contact can be found at the same time. Bad place.

4.2 POWER-ON OBSERVATION

Turn on the power when there is no error in the circuit installation. But do not test the circuit function immediately after turning on the power. First, check whether the entire circuit is abnormal, whether the components in the circuit are heated and burned, whether there is leakage, whether there is short circuit or open circuit in the power supply, etc. If the circuit is abnormal during the test, the power should be turned off immediately, and the fault should be eliminated after inspection and then the power should be tested again. Then measure the voltage of the pin power supply of each component as required, not just the total power supply voltage of each way, to ensure the normal operation of the components.

4.3 UNIT CIRCUIT DEBUGGING

The debugging requirements of this part should be clarified when debugging the unit circuit. The debugging

sequence should be carried out in accordance with the signal flow in the circuit schematic diagram, so that the entire circuit can be debugged step by step, and the output signal of the previously debugged circuit can be used as the input signal of the subsequent circuit. So as to ensure the circuit debugging is more smooth and convenient.

Unit debugging includes static and dynamic debugging.

4.4 WHOLE MACHINE JOINT DEBUGGING

The overall circuit debugging is mainly to observe and measure the dynamic performance, compare the measurement results with the design indicators one by one, find out the problems and solutions, and then modify the circuit and its parameters until the performance of all circuits fully meets the design requirements.

5. CONCLUSION

This design can complete the manual control and automatic control of the table lamp. When working in automatic mode, the light switch is automatically controlled by the infrared detection circuit of the human body, and the brightness is automatically adjusted by the light intensity collection circuit. When working in manual mode, the brightness of the desk lamp can be manually adjusted by using the button to adjust the brightness, so that the desk lamp can be applied in some special situations. This system can expand and display other functions such as indoor temperature and humidity according to market demand, making the design more intelligent.

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Analysis and Questioning on the Arrangement of Chinese Textbooks for High Schools from the Perspective of Learning Task Group

Wang Yu, Deng Chunqin

College of Arts, China West Normal University, China

Abstract: "General High School Chinese Curriculum Standards" (2017 Edition) (hereinafter referred to as "Curriculum Standards") divides the content of Chinese courses into 18 learning task groups, and the learning task groups are mutually infiltrated. The layout of the Chinese textbooks of the partial compilation is based on the "Curriculum Standards", which not only has the advantage of focusing on the whole, but also has some unreasonable aspects in the layout of the unit, the design of the composition, and the arrangement of the selected essays.

Keywords: Learning Task Group; Partial Compilation High School Chinese; Textbook Layout

1. THE ADVANTAGES OF THE COMPILATION OF CHINESE TEXTBOOKS FROM THE PERSPECTIVE OF THE LEARNING TASK GROUP

(1) Pay equal attention to reading and writing

The learning task group is task-oriented, with learning projects as the carrier, integrating learning context, learning content, learning methods and learning resources, and guiding students to improve Chinese literacy in the process of using language. Reading and writing are the most basic language literacy of students. Ye Shengtao said: "The goal of Chinese liberal arts is to develop reading ability and writing ability." "Reading is absorption, writing is pouring, and whether pouring is in line with the law is obviously closely related to absorption." The partially-edited high school Chinese textbook integrates reading, writing and learning activities. For example, in the seventh unit of the compulsory first volume of "Ministry", I learned how to write scenery and lyric prose, and then I learned how to write lyric essays. This method of promoting writing with reading and combining reading and writing is conducive to creating writing situations for students.

(2) Unity and individual

The arrangement of most texts is based on themes. For example, the second unit is about singing and labor. Most of the selected articles are related to labor. The whole and the individual are better combined. The writing of the second unit is about writing people and things in detail. The seventh unit "is an attempt to integrate the teaching of prose in the context of the overall design of the unit and the design of the "literary reading and writing" learning task group." Combining texts with writing, and extracurricular activities, according to the requirements of high school Chinese curriculum standards, to train students to form the ability to construct and use language.

ACADEMIC PUBLISHING HOUSE

The "partially compiled" Chinese textbooks use a comprehensive perspective and rationally arrange tasks at each stage.

(3) Meet the needs of students

"Ministry-edited" high school Chinese textbooks reconstruct the structural system, taking into account the development needs of students. High school students already have a certain amount of reading accumulation and life experience, and their reading needs are greater than that of compulsory education. However, due to the impact of test-oriented education, students are under the pressure of "question sea tactics" and have no extra time to read. The "Part-Edited" high school Chinese textbook has designed the topic of "Reading and Discussion of the Whole Book" to enrich students' knowledge, so that students can improve their reading comprehension ability, increase their reading volume, and broaden students' knowledge based on learning knowledge. Vision.

"The learning task group takes autonomy, cooperation, and inquiry learning as the main learning methods, highlighting the fundamental way for students to learn Chinese. These learning task groups pursue language, knowledge, skills, thoughts and emotions, cultural accomplishment and many aspects and levels goal development. The comprehensive effect is not the simple linear arrangement and connection of the "point" analysis of subject knowledge and the training of subject skills one by one." In order to adapt to the changes in curriculum standards, the arrangement of the Chinese textbooks of the Ministry of Compilation is completely arranged according to the learning task group. However, there are some unreasonable points in the layout of the textbooks. This article takes the general high school Chinese compulsory book one textbook as an example, and puts forward some questions about the partially compiled Chinese textbook.

2. QUESTIONS ON THE ARRANGEMENT OF THE CHINESE TEXTBOOKS

(1) The layout of the unit is disorderly, and the articles in the unit are suspected of being pieced together

First of all, it is the problem of disorderly arrangement of units. There are eight units in the first volume of compulsory Chinese textbook for senior high school. According to the unit guide of the textbook, each unit has a theme. For example, the theme of the first unit is singing youth, the second unit is singing labor, the third unit is ancient poetry appreciation, the fourth unit is contemporary cultural participation. The focus of the learning task group is "integration", but the teaching

material is still divided into units. What is the difference with the previous version of the People's Education Edition dividing the units according to the genre? Some units have a theme idea, but some units are based on style To divide. If the third unit is to cater to the "study of Chinese traditional culture classics" in the learning task group, is only ancient poems the classics? Chinese traditional cultural classics include a large range, including "poetry of Qin Dynasty, and historical theories, quotations, history Biography, memorial discussion, Epitaph, miscellaneous notes, preface and postscript. Various styles such as ruler slips involve not only philosophy and social sciences, but also science and technology, Sino-foreign relations, military thought and other fields. "Merely choosing ancient poems will limit students' understanding of the scope of Chinese traditional cultural classics. The seventh unit is divided by style, and the feelings and thoughts expressed in the seventh unit are different. What is the standard of unit division? Does this arrangement method meet the requirements of learning task group integration? How should the teaching materials integrate learning activities? Secondly, the articles in the same unit may be pieced together. For example, the theme of the first unit is the singing of youth. The selected articles include Mao Zedong's "Qinyuanchun Changsha", Guo Moruo's "Tian Gou", and Wen Yiduo's "Red Candle". There are Chang Yao's "Side of Eri Duo Snow Peak", Shelley's "To Skylark", Ru Zhijuan's "Lily Flower", and Tie Ning's "Oh Xiang Xue". But is Mao Zedong's sentiment a singing of youth? What he expresses is a kind of revolutionary sentiment, an encouragement to the young generation with revolutionary aspirations, and a heroic sentiment with the world in mind. It is not appropriate to put the theme of "Youth" in the first unit. For another example, the theme of the second unit is "singing labor", the selected articles are messy, not only news reviews, character communications, but also poetry. What message do you want to convey to the students? Is the labor of Academician Yuan Longping and the labor in the Book of Songs the same as the labor of ordinary people in harvesting wheat?

(2) There is no progressive order in the arrangement of composition teaching, and it is difficult to proceed step by step

One of the biggest characteristics of the design of the Chinese textbook of the Ministry of Compilation is that each reading unit has a unit learning task, which integrates reading and writing learning activities. Take the first volume of the compulsory Chinese textbook as an example, the first unit: learning to write poetry, the second unit: writing examples and details, the third unit: a short review of literature, the fourth unit: recording the people in the hometown by learning activities Harmony, Unit 6: Argumentative Essay, Unit 7: Contextual Blending. In this respect, the Chinese textbook of the People's Education Edition is desirable, and there is a gradient in composition teaching, which conforms to the cognitive psychological process of students. "Individual's physical and mental development has a certain sequence,

that is, the process from low to high, from quantitative to qualitative change." so the arrangement of the composition part should also adapt to the students' cognitive order. However, there are many and complicated writing tasks in part-edited high school Chinese textbooks, and the time for writing teaching is also short. Basically one unit is one practice. It is difficult for students to master a style of writing in a short time. There is no inevitable connection between the various writing tasks, and the training sequence of the Chinese in writing teaching is also worth discussing.

(3) There are many layout tasks for the entire book reading teaching, and the teaching time is tight

For the "Reading the Whole Book" part of the high school Chinese textbook compiled by the Ministry, the choice is "Earthbound China". Teachers should prepare textbooks, prepare students, etc., to guide students to study the entire book, teachers themselves must not only read the entire book carefully, but also read a series of books related to this book. Can the teacher do a good job in a short time? After reading the book and sorting out the information, we must also filter out which ones are useful to students and which ones should be taught to students, and the content of preparation before class is actually different from the content of teaching in the classroom. Educational psychology points out that "learners are not passive information absorbers, but active information builders." The understanding of a book is individualized. How to make the students' individualized reading conform to the wishes of the original text is somewhat difficult. The so-called meeting oneself is ironic, while the other self is discouraged. "Literary reading and interpretation is a highly subjective activity. Appreciation often looks at aesthetic objects from one's own personality, from one's own likes and dislikes, and from one's own evaluation scale, thus showing the spiritual outlook of different themes." "In the current stage of Chinese reading teaching, especially in the whole book reading teaching, because teachers cannot teach students the knowledge points of the whole book, they cannot stimulate students' desire to read. The texts in the book are for students to understand. And there is a certain degree of difficulty in application." For the "whole book reading" teaching, the layout of the textbook is also a fixed book, which is not free in free reading.

The "Curriculum Standards" pointed out that the learning task group "Reading and Discussion of the Whole Book" is allocated 1 credit and 18 class hours in the compulsory stage. Although it is combined with extracurricular reading, can I get specific experience in reading and learning a book in such a short period of time? And the "partial edition" senior high school language compulsory book one textbook has four arrangements in the "whole book reading" section The tasks are: grasp the core concepts, understand the author's point of view; analyze the overall framework, grasp the knowledge system; pay attention to the "problem", apply what you have learned; expand reading, understand the world. It is difficult to complete such a task in a short time. The reading of the entire book is actually a process of literary interpretation.

"The traditional Chinese literary interpretation theory regards the activity of literary interpretation as moving from the primary level to the advanced level, from the outside A progressive process from the shallow appreciation to the deep appreciation of the work."This process has three stages, that is, "viewing", "taste" and "enlightenment". These three stages require a certain amount of time.

3. CONCLUSION

Times are changing, the social environment is changing, and education must make changes to adapt to changes. Reform is a process of exploration. The Chinese textbooks of the Ministry of Education are an exploration, in order to better cultivate talents who adapt to social development. Compared with the previous textbooks, it better meets the needs of Chinese teaching. It cannot be denied entirely because of its individual defects. These questions will definitely be resolved in the future. The partially compiled high school Chinese textbooks are innovations and rectifications of Chinese subjects. They will definitely bring a new atmosphere to Chinese teaching.

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A Comprehensive Review of Lexicography, Corpus Linguistics and Machine Translation

Shiqi Liu

Nanjing University of Science & Technology, Nanjing 210094, China

Abstract: This paper gives a comprehensive review about some contents of lexicography, corpus linguistics and machine translation respectively. In addition, according to their own features, this paper analyzes the reason of potential correlations among them and how these correlations are related to each other for better development in the future. Finally, the prospect would be put forward.

Keywords: Lexicography; Corpus Linguistics; Machine Translation

1. INTRODUCTION

This paper consists of three sections. The first section is introduction, which discusses about the structure of the paper. The second section includes three chapters, including a review about three topics of lexicography, corpus linguistics and machine translation respectively, and some applications which present potential correlations among these topics and how these correlations are related to each other for better development in the future. The third section gives a summary and puts forward the prospect.

2. LEXICOGRAPHY

Definition of lexicography and lexicology

Lexicography, an independent field of applied linguistics, is the study of both practical and theoretical lexicography. It means lexicography focuses on the compilation of dictionaries as well as the description of various types of relations found in lexicon.

Lexicography is related closely with an area of descriptive linguistics called lexicology. However, in the past, it was regarded as a branch of lexicology, which applied the theory of lexicology to the compilation of dictionaries so that, lexicography itself is only the application of the theory of lexicology, and is often defined as the craft of *dictionary-making* in most dictionaries.

Also, here is a brief introduction about lexicology. Lexicology is the academic study of words with their syntactic and morphological characteristics, and their meanings, in spoken as well as written form. It does the research, either synchronically or diachronically, on both a specific language and on human language in general. Halliday[1] (2004) holds the view that lexicology aims to produce descriptions of words of a language, and these descriptions are then published as dictionaries. Thus, lexicology, the study and description of a body of words, means the beginning of dictionary-making, and lexicography, the compilation of these descriptions into a single reference work, represents the end of dictionary-making.

Application of lexicography

This part mainly introduces interdisciplinary research of lexicography. In fields of computational linguistics and machine translation, most knowledge of natural languages is stored and utilized in form of machine dictionaries, which include lexical information, syntactic, and semantic information.

Different from traditional dictionaries, machine dictionaries require formalizing natural language, which depends on both information science and lexicography. Research on structure of lexicography has direct guiding significance for compilation of machine dictionary, but the latter needs to break through framework of the traditional dictionary. For instance, traditional dictionaries can collect entries of words without consideration of chunks, but for systems of machine translation, chunks can facilitate maximum matching. Like making bricks without straw, it is impossible to do machine translation without a suitable dictionary. The research of corpus lexicography is of great significance to the compilation of machine lexicography.

3. CORPUS LINGUISTICS

Definition of corpus and corpus linguistics

Corpus or corpora, the warehouse of language materials, is a collection of articles collected for some specific purposes according to specific design standards. Actually, the English form of corpus, comes from Latin, which means "body". Here are several definitions of corpus in linguistics:

A body of written text or transcribed speech which can serve as a basis of linguistic analysis and description

A systematic collection of texts which documents usage features of a language or language variety

A limited set of utterances selected according to the scientific principle of sampling

McEnery and Wilson[2] (2001) also give three new concepts of corpus in the computer era from broad to precise: first, corpus is anybody of text; second, corpus is a body of machine-readable text; third, corpus is a set of a certain amount of machine-readable text, and the sample text represents a language or its variant to the greatest extent.

Then, what is corpus linguistics? Corpus linguistics commonly refers to the study of machine-readable spoken and written language samples that have been assembled in a principled way for the purpose of linguistics research, focusing on language use in real contexts. It is an area which focuses upon a set of procedures, or methods, for studying language.

Therefore, we can think that corpus linguistics is a discipline that concerns about research on rules of the

natural language, based on the corpus as the source of knowledge. It is a method for language research based on corpus, which includes two main purposes: one is to process the natural corpus by studying its theory, method and tools, and the other is to search for the method to make use of the corpus which has been processed. Thus, corpus linguistics, as a kind of method, can be used to study all aspects of the language system as well as be applied to other fields outside linguistics.

Corpus linguistics, a discipline that emerged in 1980s, studies the text of the natural language including classification, collection, storage, processing, statistical analysis and application. It aims to conduct linguistic research and guide the development and application of information processing system of the natural language with the objective and informative evidence of language in the large-scale corpus.

Corpus lexicography

Nowadays, corpus can be regarded as one of three main methods for research in modern linguistics. Corpus is useful not only to field of lexicography, but also to various theoretical researches based on it. Corpus-based method has gradually become mainstream. Many large-scale English dictionaries published in recent years have adopted the method of corpus-based and corpus-driven lexicography.

The noumenon research of dictionary corpus, including the construction of monolingual corpus, bilingual corpus and multilingual corpus, is based on the tools and techniques of corpus linguistics. The main research objects include planning and design, structure, type and scale, representative, processing of corpus, alignment of parallel corpus, development of retrieval software of dictionary corpus, and establishment of lexicography platform.

4.MACHINE TRANSLATION

Definition of machine translation

The technique of machine translation is use of computers to automate some or all of the process of translating from source language to target language. The language here refers to the natural language, totally different from the language created by humans for some specific purposes (such as programming language). It can be both language form of speech and text, and the process of speech translation usually includes text translation.

Machine translation, the new technology, is also a new typical interdisciplinary which involves many disciplines such as linguistics, computer science, and mathematics. It is regarded as a research field of computational linguistics for linguistics, a research field of artificial intelligence for computer science, and a research field of mathematical logic and formal methods for mathematics. The task of machine translation is a research branch of natural language processing and closely related to computational linguistics natural as well as language understanding. The research on machine translation and its process of translation task involve not only many classical tasks of natural language processing, including data mining, data cleaning, segmentation, part of speech tagging, syntactic analysis, and semantic analysis, but

also decoding algorithms, optimization algorithms, modeling, and the application of various machine learning algorithms in training process. Task of machine translation is a complex system engineering, requiring experts of all kinds to work together.

Corpus-based machine translation methods

Machine translation methods can be divided into rule-based and corpus-based methods. Based on corpus linguistics, corpus-based methods collect bilingual corpus which can be mutual translation materials as the basis for obtaining translation knowledge and statistical knowledge, or use directly corpus for analysis, conversion and generation in machine translation.

Then the corpus-based machine method also consists of two categories, case-based and statistic-based machine translation. The case-based translation method mainly obtains language translation by editing and searching for examples of reference sentences similar to those to be translated, in bilingual corpus. The statistic-based one searches for a translation with the highest probability for the input sentence to be translated by using a probability model automatically constructed from the corpus. The main content of this method is the alignment of bilingual sentence pairs.

5.SUMMARY

This paper gives a comprehensive review about lexicography, corpus linguistics and machine translation. It can be found that with development of technology, traditional linguistics gradually turns to the research on language combining with computer science. And at present, development of computer science shows an obvious trend towards focusing on study of natural language, which is driven by theoretical and practical requirements. Great progress, in one hand, has been made in elucidating the mathematical aspect of the natural language. Machine translation, on the other, focuses on the processing of natural language.

Translation ability of human has been developed through a long period of study and training and the intelligence of computer can never be compared with that of human. In fact, the process of computer translation is similar to that of artificial translation. In order to translate natural languages, machines also need to be prepared with some basic resources and given unique transformation methods suitable for them, including expressions of natural language knowledge, establishment of machine dictionaries, and construction of corpus. Many of them are closely related to the knowledge of lexicology and corpus linguistics we introduced before.

In my opinion, corpus serves as a medium to bridge gap between lexicography and machine translation. As a language research method based on corpus, corpus linguistics takes real materials of languages as the research object and adopts the research both qualitative and quantitative methods to systematically analyze a large number of language facts. Brown Corpora, the first large-scale electronic corpus established in 1960s, witnesses the development of modern corpus linguistics for more than 40 years. Nowadays, corpus has been widely used in many fields such as spoken language,

vocabulary, syntax, semantics, pragmatics, discourse analysis, register variants, sociolinguistics, psycholinguistics, foreign language teaching, and bilingual dictionary compilation, etc. However, its application in translation research is still not fully grown due to its relative youth.

With maturity of corpus research methods and gradual acceptance of empirical translation research methods by translation theorists, many scholars began to use corpus to study translation problems, developing corpus-based machine translation methods. These methods take the translation in real text as the research object, with scientific tools of statistics and analysis, to objectively describe rules of translation activities, thus they can provide the deductive premise for construction of

prescriptive translation theory, and empirical guidance for instruction for translation practice. It may be predicted that the rise of corpus translation research method will be another important milestone in development of translation research method.

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Classification and Function of Teaching Games in Teaching Chinese As A Foreign Language--Based on The Teaching Manual of Classroom Skills for International Chinese Teachers

Tian Yating

International Chinese education in Yunnan Normal University, China

Abstract: With the continuous development of teaching Chinese as a foreign language, the research of Chinese teaching is also gradually in-depth, more foreigners choose to learn Chinese as a second language. Due to the great difference between foreign language and Chinese, and the particularity of Chinese itself, game teaching method is widely used in Chinese teaching in order to better adapt to the current complex and diverse Chinese teaching and better complete the teaching tasks. The purpose of this paper is to explore the classification of teaching games and the role of game teaching through game examples in the book "teaching manual of classroom skills for international Chinese teachers".

Key words: Teaching Chinese as a foreign language; Game Teaching; Classification; Function

1. DEFINITION OF GAME TEACHING

Game teaching can also be called game teaching method. As for the definition of game teaching method, sun Meng said: "in a narrow sense, it refers to the teaching activities in the process of teaching with interesting, flexible and diverse contents in order to mobilize students' enthusiasm and consolidate the language knowledge they have learned in foreign language or second language classroom teaching." [1] Cai Shenyue believes that "game teaching method is a task-based, simulated and communicative teaching method." [2] the author believes that the main purpose of game teaching is to make students better learn language knowledge in both the first language teaching and the second language teaching. The abstract, difficult to understand and boring language knowledge can be easily realized through vivid, interesting and flexible game activities, with the help of colorful pictures, audio and video materials. Understanding, easy to remember knowledge. Game teaching is a kind of teaching method that combines learning with games and combines teaching with pleasure. It can help to improve learners' interest and cultivate their communicative competence.

2. PRINCIPLES OF GAME TEACHING

To ensure the effective development of game teaching, we should follow the following principles in the process of teaching Chinese as a foreign language

(1) Effectiveness, comprehensiveness, appropriateness and innovation [3]

The so-called effectiveness means that students learn

language knowledge through game activities. This principle requires teachers to connect teaching contents and teaching objectives with games, and games should serve teaching.

Comprehensiveness means that when designing games in teaching Chinese as a foreign language, students' basic knowledge, number of students, personality, ability level, interest and other factors should be taken into account. Teachers should also consider the whole class and treat them equally.

Appropriateness means that teachers should design games according to the actual situation of students. Different age stages, their age, psychology, intelligence and other aspects are different, in the design of the game to refer to these actual situation.

Innovation, that is to innovate game forms and various activities, enhance the fun of activities, do not mechanically repeat one or several games.

(2) Collectivity

Collectivity means that the game designed should include all students, and the collective strength and cooperation should be displayed in the game. In the class of teaching Chinese as a foreign language, students come from different countries and regions, and the differences between them are relatively large. In order to make the teaching smoothly, we should first make the students in the same class set maintain a harmonious relationship. The game with strong collectivity can not only arouse all students' interest in learning Chinese and enhance their interest in learning Chinese, but also deepen students' understanding, cultivate their friendship and cultivate their spirit of cooperation in the game.

(3) Heuristic

In the book "introduction to teaching Chinese as a foreign language", Mr. Liu [4] shows that the fundamental guiding ideology of teaching methods is heuristic, that is, teachers should take all kinds of effective methods to mobilize the enthusiasm and initiative of students and guide them to learn by themselves. Classroom games serve to teach Chinese language knowledge, and enlightening classroom games can enlighten learners' thinking, so as to better achieve teaching objectives. When designing classroom games, teachers should consider the relevance between games and teaching contents, and pay attention to the enlightening and enlightening nature of games.

3.CLASSIFICATION OF GAME TEACHING

There are many kinds of games. General games can be divided into intellectual games and active games according to the way of games.

Intellectual games are games that solve problems by using their brains, such as playing chess and guessing riddles, while active games are games conducted through activities such as chasing and relay races.[5-7]The author divides the game cases listed in the book into four categories: single player game and group game, single skill game and multi skill game. This paper only studies the game examples in Phonetics (19 cases), Chinese characters (20 cases) and words (41 cases).

(1) Single player game

1.Definition: a game completed by learners independently.

2.Game example Name: toss and turn (vegetables)

4.Activity analysis and effect:

Using pictures to teach Chinese as a foreign language is a common method in teaching Chinese as a foreign language. The vivid pictures can not only strengthen students' understanding, but also deepen their memory. The game combines vision with memory, and sorts the pictures of vegetables in pinyin. This process closely combines life and learning, so that students can learn and use flexibly, and can also replace words, such as changing vegetables into vehicles and other kinds of words, with high flexibility. Such single player games are very independent. Through such games, teachers can accurately understand students' mastery of the knowledge they have learned.

(2) Group games

1. Definition: group game is a game completed by two or more students.

2. Game example Name: word search contest

3.Activity analysis and effect:

On the one hand, it can cultivate learners' sense of teamwork and mobilize their participation. On the other hand, the game combines listening, recognizing, writing and reading together. Group games should follow the principle of cooperation, just like relay race. Only when the members of the collective cooperate with each other can they win the final victory. Group games can make learners realize the fun of cooperation and guide them to establish team consciousness.

(3) Single skill game

1.Definition: single skill game is to exercise one of the four skills of listening, speaking, reading and writing through a game.

2.Game example Name: driving a train

3.Activity analysis and effect:

Tone teaching is an important and difficult part in the teaching of Chinese as a foreign language. Because there is no tone in each language of Indo European languages family and there is a difference between Chinese and Tibetan language family, for foreign learners whose mother tongue is not Chinese, tone is a very strange thing. In the process of learning, obstructive interference is very obvious.Because Chinese is a tonal language, tone has the function of distinguishing meaning. The four tones of yin

and Yang have fixed tone values, which can neither be more nor less. Otherwise, the Chinese learners speak will change their taste, with "foreign accent" and even hinder communication. Therefore, accurate pronunciation is the key, but also an important foundation. In order to lay a good foundation, it is necessary to use this kind of single skill game for training.

(4) Multi skill game

1.Definition:Multi skill game is to train learners' listening, speaking, reading and writing skills through a game.

2.Game example Name: voice wall (syllables)

4.Activity analysis and effect:

The traditional teaching methods are rigid and lack of interaction between teachers and students, which is not conducive to the cultivation of innovative students. In the teaching of Chinese as a foreign language, most of the teachers are Chinese, and the learners are foreigners whose mother tongue is not Chinese. There are some deviations between them and Chinese teachers in the aspects of mother tongue, mode of thinking, way of expression and ability of understanding. The game can not only realize self-examination and self-examination among learners, but also enhance the coordination among different organs of learners, cultivate tacit understanding between students and enhance memory.

According to statistics, in phonetics, Chinese characters and words, the proportion of single player games is low, the proportion of collective games is high, and the proportion of multi Skill Games is higher than that of single skill games

category	voice	chinese characters	terms
Single player game	0%	0%	4.9%
Group games	42.1%	100%	82.9%
Hybrid games	57.9%	0%	12.2%
total	100%	100%	100%
Single skill game	47.4%	60%	31.7%
Multi skill game	52.6%	40%	68.3%
total	100%	100%	100%

Note: hybrid games can be used for both individual and collective games.

4. FUNCTION

To sum up, the role of game teaching includes two parts: external role and internal role.

(1) External effects:

1. Visualize and live teaching contents to reduce learners' fear of difficulties

In the process of language learning, memory plays a very important role. The memory of Chinese knowledge points is large. The combination of games and teaching can make the teaching content easy and communicative, enhance the learners' motor memory, and realize the lasting memory of learners.

2. Focus the attention of learners and arouse their enthusiasm to participate in class

In class, students have limited time to concentrate. The introduction of games into the classroom, on the one hand, can attract students' attention, reduce students' resistance and depression, activate the classroom atmosphere, and enhance the interaction between teachers and students; on the other hand, it can connect the teaching content with

the game, so that students are willing to participate in the game and integrate into the classroom, so as to achieve the goal of "teaching in fun".

3. It is conducive to increase the interest of teaching content, stimulate learning interest, and play the main role of learners

Li Yanjuan pointed out that "interesting teaching in TCFL refers to the active use of interesting teaching in the process of teaching Chinese as a foreign language, so that students can learn, like to learn and enjoy learning, realize the harmony between teaching and learning, and improve learning efficiency."[] Quality education requires the combination of teachers' teaching and students' learning. The teaching principle of Chinese as a foreign language also requires students as the main body, teachers as the leading, pay attention to students' emotional factors, and give full play to the initiative of scholars under the guidance of teachers. The traditional "cramming" and "cramming" teaching methods are no longer in line with the current personnel training requirements. Game teaching can change the situation that students are forced to learn into the state of students' active learning, make students willing to participate in classroom games, and let students actively explore and seek knowledge.

(2) Internal role

The internal role of game teaching is to enhance the self-confidence of learners. Classroom games can guide learners to speak Chinese, willing to speak Chinese and speak Chinese well. Games will entertain and

communicate the teaching content. Students can deepen their memory and learn to use them.

To sum up, game teaching is very important and necessary in teaching Chinese as a foreign language. The game teaching method makes the unfamiliar and complicated language knowledge into life, simple and vivid. It can not only promote learners to learn language and culture knowledge in a relaxed and pleasant environment, but also exercise their psychological quality.

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A Study of Yinlin Zhang-A Gifted Historian

Shan Cheng

Guangdong University of Science & Technology, Guangdong, 523000, China

Abstract: This paper focuses on Yinlin Zhang, a genius historian, deeply explores his cultural value, focusing on the literary value and aesthetic value of his most beautiful historical work *Outline of Chinese History*, as well as the famous historical theory proposition put forward by Mr. Zhang that history is both science and art, and the aesthetic and philosophical thoughts embodied in his translation works.

Keywords: Yinlin Zhang; *Outline Of Chinese History*; Historical Theory; Aesthetic Thought; Philosophical Thought

1. INTRODUCTION

Yinlin Zhang (1905-1942), who was born in Dongguan, Guangdong Province, was a famous scholar and historian, his representative work is *Outline of Chinese History*. Yinlin Zhang was born in November 1905 in an official family and graduated from No.2 Middle School of Guangdong in 1922. The next year, he was admitted to Tsinghua University. Half a year later, he published his first work in the 21st issue of *Xue Heng*, *Questioning the Theory of Confucius after Laozi Was Born for More Than a Hundred Years*, in response to Qichao Liang's textual research of Laozi's deeds. Teachers and students of Tsinghua were greatly shocked and Yinlin Zhang was highly praised by Qichao Liang that the first-year student was a genius. Mu Qian also said that he was gifted, and Youwei Xie, who was a close friend of Yinlin Zhang at Zhejiang University, once said, only genius can make such an achievement.

Yinlin Zhang lost his parents in his early years. In order to support his younger brothers and sisters to go to school, he had to submit contributions to make a living. And these short essays are mostly related to Confucian classics, Sino foreign exchanges, history of science and technology. Jiafan Wang has ever said, it's hard to believe that the academic standard of a student in his twenties should make some professors shy. When Yinlin Zhang was studying in Tsinghua University, he already had works such as *Biography of Na Lan Xing De*. When studying abroad, Yinlin Zhang compiled his only publication in his life, *Outline of Chinese History*. [1]

Mr. Zhang's knowledge and his attainments in historiography can be described as a shining card of Dongguan culture. His excellent talent, rigorous scholarship, rich knowledge and brilliant talent are worthy of comprehensive study, in-depth thinking and wide dissemination.

2. THE MOST BEAUTIFUL HISTORICAL WORK - *OUTLINE OF CHINESE HISTORY*

The *Outline of Chinese History* was originally planned to be written by Mr. Zhang before the Han Dynasty, Han Wu wrote the history after the Tang Dynasty, Jiaju Qian

wrote modern times, and Yunsheng Wang wrote the Sino-Japanese War. However, only the ancient chapter to the Eastern Han Dynasty written by Mr. Zhang was published finally. Although this part was compiled for senior high school, his skill and knowledge did not decrease any. The text is simple, fluent and attractive. Lin He called it the highest expression and concrete crystallization of his personality and thought. In this book, there are sincere enthusiasm, ideals of promoting social welfare, concise and beautiful words, profound and specialized knowledge, and penetrating thoughts and insights. [2]

Mr. Zhang thought that the scientificity and artistry of history should be unified. He not only requires others to understand the aesthetic value of history, but also practice it himself. His representative work *Outline of Chinese History* is telling stories without reference to textual research, not quoting the writing of predecessors' narration, and strives to be concise so that readers can browse the ancient society in beautiful words. Therefore, Mengjia Chen evaluated the *Outline of Chinese History* as the best history textbook. [3]

3. HISTORICAL EDITING THEORY

In Yinlin Zhang's opinion, the ideal history should have two conditions: first, correct and sufficient materials; second, faithful artistic expression. About these two conditions, Shi Hu said in 1926, there are two aspects of historiography. One is scientific, focusing on the collection and collation of historical materials; the other is artistic, focusing on the narration and interpretation of facts. In any case, Yinlin Zhang was the first one to discuss this proposition systematically in theory and put it into practice. He believes that it is hard to write down all the facts of Chinese history in detail and people need to avoid taking what they have learned, what they can remember, and what they're interested in when writing a general history. Therefore, there must be a standard to judge the importance of historical events. After selecting historical facts and identifying historical materials, there is still a fundamental problem in compiling general history, that is, the problem of historical view. Yinlin Zhang believes that the view of history is to explore the rules expressed in the past personnel world. He pointed out, the exploration of history is based on the remains of human activities, so as to reconstruct the truth of human activities in the past. And the view of history without evidence is just delirium.

As for the faithful artistic expression, he put forward a very clear theory that history is both science and art. This not only highlights the social value of historiography, but also points out the bold proposition that objective history itself is the natural basis of the artistic function of historiography. Mr. Zhang believes that if history wants

to be attracting, it must have the artistic function, as artistic rhetoric plays a certain role in history. The strong scientific trend of modern Chinese historiography makes him feel that it is particularly necessary to re-mention the humanistic nature of historiography. In addition, he studied abroad and was influenced by western philosophy, and he also had profound literary attainments. Therefore, he boldly put forward the historical theory proposition that history is both science and art, which is still significant and practical for today's historical research.

4. BE VERSATILE IN LITERATURE, HISTORY AND PHILOSOPHY

Yinlin Zhang is known as a generalist of literature, history and philosophy. He was admitted to Tsinghua University in 1923 and graduated with excellent results in 1929. He entered Stanford University to study the history of western philosophy and sociology, and completed the required courses and returned home with a Ph.D. in advance. Although Yinlin Zhang focuses on philosophical history, he is deeply interested in western literature, especially poetry and poetry translation. In addition to studying history, philosophy, literature, psychology, sociology, logic and other courses, he actively studied English. After only three years in Tsinghua University, he was able to read the English classics thoroughly. He also took the course of translation set up by Mi Wu, a leading figure of Xueheng School at that time. Because of his love for poetry, Yinlin Zhang, under the guidance of his tutor Mi Wu, began to translate poems in English and German. His translation was elegant and neat, which was often praised by Mi Wu. During the 14 years from 1928 to 1942, as a member of the Xueheng School, Yinlin Zhang took an active part in a translation activity organized by Mi Wu. *She Dwelt Among the Untrodden Ways* by Wordsworth, *The Blessed Damsel* by D.G. Rossetti, *Remember* by Ms. Rossetti, etc. Yinlin Zhang's translation skills were not only praised by scholars at that time, but also highly praised by later scholars. Runcheng Chen even believes that his translation skills are inherited from Mi Wu, and his skills are even superior to his teacher.[4]

5. CONCLUSION

Mr. Zhang died young in turbulent times. However, many scholars praised him as a rare historical genius. After his death, Youlan Feng raised funds and presided over the establishment of Yinlin Zhang Scholarship, Jiegang Gu wrote *Contemporary Chinese History* after Yinlin Zhang's death, praising his great achievements in the field of general history. Mu Qian, a master of historiography, commented that Mr. Zhang is a man with great talent, and he has a good command of Chinese and Western arts and philosophy. The book *90 Years of New Historiography*, written by Professor Guansan Xu of the Chinese University of Hong Kong, contains a special chapter to comment on Mr. Zhang's historical attainments that he is regarded as a rare historical talent in the past 80 years. Professor Xu also said, as far as his final attainments are concerned, it can be said that he is better at textual research than most of the new sinologists, more proficient in philosophical thinking than the numerous schools of historical views, and more emphasis on artistic description than all those who stress new historiography[5]. In conclusion, on the occasion of the 78th anniversary of Yinlin Zhang's death, this study has rather value and significance.

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Discussion on the Training of Talents in Outside-school Practical Education Base of University with Electrical Major

Hanhong Tan ¹, Xueqing Li²

¹Guangdong University of Science & Technology, Guangdong 523000, China

²Guangdong Mountain Measurement & Control Technology Co., Ltd. Dongguan 52300, China

Abstract: An idea of talent training and construction based on the off-campus training base of electric college students is put forward. A construction goal of the off-campus training base is expounding. The paper puts forward the construction content of the off-campus training base for college students. It is of guiding significance to carry out the cooperation between school and enterprise and to train the applied talents of electric specialty.

Keywords: Outside-school practical education base; School-enterprise cooperation; Talent training; Construction content

1. INTRODUCTION

As a very practical major, the electric specialty must be closely combined with the engineering practice. It is important to establish a perfect practical teaching system and to strengthen the position of teaching practice in the curriculum system. It is very necessary to develop the outside-school practical education base on the basis of the construction of the teaching and research laboratory in the school [1][2].

The outside-school practical base can meet the needs of school teaching and provide venues and teachers for the practice stipulated in the teaching plan. By the practical activities of the practice base, on the one hand, it deepens the students' understanding and learning of book knowledge; on the other hand, it improves the students' practical working ability to analyze and solve problems under the guidance of theoretical knowledge [3][4].

The outside-school practical base is an important content of the educational reform in colleges and universities. It is of great significance to improve the quality of talent training, to improve the understanding of practical teaching, to improve the teaching level and the quality of talent training.

2. CONSTRUCTION IDEAS

The construction idea of the base is to set the goal of cultivating applied talents. In order to realize the goal of cultivating applied talents, the teaching practice is emphasized on the basis of ensuring the teaching activities of theoretical knowledge. In the process of practical teaching, we should pay great attention to the training and improvement of students' practical ability. In the aspect of the construction of the practice base, the

students' practical skills and innovative practical ability are systematically trained and trained by combining the internal training base with the outside practice base. In order to meet the requirements of cultivating talents, it is necessary to embody the spirit of enterprise and local service. Based on the actual situation, it is feasible to establish the management mode and operation mechanism of sustainable development and realize win-win situation

3. CONSTRUCTION OBJECTIVES

Through the construction of practical teaching base, it is necessary to undertake the task of practical education and teaching outside school for school students, and to promote the establishment of a new mechanism for in colleges and industries, enterprises and institutions, scientific research institutes, etc. It can promote schools to change their educational ideas and reform the mode of talent training. It is beneficial to strengthen the practical teaching link and enhance the students' innovative spirit, practical ability, social responsibility and employment ability.

4. CONSTRUCTION CONTENT

4.1 OPTIMIZE THE BASE PRACTICE TEACHING SYSTEM

To optimize the base practice teaching system, we should cultivate students' practical ability and innovative spirit. According to the requirements of applied talent training mode, the teaching content and teaching method should be reformed boldly. We should give full play to the advantages of the "double-qualified" teaching staff. It is beneficial to explore actively the cooperative mode of practical teaching base in colleges and universities and innovate gradually the practical teaching mode. Base practice teaching can be divided into four modules: cognitive practice, curriculum practice, professional practice and comprehensive practice.

4.2 ATTACH IMPORTANCE TO BASE DEVELOPMENT AND UTILIZATION

Practical teaching is an important link in the cultivation of talents. The construction of practical teaching system can't be separated from the successful development and utilization of the base. After the completion of the base, we should establish cooperative relations with base through a variety of ways. Firstly, we should set up a professional construction advisory committee attended

by representatives of the base support units to advise and improve the professional talent training program. Secondly, we should strengthen contacts with the basic units of teaching, related professional teachers and base support units. Thirdly, students not only learn professional knowledge, improving their comprehensive practical ability, but also increase their understanding and communication, which is conducive to the employment of students. A long-term and effective cooperation mechanism is established.

4.3 REGULATE THE MANAGEMENT OF BASE CONSTRUCTION

Standardizing base construction is an important guarantee to give full play to the role of base. First of all, it is necessary to clarify the division of labor and strengthen effective leadership. The construction and operation of the base include rich contents, such as practical teaching training plan, practical content setting and connection, practice arrangement and guarantee, base connection and communication, and practical materials and summary, etc. Secondly, we should make rules and regulations and perfect them, including teacher responsibility system, operation management system and safety and security system. Through these systems, practical activities can be standardized, and the operation level of the base can be improved constantly.

4.4 INCREASE INVESTMENT TO ENSURE BASE CONSTRUCTION

Base construction needs schools to increase investment in people and property, paying attention to funding protection and teacher training. The investment of equipment, material purchase, copying or writing is the important content of improving the practice teaching. In addition, to ensure and improve the level of practical teaching, it is necessary to establish a scientific and reasonable structure of teachers. We should carefully select teachers with dedication and love of practical teaching as guidance teachers. We should increase investment in formulating special training expenses and bring teachers' continuing education into the training plan. We should pay attention to the training of double-qualified teachers, and constantly improve teachers' comprehensive quality.

4.5 ACTIVELY MAINTAIN AND DEVELOP RELATIONS WITH THE BASE

After the establishment of the base, it is necessary to strengthen the maintenance and development of the relationship with the base. The role of the base in

teaching and talent training should be played. School and base cooperation development plan should be done. On the basis of establishing the association of industry, university and research, we should strengthen comprehensive cooperation in various directions. Through specialized departments, mutual cooperation with base units can be strengthened, and stable and friendly cooperative relations can be established.

5. CONCLUSIONS

The off-campus practical teaching base is an important place to cultivate students' innovative spirit and practical ability. It is a bridge for students to understand society and enterprises. This paper puts forward the construction ideas and contents of the off-campus training base for college students majoring in electricity, which has guiding significance for training applied talents of electric specialty. The further improvement and promotion of the construction of practical teaching base for college students outside school need to be further studied.

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Research On The Financing Of Small And Medium-sized Enterprises

Teng Hao, Bai Jing

School of Business Administration, Liaoning University of Science and Technology, Anshan, Liaoning 114051, China

Abstract: As an important part of China's enterprises, small and medium-sized enterprises to create most of China's jobs, to provide most of the innovative power, to promote the development of the national economy has a significant role. This paper starts with understanding the financial characteristics of small and medium-sized enterprises, analyzes the causes of the financial difficulties of small and medium-sized enterprises, and finally puts forward the idea of alleviating the financial difficulties of small and medium-sized enterprises.

Keywords: Middle and small-sized enterprises; Financial distress; Solution

1. CHARACTERS OF THE FINANCIAL SITUATION OF SMES

1.1 Financing is difficult and expensive

Compared with large enterprises more choice bank financing channels of small and medium-sized enterprises, but small and medium-sized enterprise assets structure is single, old fixed assets mortgage loan is difficult, severe cases of value for less money, and because the management is loose, and there is no formal license, such as credit line is very tight, credit condition is harsh.

First of all, most small and medium-sized enterprises in the conduction of credit loans, Banks are required to its rating. From the perspective of rating, most enterprises can only have a credit limit of 100,000 yuan. If the enterprises have good qualifications in terms of credit history and income, then the credit limit can be about 300,000 yuan. However, 300,000 is far from enough for many enterprises, especially for large enterprises, the quota of 300,000 does not play a big role at all, and the qualification requirements of enterprises for loans are particularly high, so it is difficult to apply for.

1.2 Financial risk is too high and the ability to resist risk is poor

Small and medium-sized enterprises to family enterprises, relatives of enterprises mainly structural characteristics of enterprise management system problems, the company does not have a complete accounting system, accounting personnel are also mostly served by family members, no cash flow estimation procedures, resulting in cash flow often on the verge of breaking or very wasteful situation greatly reduce the enterprise's ability to resist risks. Due to their own characteristics, small and medium-sized enterprises often appear loan repayment is not timely, product backlog occupied cash flow, receivables recovery is not timely, so that the financial risk of enterprises increased sharply.

2 ANALYSIS OF THE CAUSES OF THE FINANCIAL DIFFICULTIES OF SMALL AND MEDIUM-SIZED ENTERPRISES

2.1 National policy is lowly universal

In the face of the epidemic, China has actively launched various policies to support small and medium-sized enterprises. In the [2020] 29 document jointly issued by the Bank of China and the Ministry of Finance, the ministries and commissions have provided a large amount of policy support to strengthen the regions, industries and enterprises seriously affected by the epidemic, including differentiated financial services.

Because of the overly traditional means of national policy advocacy, the State promotes it only through the website of the Ministry of Finance and the relevant documents. In addition, small and medium-sized enterprises pay less attention to national policies, business owners to use national policies for business strategy adjustment, cost savings and other aspects of thinking is relatively lacking. Therefore, the state's tax cuts and fee reduction policies do not benefit all small and medium-sized enterprises.

2.2 The financing means of small and medium-sized enterprises are single and the financing is difficult

Issuing stocks and bonds is a common financing method for enterprises, but it is extremely difficult for small and medium-sized enterprises to use such methods as issuing stocks and bonds for financing. For example, the net assets of a joint stock limited company shall not be less than 30 million yuan, that of a limited liability company shall not be less than 60 million yuan, and that the total amount of accumulated bonds shall not exceed 40% of the net assets of the company.

Bank financing is the most primary way to solve the problem of financing small and medium-sized enterprises (sme), but for the middle and lower enterprise outdated equipment, management is not standard and so on makes the difficulty of the small and medium-sized enterprise financing through Banks greatly deepened, small and medium-sized enterprise has its own part of the fixed assets because there is no specification of mortgage finance causes such as certificate of property title got lines can't meet the requirements, the financing difficulty greatly deepened.

It can be seen that a large number of provisions make it difficult for SMEs to fully meet, resulting in SMEs financing difficulties greatly increased.

2.3 The level of internal management of small and medium-sized enterprises needs to be improved

Small and medium-sized enterprises are mostly family, small workshop type enterprises, lack of perfect,

scientific management mechanism, thus enterprises in the process of operation will face a lot of problems, often fall into financial difficulties. It is not uncommon for small and medium-sized enterprises to be family enterprises. Most of them have not received professional education, have little knowledge of financial and other professional knowledge, and make radical or unscientific decisions. In addition, enterprise controllers lack crisis awareness and cannot well avoid financial risks, which makes enterprises in huge risks and hidden dangers, which is one of the reasons for enterprises to get into financial difficulties.

3 RESOLVENT

3.1 The use of self-media to promote relevant policies, to popularize policies

The state is now using the official website, issued documents and other multi-channel publicity related policies, but most of the lower and middle business owners still do not know much about the relevant national policies. In the era of self-media, business owners are more willing to obtain information through "fast hands", "shake tone" and other emerging self-media platforms, and official documents are too specialized, resulting in business owners understand the national policy is not in place, not in-depth. Therefore, the state should actively use the official self-media platform to publicize the relevant policies, and hire professionals for in-depth and easy-to-understand interpretation, so that the majority of business owners understand the relevant policies.

3.2 Strengthen the interface with financial institutions and explore new channels of financing

Relevant financial specific policies mainly from reducing interest rates, interest relief, providing special loans, deferred loans, increase micro-enterprise credit loans, down loans, no repayment of loans, support high-quality small and medium-sized enterprises listed or listed financing, guide private equity investment and venture capital investment early investment, support small and medium-sized enterprises to carry out supply chain financial services and other aspects to promote small and medium-sized enterprises and related financial institutions docking, to solve the financial difficulties of small and medium-sized enterprises.

On the other hand, the development of specific financial institutions for small and medium-sized enterprises is a feasible way to solve the financing difficulties of small and medium-sized enterprises, financing expensive. For example, the construction of small and medium-sized enterprises banks, to provide the most direct financing support for small and medium-sized enterprises, in the face of financing needs of small and medium-sized enterprises to give more professional development advice, in reducing the risk of financial institutions at the same time, for small and medium-sized enterprises financial management escort.

3.3 Pay attention to their own management, from the source of reform fee reduction gain

First, from many channels, many aspects of the introduction of high-level talent, professionals, especially financial management personnel, abandon the family business model, the enterprise specialization. Second, increase investment in technological reform, improve overall product quality, improve their competitiveness, enhance the bargaining power of enterprises in the region, the industry. Third, without violating national laws and regulations, combined with their own management, the introduction of suitable financial management system for enterprises, so that enterprises can continue to develop.

4 EPILOGUE

Financial difficulties remain the biggest problem faced by small and medium-sized enterprises in the post-epidemic situation. Small and medium-sized enterprises should take national policy as a breakthrough, to obtain liquidity from financial institutions as a concrete guide, to carry out fundamental reform from their own development momentum, to completely solve the financial difficulties, smoothly through the epidemic stage, to achieve the development of the bend oversized.

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Study on the Happiness of Contemporary University students – Taking Zhou Kou Normal University as An Example

YuanYuan Duan

General Committee Office, Zhoukou normal University, 466000 Zhoukou, Henan, China

Abstract: The purpose of all human efforts is to obtain happiness. Starting from the four dimensions of society, school, family and university students, the author analyzes and discovers that the happiness of contemporary university students is mainly affected by four factors: bad society, college education, family harmony, and self-personality. In order to improve this situation and improve the happiness of contemporary university students, society should provide university students with various forms of help. Colleges and universities should actively introduce happiness education courses. Parents should actively build a harmonious family atmosphere, and university students should actively improve their self-cultivation.

Key words: Happiness, Society, Colleges and universities, Family

1. THE CONCEPT OF HAPPINESS

The research on happiness can be traced back to ancient Greece, when Solon first made a theoretical exploration of happiness. He believes that happiness is not the same as having wealth, let alone the more wealth the higher the degree of happiness. A happy life is not a temporary one, but a life lived from beginning to end. Middle wealth is the best guarantee of happiness^[1]. Happiness originally belongs to ethics, which refers to the inner satisfaction people have to achieve their goals and ideals on the basis of social material life and spiritual life in China. University students' happiness is a comprehensive assessment of their current life quality based on their own systematic evaluation criteria, which is a subjective experience of whether they are satisfied with their current life status.

2. PROBLEMS EXISTING IN CONTEMPORARY UNIVERSITY STUDENTS' HAPPINESS

First of all, the adverse social phenomena relatively reduce the happiness of university students. With the continuous advancement of social reform, the high-speed operation of market economy, the introduction of competition mechanism and the acceleration of work rhythm, university students are under more and more social pressure, which reduces their happiness. The network provides us with convenience, but there are still security risks. On the one hand, university students are not mature in mind. Most of them have poor psychological bearing ability and poor self-control, and are addicted to the Internet world all day long. On the other hand, due to the anxiety caused by the rapid economic development and great social changes, students

in our school often choose to hide in the virtual network world and seek temporary peace.

Secondly, there is a relative lack of happiness education for university students. On the one hand, at present, some colleges and universities in China have not established unified happiness education mode, and the methods of happiness education vary in forms. To some extent, this makes the education work lack of pertinence and effectiveness, and also reduces the teaching quality of happiness education. On the other hand, most students equate happiness with enjoyment, which makes happiness concept gradually deviate from the moral concept and leads to the phenomenon of happiness alienation. The values advocated by the ideological and political education in colleges and universities are in local conflict with the alienated ideas of university students, which brings new problems to the ideological and political education in colleges and universities. If the contradictions and conflicts are not solved, the value itself can hardly be realized.

Thirdly, the bad family environment relatively reduces the happiness of university students. Family atmosphere is very important to students' personality. Most university students with good family atmosphere are more outgoing and optimistic. Some university students with bad family atmosphere are more introverted and have poor social adaptability. University students' psychological and social life is affected to some extent by their parents' parenting style. Parents respect students' emotional initial experience and pay attention to their psychological state. They are good at communication and democratic parenting style can improve students' happiness. If parents ignore their attention to students because of heavy work tasks and much social entertainment, university students will be prone to unhealthy psychological state, which is not conducive to the cultivation of interpersonal relations.

Finally, the incomplete personality of university students reduces the happiness of university students. A moderate level of anxiety is conducive to the vitality of life, but a high level of anxiety is not conducive to the healthy development of students. Students who are troubled by anxiety often tend to be fidgety, restless, and weak-willed and have poor ability to resist setbacks. Generally speaking, the positive personality belongs to the extrovert, the personality is quite cheerful, always has a positive and optimistic attitude, and gets along well with others. Students with negative personality tend to have low reactivity and slow action. Some concepts of university

students may have conflicts with the market mechanism, which will impact the psychological mechanism of university students. The incomplete personality of university students is not conducive to improving their happiness.

3. SUGGESTIONS ON THE CULTIVATION OF CONTEMPORARY UNIVERSITY STUDENTS' HAPPINESS

To begin with, society should provide university students with various forms of help. The number of university graduates across the country continues to rise, with a relatively large increase, making it difficult to find employment as a whole. Some university students will choose to start their own businesses, and the society should provide more support for them. On the one hand, its entrepreneurial projects are highly concerned and strongly supported, and preferential policies such as tax reduction and loan exemption are implemented to ensure the normal operation of its capital chain. On the other hand, relevant laws and policies should be formulated to create a good environment for university students to start their own businesses. Among university students who start their own businesses, many are unable to achieve their goals due to lack of funds. Therefore, to help the normal operation of university students' venture capital chain can not only solve the problem of university students' venture capital from the material level, but also encourage university students to actively start their own businesses from the spirit.

The next, colleges and universities should actively introduce happiness education courses. The school education mechanism is relatively lacking in the happiness education of university students. Therefore, colleges and universities should set up the major adjustment, the request conforms to the market economy request, conforms to the national industrial structure change need. In addition, colleges and universities should strengthen the construction of ideological and political theories to help university students establish a correct view of happiness. Colleges and universities should actively carry out various forms of education, such as joint class and club activities, strengthen knowledge and skills, and strengthen happiness education, so as to help university students gain the ability to create happiness and obtain happiness, and enhance university students' happiness.

Once more, parents should actively build a harmonious family style. A good family environment is conducive to the healthy growth of university students, sound personality training and the establishment of a scientific concept of happiness. According to the results of the questionnaire survey, the happiness of contemporary university students has a considerable part of factors, from the family harmony. In the process of communication and communication with university students, parents should learn to let go, fully trust and

respect the will of university students. Offer guidance when necessary, but keep your nose in the child's business. Of course, university students should have the final say. Too much protection and indulgence from parents is not conducive to university students learning to be independent and thinking.

Lastly, university students should improve their self-cultivation. The most important thing to cultivate the happiness of university students lies in themselves, and university students need to improve their moral quality through efforts. University is not only a critical period for the physical and mental development of university students, but also an important period for the cultivation of their own abilities, and actively shaping their healthy personality. During this period, they should also establish a correct view of happiness, improve their own happiness, and pursue happiness as the end of life. However, it is usually those with noble characters who can open the door of happiness, because only they can have the key to happiness, and they can feel the real happiness. It is the only way for university students to improve their ideological and moral quality to hone their willpower. The university period is the golden period for university students to shape their personality. Personality factors are the internal driving forces, which seriously affect the happiness of university students. How to shape a sound personality and enhance happiness? The first is internal and external repair. It combines the subjective initiative of university students with the appropriate amount of happiness education in school, and penetrates happiness education from the aspects of world outlook, outlook on life and values. The second is hierarchical education. Every university student's physical and mental development, ideological status and moral quality are different, so the cultivation of university students' personality needs to be carried out step by step, at different levels and in different stages, so as to gradually improve their self-personality. The third is all-round education. The personality education of university students should cover education curriculum, education environment, methods and implementers, so as to realize all-round education. The fourth is the connection of theory education with practice. It is necessary for university students to receive education in practice, so that their intelligence and creativity can be constantly improved in practice, so that their physical and mental health development, and shape the sound personality of university students^[2].

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Some Suggestions on The Reconstruction of Standard of Proof in Civil Action

Guo Jia

Institute of Political Science and Law, Zhou Kou Normal University, 466000 ZhouKou, HeNan, China

Abstract: Along with our country legal system gradually perfected, and calls for the people of justice procedure is enhanced, the current civil litigation proof standard as too strict to the parties to the proposed evidence often cannot reach the standard and guarantee their rights, so more and more people to our country civil litigation proof standard are put forward to reform refactoring point of view. In this paper, by reconstructing the standard of proof in Our country, some pipe cones are proposed.

Key words: Proof standard; Civil proceedings; Two law systems; Probability predominance

1. ESTABLISH A SYSTEM IN WHICH PROBABILITY PREVAILS

Standard of proof refers to the minimum degree or minimum standard that a party bearing the burden of proof shall achieve by using evidence to prove the facts of a case in accordance with the provisions of law. The standard of proof occupies a very important position in the theory of procedural law. It is not only the measure to measure whether the party bearing the burden of proof has actually fulfilled the burden of proof, but also the code of conduct for judges to decide whether specific facts can be ascertained. Therefore, it is of great significance to reasonably define the standard of proof for different types of litigation to ensure the realization of litigation justice and the improvement of litigation efficiency.

First of all, from the perspective of China's legislative trend. With the continuous improvement of our legal system, our society gradually realizes the "law to follow". "There is law to follow" reflects the hardness of legal rules and higher publicity. From a certain point of view, this change of legal rules has limited the discretion of judges, but this limitation does not completely exclude the discretion of judges. In fact, as the rule has changed, so has the discretion of the judge. The perfection of the legal system also makes the judge's discretion legally affirmed. Therefore, the judge's discretion is enhanced with the continuous development of the rule of law, so the standard of proof with the advantage of "probability" is more in line with the requirements of the rule of law society for the judge's discretion.

Secondly, China's legal environment has been continuously optimized. China's civil litigation system is gradually shifting from authority to antagonism. From "regulation" the regulation can see, the civil action now more depends on the participation degree of the party. This change can be seen from the determination of the burden of proof and the limitation of the scope of evidence. The quality of judges is gradually improved

through the unification of judicial examination. 3. The parties have more enthusiasm to participate in litigation. With the continuous improvement of socialist rule of law and the gradual deepening of the concept of the rule of law, people gradually learn to protect their rights through legal weapons. Therefore, judicial relief has gradually become the first choice for people to protect their rights. The optimization of the legal environment lays a good foundation for the application of the criterion of "probability".

Thirdly, "probability" is more operable in practice. First, there are three kinds of facts: "possible", "impossible" and "false or false". "Probable" or "impossible" is the standard of proof in which "probability" prevails. When one of the parties is absent, there is no way to judge if the state of fact should be ascertained, so the fact can only be in the state of "truth and falsity of the state of fact". This solves the problem of ascertaining facts in the absence of a party. It may be too unconvincing to assume that because of the long-term adoption of the standard of proof of "objective facts" in Our country, a change makes judges unsuitable and makes them unable to judge "possible" or "impossible". It is not easy for a party to judge whether his claim can be supported by an unclear standard of proof, such as a high "probability". But the criterion of proof, in which "probability" prevails, becomes much clearer, because it is easily understood by the general public by such clearly polarized criteria as "probable" and "impossible".

Finally, as the legal standard of proof should be the "minimum" standard to be reached in the process of litigation proof, that is, as long as it is reached, it can be recognized. However, this "minimum" standard is not exclusive to the application of higher standards. On the contrary, the application of higher standards of proof can make the pursuit of objective truth be recognized by law when practice is possible. In judicial practice, judges can adopt different standards of proof according to the relationship between the interests of the parties and the case and the degree of responsibility, but the degree of the standard of proof stipulated by law is higher than these different standards of proof. It is a violation of the legislative requirement to consider that the standard of proof is "lower" than the minimum standard of proof at high probability. However, the problem can be solved by setting the standard of proof with probability as the legal minimum standard.

2. IMPROVE THE EVIDENCE COLLECTION SYSTEM

Civil procedure to determine the principle of "who advocate who proof" of litigation, according to the

principle of the parties shall have the right to investigation, but the current laws and regulations, judicial interpretation is not how to exercise the rights on the parties to make detailed provisions, imperfect legislation to set up barriers when the parties to gather evidence material. The difficulties of the parties in collecting evidence are mainly reflected in the following aspects: First, when the other party holds evidence but out of consideration of its own interests, it will refuse to provide evidence materials on the grounds that laws and regulations do not provide them; Second, witnesses often do not want to appear in court, some even do not want to give written testimony; Third, when a party takes evidence from a third party, the third party refuses to provide evidence to the party or the lawyer for various reasons. Therefore, in order to protect the integrity of the litigant's litigation rights, it is necessary to protect the right of investigation and evidence collection enjoyed by the litigant from the system.[]

Three systems should be established: one is to improve the witness protection system, including preventive protection before the event and punitive protection after the event. The former includes confidentiality of the identity of the witness and guardianship of the personal safety, while the latter mainly investigates the infringement of the rights of the witness. Second, the compensation and reward system for witnesses. The expenses and lost work incurred by the witnesses in testifying should be clearly compensated, and rewards should be given to those who voluntarily apply for testifying and provide key evidence. The third is the disciplinary system for witnesses who do not appear in court without reason, including the mandatory system of witness appearing in court and the penalty system for witnesses who do not appear in court.

3. BUILD MULTIPLE STANDARDS OF PROOF

Due to the diversity of the facts involved in civil action and the characteristics of different procedural stages, China should establish multiple standards of proof in the legislation of civil action based on the principle of establishing probability dominance.

3.1 Establish the standard of proof of civil action based on the principle of "high probability"

High probability is the probability of the dominant knowledge means used in the judicial field in the civil trial, the evidence of the facts have proved unable to achieve actually fully, if one party provides a piece of evidence has proved that the fact that happen with high probability, namely the people's court may confirm for the facts. The establishment of "high probability" standard of proof in civil action is conducive to improving the court's enthusiasm. Thus actively and effectively solve all kinds of civil disputes in order to contribute to the realization of social harmony and stability. This standard of proof is commonly used in civil law countries.

3.2 Establish the standard of proof in civil action for "preponderance of evidence"

The standard of proof of "preponderance of evidence" in a civil action means that in a civil action, if the evidence

presented by one party is more convincing to the judge than that presented by the other party, the evidence of the dominant party is adopted. In some civil cases, the process of collecting evidence is fraught with obstacles, and a lot of the evidence collected does not meet the requirements of the law. As a result, the court is unable to determine the existence of the hard evidence due to insufficient evidence. However, the criterion of "preponderance of evidence" is based on "possible" and "impossible", which is easy to be recognized by the public and is conducive to judge correctly in a timely manner. In common law countries, the standard of "preponderance of evidence" is generally adopted at present. China should also establish this standard of proof in the future revision of the civil procedure Law. This standard not only conforms to the development direction of the civil procedure law and the legislative trend of China, but also has strong operability in the civil trial practice.

4. SET UP FLEXIBLE SUPPORTING STANDARDS FOR JUDICIAL PRACTICE

With the development of our country, the number of civil disputes is increasing day by day, and the degree of disputes is becoming more and more complex, the need of civil trial is gradually beyond the ability of judgment provided by traditional standards of proof.[] Therefore, in order to construct a new standard of proof, we should refer to the legislation and judicial situation of foreign countries and combine with the actual situation of Our country to design a system of standard of proof of civil action applicable to our country. We must first consider the detailed circumstances of each case and its nature and importance, as well as the difficulty of finding evidence. The social influence caused by different cases of different nature should be different, so should the degree of proof required. Generally, cases of special importance involve the interests of the state, society and individuals more than minor cases, so the degree of proof required is of course higher than ordinary minor cases. Meanwhile, in order to promote the justice of litigation, the standard of proof can be determined according to the difficulty of proving degree. For different cases, different criteria are applied according to different circumstances. In dealing with general civil dispute cases, the standard of proof with probability dominance should be applied, which should be proved not only in the substantive fact but also in the procedural fact. However, the standard of proof with high probability should be applied to the cases with low incidence and severe nature. In dealing with some individual special civil disputes, such as doctor-patient disputes, traffic accidents and damages for production and consumption, the criterion of probability dominance should be applied. This is the most flexible and applicable option.

Due to the rapid development of China's economy, the legal system construction as the upper foundation needs to develop synchronously. At the same time, economic development also promotes the construction of legal system, because with the opening of the country's door to the outside world, international economic exchanges and cooperation continue to deepen, legal and cultural

exchanges have been strengthened. At this time, it is necessary for us to actively absorb the strength of foreign legal system development. In the procedural law, China has not clearly defined the standard of proof in the legal norms, while in foreign countries it has been determined. Through open exchanges, domestic scholars constantly put forward opinions and put forward Suggestions for legal system construction, which continuously promotes the development of China's legal culture and makes

people's life more harmonious, healthy and happy

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It Also Talks About the Way to Realize the Self-Worth of College Students

JingChe Sun

Institute of Political Science and Law, Zhou Kou Normal University, 466000 ZhouKou, HeNan, China

Abstract: College students' self-worth and its realization path is one of the hot issues in recent years. The realization of college students' self-worth can be said to be the expression of reform and opening up and social progress. This paper will explore the way to realize college students' self-worth from three aspects: improving their comprehensive quality, strengthening family guidance and creating a good social environment. **Key words:** College students; Self-worth; Social environment; The family education

1. STRIVE TO IMPROVE THE COMPREHENSIVE QUALITY OF COLLEGE STUDENTS

College students, as the social talents cultivated by the motherland, their self-value lies in the constant improvement of their own conditions, and they need to shoulder more social responsibilities while realizing their self-value. Contemporary college students should correctly recognize the characteristics of their own value. We should learn to constantly improve our comprehensive quality under the bad influence factors, so as to better realize our own value.

"There is a concise definition of self-actualization in Maslow, that is, a person must be what he can be"[1-3]. To put it simply, it mainly refers to people's potential creativity, which requires that everyone should develop himself according to his own advantages and potential, and constantly realize self-value and social value in social practice. Then what should college students do in the process of realizing their self-worth? To a large extent, college students should start from the following two aspects.

Firstly, college students should strengthen the cultivation of their psychological maturity mechanism and promote their psychological maturity, which is the primary condition for college students to realize their self-value. So, in the mature stage of the college students, want to know exactly what you want, what to do, positive to think about their own life value and meaning of what is, and how to determine the goal, in the social life, one must do it in a positive, optimistic attitude to participate in which, in the process of participation, learn to self reflection, to accept its own is not enough, find the best in their own, so that we can promote the healthy development of their own psychological.

Second, college students should learn from role models and constantly improve their qualities. College students are eager for success and have strong motivation to learn from role models and successful people. To a large extent, this will promote the development of students' potential and the formation of their personality, so as to help

college students realize their self-worth. Maslow studied role models and concluded that they Shared several personality traits: knowing oneself, accepting oneself, being strict with oneself, resisting the interference of external environment, being friendly to others, and doing what they thought was right. Therefore, it is an effective way for college students to learn from role models and draw their advantages, which also lays a foundation for the realization of self-worth.

Thirdly, college students should strengthen the cultivation of independent personality. College students should learn to use their own logical thinking to judge and solve problems, break out of the cage of traditional thinking, constantly surpass themselves in practice, and keep their independence. In life, you can make a correct judgment on things, choose the life that is in line with your own nature and reflects your own value, and make yourself the pilot of your own destiny.

2. WE WILL STRENGTHEN GUIDANCE FOR FAMILY EDUCATION

Family as each and every one of the earliest accept education school, the family atmosphere and parent's behavior itself, to the contemporary college students' personality and value pursuit of the subtle influence of produce and development of producing, this also will establish personal positive values, for college students to help them build self-confidence play an important role on and support each other. Therefore, many measures should be taken to improve the self-value of college students.

On the one hand, to create a good family atmosphere. The family environment includes the material level and the spiritual level. In terms of material, we should proceed from our own actual situation and provide a material environment conducive to the physical and mental development of children within our power. If the material conditions are too poor, they cannot provide normal living conditions for their children, which may easily lead to inferiority complex and pessimism. Material conditions are too favorable, easy to produce the disadvantages such as pampering, extravagance and waste, and can not produce a positive effect. Therefore, it is necessary to measure a good measure, give play to the favorable influence, and eliminate the negative influence factors. In the process of providing children with materials, it is necessary to take their children's independence, self-respect and self-love as the primary conditions, so that children can establish correct value pursuit and money concept. In spirit, the friendly way of getting along between parents creates a harmonious and relaxed family atmosphere, so that children can grow up in a harmonious family environment, and it is of great

significance for children to form the correct value pursuit. Every family has its own family life principles, which can not only strengthen the self-discipline of parents, but also lay a regular foundation for children to develop good living habits, which should be attached great importance to by every family and strive for.

On the other hand, improve the quality and education level of parents themselves. Parents' living habits, words and deeds, as well as good moral quality of children have a great impact, so the level of their own quality of parents, children's education will have a very important impact. Parents play an exemplary role and play a decisive role in their children's pursuit of lofty ideals. Parents can achieve this through the following aspects: grasping the spirit of lifelong learning, persisting in the spirit and attitude of continuous learning, constantly enriching and improving themselves while influencing their children's knowledge values. To develop good moral character, such as polite, law-abiding, honest and trustworthy, respect the old and love the young and so on. Create a family atmosphere with full participation, cultivate children's ability to be independent, analyze and solve problems; Parents should plan and aim to do things in work and social life, set a good example for children to take the lead, let the children learn to do things independently under their own influence, teach by example, and cultivate and exercise their children's self-management. Parents can explore their children's strengths and weaknesses, cultivate children for facing difficulties, dare to meet new challenges, to their children, to give certain praise and encouragement. And together to help children overcome their own shortcomings and difficulties, so that children have the courage to face the difficulties of confidence and determination, which has a very important impact on the development of children's self-confidence, can better accept themselves in the future, the establishment of a healthy and upward psychological state.

3.CREATE A GOOD SOCIAL ENVIRONMENT

The social environment is complex and has some disappointments, but it is not qualitatively altered by changes in human subjective will. As Lenin said, "The world will not satisfy man. Man is determined to change the world by his own actions."[] According to the influence of the unhealthy social environment on the self-realization of college students, it is necessary for the state to make great efforts to improve the social environment of college students and create a good environment for them. College students are the country's valuable talents, through four years of university training and transformation, they are finally to leave the campus, to their own jobs. However, college students have to face a very serious employment situation, they have to face the "difficult employment" indisputable fact, more and more contemporary college students in the employment of the pursuit of a certain degree of deviation. It is mainly manifested in the lack of clear self-positioning of some contemporary college students, excessive pursuit of high-level positions following the crowd, personal emotional loss, low sense of achievement, low sense of responsibility and single concept of employment.

Improving the employment environment of contemporary college students is crucial to solving the employment problem of college graduates and helping college students realize their own value. Therefore, the government should take the employment problem of college students as an important work at present and create a good social environment for contemporary college students to realize their own value.

To create a good social environment for contemporary college students to realize their self-worth, the government should formulate special policies and organize special institutions to improve the social employment environment. The university from the graduation package distribution to the graduation does not include the distribution, independent choice of career, is not equal to laissez-faire, roll out to ignore, the original responsible for college students employment distribution institutions can not be withdrawn, the original contact with each professional employers can not be interrupted, the school should also have the responsibility and obligation, actively recommend graduates to employers. "The guidance of teachers, setting an example and the support of school authorities are the keys".[3]This can effectively solve the problem of unbalanced employment structure, and also open up a new way for college students to seek self-value, so as to provide opportunities for college students to realize self-value.

It is an arduous task to improve the social environment for contemporary college students, which also needs the cooperation and cooperation of schools, families and society. Is in cooperation with schools, families, and society and the cooperation, do have a clear division of responsibilities, coordinated, to jointly create a good social environment for college students, is helpful for college students to form correct value pursuit, in the pursuit of value, the self-realization to contemporary college students values guide inject more social power and source.

College graduates are generally around 23 years old, with little social experience and poor independent employment ability. Now, most of them rely on their parents and relatives to find jobs for their children through the back door. As a result, backdoor schemes are emerging again, and the social atmosphere becomes worse, corruption and injustice become more serious. To improve the social environment for the growth of college students, it is more important to guide contemporary college students to establish correct values and give full play to the practical application of the knowledge learned in class, rather than blindly relying on the back-door relationship for a glimm of hope. This is definitely not the value pursuit advocated by us now. If we can promote the mutual transformation between knowledge and practice, it is undoubtedly a positive impetus to guide the value pursuit of college students, and at the same time, it can also promote the contemporary college students' self-value pursuit to be more effective and practical, and provide a strong social environment guarantee for the realization of their own value.

To receive higher education, college students should have

the spirit of hard work and struggle. For any job, no matter how much it is, they need to make efforts to do it well, instead of just talking about it. The beauty of flowers and plants is to make the nature more beautiful, the beauty of life is to make the world more harmonious. In a word, college students should march forward toward their goals and live every day in earnest to realize their self-worth. As long as they work hard and have no regrets, it can be said that they have succeeded.

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The Research and Practice of Talent Training Mode Reform and Local Jun Porcelain Resource Integration in Colleges and Universities

YingFu Zhang

General Committee Office, Zhoukou normal University, 466000 Zhoukou, Henan, China

Abstract: Deepening the reform and innovation of talent training mode, improve the quality of talent training has become a growing concern and attention of colleges and universities, but the reform of talent training mode and the integration of local cultural resources of the system is still lack of research. Based on the culture of local Jun porcelain, this paper analyzes the connotation of talent training mode and the necessity of its reform and integration with local cultural resources, and takes the integration with local Jun porcelain resources as an example to explore and practice the reform and innovation of talent training mode.

Keywords: Local Colleges And Universities; Personnel Training Mode; Cultural Resources; Jun Porcelain

1.THE CONNOTATION OF TALENT TRAINING MODE REFORM AND LOCAL CULTURAL RESOURCES INTEGRATION

With the development of higher education in Our country, deepening the reform of education and teaching and promoting the innovation of talent training mode have been widely valued by the society. Regional cultural resources are not only the basis of the development of local colleges and universities, but also the source of talent training mode reform and innovation. Aiming at cultivating talents needed by social development, optimizing the allocation of teaching resources, rationally using teaching resources, and exploring the optimization and integration of teaching resources suitable for the reform of talent training mode in local colleges and universities in China are of great significance for promoting the reform of college education and teaching and improving the quality of talent training.

Personnel training mode is to point to in certain education theory and education under the guidance of the concept, on the basis of teaching resources, in accordance with the established talent training goal, positioning and specifications, with a relatively stable teaching contents, course system, training programs, assessment methods, the teaching system and management system, the element such as the process of implementing talent education and its running mechanism. The fundamental purpose of college teaching reform is to improve the quality of talent cultivation, among which the reform of talent cultivation mode is one of the core contents of college teaching reform. For a variety of reasons, the unreasonable

allocation of teaching resources and the difficulty in achieving the optimal integration of resources have become an important reason to restrict the in-depth reform of talent training mode. The integration of teaching resources in colleges and universities is centered on talent cultivation. "The limited human, material, financial and other resources are adjusted, optimized and reorganized to achieve the goal of improving the quality of talent cultivation.

Henan has a long history and rich cultural resources. First, cultural relics. The province has 5 world cultural heritage sites (24 sites) and 420 key cultural relics under national protection. Second, intangible cultural heritage. At present, two projects have been included in UNESCO's Representative List of Human Intangible Heritage, and 113 projects have been included in the National List of Intangible Heritage. Third, ancient books. The provincial ancient books survey platform has registered nearly 1 million copies (pieces) of ancient books, 222 of which have been included in the National List of Rare Ancient Books, and 9 collection units have been named as key national ancient books protection units. Fourth, the historical and cultural city (town, village). At present, there are 8 state-level historical and cultural cities, 10 famous towns and 9 famous villages. Fifth, public culture. It has 26 advanced cultural counties and 74 towns of Chinese folk culture and art.

In the new era, colleges and universities shoulder the important functions of personnel training, scientific research, social services, cultural inheritance and innovation, and international exchanges and cooperation. They also need the positive guidance and support of excellent and advanced cultures. Henan has been one of the centers of China's ceramic culture since ancient times, with jun porcelain, Official porcelain and Ru porcelain in the song dynasty "five dynasties famous porcelain", it is worthy of the name of the ceramic province and strong province. Starting from the reform of talent training mode, we should make rational, effective and full use of ceramic resources, explore the reform of talent training mode and the optimization and integration of local ceramic resources in local colleges and universities, which is conducive to promoting the teaching reform and improving the quality of talent training.

2. THE NECESSITY OF TALENT TRAINING MODE REFORM AND LOCAL CULTURAL RESOURCES

INTEGRATION

2.1 Demands for social and economic development

With the rapid development of social economy, the demand for talents in various fields of society has been increasingly valued and presented a trend of diversification. Due to the different conditions of natural resources, transportation conditions, collaborative cooperation, development environment and other aspects in each region, there are also different demands for talents. Local colleges and universities should make full use of the advantages of local cultural resources, carry out the reform of personnel training mode according to the foundation, characteristics of running schools, characteristics of students and location needs, and serve the needs of local economic and social development.

2.2 The demand for the transformation and development of colleges and universities

Due to the great differences in the geographical environment, cultural resources, economic foundation, industrial structure, development level and development strategy of each province and each region, the talent training objectives, positioning and specifications of each local university are different. Therefore, local colleges and universities need to base themselves on the local, face the future, make full use of the local cultural resources, explore the reform of local, application-oriented and high-level talent training mode, promote the positive transformation and development of schools, and realize the sustainable development of the de-homogenization of colleges and universities.

2.3 The demand for the concept of "taking life as the foundation"

The student is the school survival this, promotes the student development is promotes the school development this. The key to the development of a university lies in whether the students have quality and characteristics. Adapting to the needs of social development and individual development of students is an important basis for the construction of curriculum system, and local cultural resources are the advantageous resources and important basis for the construction of curriculum system and content in colleges and universities. Promoting the reform of diversified talent training mode in local colleges and universities is the inevitable requirement of the "student-oriented" education concept.

3. THE EXPLORATION AND PRACTICE OF TALENT TRAINING MODE REFORM AND LOCAL JUN PORCELAIN RESOURCE INTEGRATION

3.1 To establish ceramic research specialty and train professional talents

In view of the current ceramic industry in China is facing a product structure adjustment and the urgent need of talent market professionals for ceramics, some colleges and universities take full advantage of local ceramic industry advantage, convenient resources and faculty, henan university, zhengzhou university of light industry (kaifeng) (zhengzhou), xuchang institute (xuchang), xuchang vocational college successively established ceramic professional/direction, cultivating graduate students, undergraduates and students of different levels,

such as ceramic art talent, ceramic art design theory and application, study the jun porcelain culture and industry development, etc., in order to cultivate the industry for the development of jun porcelain industry in China, In line with the needs of China's economic construction and social development.

3.2 To set up ceramic research institutions and train professional talents

Ceramic culture research center of zhengzhou university, Yan Fuli jun (zhengzhou university), China academy of ceramic art studio (henan university) and the jun porcelain culture and industry research center (xuchang college), etc., combined with its research strength and convenient conditions, ceramic culture in China history, characteristics, identification, aesthetic, conduct the thorough research to the technology, ceramic art market condition, creation with era characteristics of ceramic art according to the need of society, vigorously promote the theory of zhongyuan ceramic construction of empirical research system, the establishment of the aesthetic theory with the ceramic culture of interdisciplinary research, and the research of ceramic art education in China.

3.3 To establish pottery studios and improve the skills of ceramic artists

Local colleges and universities can establish pottery studios and formulate relevant management measures according to their resource advantages, set up special support fund for pottery studios, and encourage and support the studios to be open to all students. Students can get corresponding credits as long as they complete the practical content as required. If students participate in ceramic creation or experiment, they can be credited to total credits according to practice credits or substitute some elective credits. Students with outstanding ceramic experiment results or great social achievements can pass acceptance or defense instead of course design or graduation design, or even as one of the important conditions to recommend graduate students.

3.4 Establishing a mechanism for ensuring scientific research and improving the ability of talents to innovate

To cultivate students' innovation ability through scientific research practice, it is necessary to fully arouse students' enthusiasm to host or participate in scientific research activities. In order to arouse students' enthusiasm for scientific research and ensure the smooth development of students' scientific practice activities, it is necessary to establish a mechanism to guarantee the funds of students' scientific research activities. Based on this, Zhoukou Normal University has specially set up scientific research innovation fund project and laboratory open project for college students, and formulated special scientific research reward system to encourage students who have outstanding performance in scientific research practice activities. Practice has proved that the establishment of incentive mechanism, through a series of incentive policies, protect and stimulate students' enthusiasm and initiative to participate in scientific research activities, stimulate students' enthusiasm for scientific research and innovation, and play an important role in fostering students' innovation ability.

3.5 Strengthen the construction of teaching staff and enhance the training of double-qualified teachers

University teachers are the key factor to cultivate innovative talents. Based on the development needs of the present society, we should strengthen the construction of "double-qualified" teachers by means of "sending out" and "inviting in". "Send out" is to send the existing teachers to the enterprise practice, enhance their professional skills, achieve the organic combination of production, learning and research; The second is to select and send professional teachers to visit abroad or further study in universities to learn advanced educational concepts and teaching methods. The main purpose of "invite in" is to broaden the channels for the introduction of "double-qualified" teachers. At the same time, we should attach importance to the construction of part-time teachers so as to accelerate the construction of "double-qualified" teachers.

3.6 Organize students to go out of school for research, visit and study to stimulate students' interest in learning
Students' study in school is conducive to the accumulation of solid theoretical knowledge and professional knowledge, and contact with the society through off-campus field investigation, study Tours and market research is conducive to broaden their horizon and understand the forefront of the research content. Field investigation and field investigation are helpful to obtain first-hand valuable information, which is one of the important channels to verify theories and sublimate cognition. In addition, art visit is an effective art practice for students to learn fine arts, and it is also the embodiment of the diversification of fine arts teaching in the new era. It is also of great benefit to the improvement of students' aesthetic awareness, appreciation level and creative ability.

3.7 Invite ceramic artists and scholars to give lectures to enrich students' learning content

In order to make students understand the ceramic art and Jun porcelain culture of Our province, the local school has invited a large number of famous scholars at home and abroad to enter the university or hold exhibitions, or give art lectures, or employ them as honorary professors or visiting professors of the school. On the one hand, it enables students to appreciate the history, culture and value of Jun porcelain art, and the development and

prospect of Jun porcelain industry. On the other hand, it enables students to understand the diligence and wisdom of artists, and the sagacity and elegant style of Jun porcelain scholars, so that they can gradually realize the "knowledge of the past and the present, the long and the short, the point and the surface, the technology and the art", providing better conditions and guarantees for training and applying new talents.

4.CONCLUSION

As a conventional and dynamic system, college teaching resources can give timely and accurate feedback and correction to the status of each element according to social development, student characteristics and school positioning, so as to realize the organic integration of college talent training mode reform and local cultural resources. Local colleges and universities also need to base themselves on local conditions, and through the effective integration of talent cultivation mode reform and local cultural resources, optimize the allocation of teaching resources, improve the utilization rate of teaching resources, deepen the reform of education and teaching, improve the quality of education and teaching and talent cultivation, so as to achieve good educational and social benefits.

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Foreign Teachers' Teaching on Chinese Students' Communicative Competence: Influence and Countermeasures

Zhang Yadan

Foreign Language College, Zhoukou Normal University, 466000 Zhoukou, Henan, China

Abstract: With the deepening and strengthening of the foreign exchange of China, more and more foreigners join in China's works and life. Meanwhile, a growing number of Chinese people flooded in the Western countries for work or advanced studies in recent years. To Chinese students, it will be much easier to communicate with foreigners if they grasp and adept in daily conversations. This paper tries to make analysis on the foreign teachers' teaching and the effect to the communicative competence of the students, and tries to give some suggestions to the foreign teachers when they have oral English class.

Keywords: Foreign teachers; Oral English teaching; Communicative competence

I. TEACHING ADVANTAGES OF FOREIGN TEACHERS

Foreign teachers teaching in China can be traced back to the missionary school education which began around the middle of the 19th century. At the end of the 20th century and the beginning of the 21st century, a large number of studies on foreign teachers' teaching began to appear in China. Foreign teachers with native English and professional Western culture not only conform to the trend of global integration, but also the actual needs of China's reform and opening up. Due to the cultural differences between China and the West, foreign teachers teaching English in China has different meanings compared with Chinese teachers: students can learn more idiomatic American pronunciation, have a language environment for English communication, and improve their communicative competence on the basis of understanding Western culture.

II . THE CURRENT SITUATION OF FOREIGN TEACHERS USING COMMUNICATIVE APPROACH IN TEACHING

Communicative approach is a commonly used teaching method in oral English teaching. Its purpose is to develop learners' communicative competence, how to use language properly in different situations, and how to use language to perform various tasks, such as solving difficult problems, obtaining information, and communicating with others. The author investigates the current situation of communicative teaching for foreign teachers, mainly through classroom investigation and interview. Through a one-month investigation on the classroom activities of 6 foreign teachers, the results show that the classroom activities of foreign teachers are

in various forms, such as a group discussion on a hot topic, set a question according to the scene and ask the students to answer, listen to English songs and fill in the lyrics, read the story and then retell the story or answer the questions. However, few foreign teachers consciously use the communicative approach, or to develop students' communicative competence for the purpose of teaching. According to the interview with foreign teachers, only one foreign teacher who has been teaching in our school for more than 5 years has the knowledge about communicative teaching method, while other foreign teachers are not familiar with this method or even never know it, which is also related to the teaching ability of foreign teachers and their researching fields.

In order to understand the current situation of college students' oral English, the author also made some basic investigations on the communicative competence of English majors in our university. It mainly investigates students' oral level and whether they can choose appropriate communicative language according to different situations in daily communication. The survey results show that the students' communication ability is generally not optimistic, only 7 percent of the students could fully understand the meaning expressed by the foreign teachers and express their own ideas and views clearly; 15 percent of the students said they were able to basically express their ideas so that the opposite could probably understand them; 69 percent of the students said they could not express their ideas clearly when communicating with foreign teachers, and they did not understand them likewise. The other 9 percent said they had little ability to express themselves and found it difficult to communicate with foreign teachers. In daily oral communication, the reason why students do not have enough confidence is that they are not good at choosing the right language in different situations, which is what we call the problem of communicative competence.

III .THE POOR PERFORMANCE OF CHINESE STUDENTS' COMMUNICATIVE COMPETENCE

Communicative competence refers to the ability not only to use grammatical rules to form grammatically correct sentences, but also to know when, where and to whom to use those sentences. Poor communicative competence refers to the inability to express fluently, accurately and appropriately in communication. The common situations can be summarized as follows:

1. There are too many misunderstandings caused by incorrect pronunciation.

When introducing herself to American students, a Chinese exchange student said, "Good morning everybody, my Chinese name is Yangyang, it means ocean in English." The American students roared with laughter, and they repeated "Oh shit" in a very strange way. It turned out that the Chinese student pronounced "ocean" indistinctly, which was misunderstood by the American students and caused jokes. In English, there are many words with similar pronunciation. If the pronunciation is not accurate, it is not only easy to misunderstand, but also waste a lot of communication time.

2. Lack of common vocabulary in daily communication. We often see that students often memorize words with the word manual of grade 4 and 6 since they enter the university, but the level they can achieve through repeated memory is often cognition, not skilled use, let alone oral expression. Words frequently used in daily life are often non-key words in word manuals. Here are some examples: rice cooker, microwave oven, water heater, drinking machine, wardrobe, bed sheet, pillowcase, plug board. In other words, the degree of mastery of everyday language can reflect students' communicative competence under certain circumstances.

3. Unable to choose the appropriate expression for different speakers. Wang was a guide for a tour guide company, he once guided several U.S. visitors tour at home, after lunch, time to get on the bus, but there were still two visitors chatting outside. Wang shouted to the visitor: Steve, get on the bus. The foreign tourists seemed getting surprised, even think Wang's attitude a little rude. But Wang didn't realize her words had let foreign tourists very embarrassed, and even some angry. Because in English idiomatic expressions, "get on the bus" often occurs when parents speak to their children in a somewhat commanding tone, and it is very rude to speak to visitors. "It's time to go," "It's time to board on the bus," "Everybody on the bus," "All aboard" and so on, would be an appropriate expression.

4. Choosing the wrong communication language in a particular situation

Jones was a Chinese student, one day his visited foreign teachers who lived on campus with his Chinese classmates, during their visit, one of the foreign teachers needed to go to hospital for emergency treatment by stretcher due to hypoglycemia fainted, Jones wanted others help to lift the stretcher, so he said to the other foreign teachers "pick him up please", another teacher said. "he can not up immediately, he was in coma." Actually, Jones meant to "carry the stretcher," but he chose the wrong expression. This case is easy to cause misunderstanding, and make communication difficult. On one hand, students lack of relevant communicative language, on the other hand, they have inadequate expression practice.

In addition, the following phenomena often occur in communicative expressions:

In our daily communication, we are often confused about how to choose appropriate communication language. In some informal situations, being too formal will not put

the listener at ease.

Weather permitting, we shall go.

If weather permits, we shall go.

In this case, the non-predicate verb form is mostly used in formal language, while the adverbial clause form is mostly used in spoken language.

He is the person whom I met the other day.

He is the person who I met the other day.

In this case, the relative pronoun "whom" is more formal than "who".

In the choice of words, formal style uses formal words, while phrasal verbs are often used in informal spoken conversation.

IV. STRATEGIES IN THE ORAL ENGLISH TEACHING FOR FOREIGN TEACHERS

Foreign teachers with native English language and western cultural background and corresponding teaching activities designed for students' communicative competence can not only give full play to the advantages of foreign teachers in teaching, but also get twice the result with half the effort in improving the communicative competence of Chinese students.

1. Designing teaching activities aimed at improving students' communicative competence

It is particularly important to design teaching activities consciously for the cultivation of students' communicative competence. For foreign teachers, it is easier and more effective to design teaching scenes. Oral English teaching can be carried out from the following aspects.

- Mastery of communication vocabulary

In class, students can do vocabulary exercises in the form of brainstorm. For example, what English words can be used to express the word "consent", "agree, approve, accept, assent", etc. Students can jointly remember and discuss the situations in which these words are used. The above words all mean to agree or approve, but "approve" is often used in formal situations or in writing, and "accept" is more often used to express acceptance. This method not only expands students' vocabulary, but also enables them to remember which words are more appropriate for communication in different situations.

- Verbally describe an activity or phenomenon

Providing opportunities for students to describe an activity or phenomenon orally can not only correct students' oral pronunciation in a timely manner, but also enhance students' oral expression and improvisation ability. In the initial training, students can be given some prompt words, the hint words can be more or less, which is determined by the actual level of students.

For example, describe your hometown according to the following words. "hometown, located, climate, changes, take place, living standard, pollution".

The above prompt words can help students memorize and master some words describing their hometown, clarify the thoughts of the objects described, and play an important role in improving students' oral expression ability.

- Short conversations

The design of this activity is mainly aimed at improving

students' social ability. A certain number of prompt words can be provided according to students' level. When students' level reaches a certain standard, the prompt words can be reduced appropriately.

It is suitable for students at the elementary level to organize dialogues, but there are also many uncertainties in the process of communication. Only by carefully listening to each other's words can students give reply, which increases the difficulty to a certain extent, and the listening and reaction ability of learners are practiced.

2. Assess students' communicative competence regularly
In addition to designing targeted teaching activities, regular evaluation of students' communicative competence is of great significance for understanding their communicative competence and making teaching plans purposefully in the next step. It can be divided into three aspects: the mastery and expression of specialized vocabulary or specific terms in communication; communicators' mastery of the cultural background knowledge of the target language; appropriateness of communicator's use of target language.

V. CONCLUSION

Compared with Chinese teachers, foreign teachers have great advantages in English teaching: authentic English expression, professional knowledge of Western culture and so on. It is the responsibility of every foreign teacher to make the best use of their own advantages so that students can speak idiomatic and proper oral English. How to teach in a better and more effective way is also a question worth thinking about.

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Exploration and Practice of Blended Teaching Mode of Bilingual Courses in Higher Vocational Education--Taking "Engineering Drawing" as an example

Zhang Ying, Lin Haibo, Lin Qin

College of Mechanical and Electrical Engineering, Taizhou Vocational & Technical College, Taizhou, 318000, China

Abstract: When vocational colleges implement bilingual courses, the teaching effect is seriously affected by language barriers. This paper proposes to implement bilingual courses with blended teaching model, to solve language problems before and after class, and to use an online teaching platform to ensure full interaction and effectiveness in classroom teaching. And taking the "Engineering Drawing" in the Sino-foreign cooperation project of our school as an example, blended teaching was implemented, which effectively solved the language problem, and the course satisfaction reached 99.25.

Keyword: Blended Teaching; Bilingual Courses; Higher Vocational Education; Engineering Drawing

1 INTRODUCTION

With the release of the documents <Decision of the state council on accelerating the development of modern vocational education>\<Joint Development "the Belt and Road" Educational Action>, internationalization has become a trend in higher vocational colleges, and the bilingual course become one indispensable part. But the mode of traditional classroom teaching of bilingual courses has gradually exposed many problems that desperately need to be solved. As the goal of training international high skilled talents, this article explores and designs the blended teaching mode of bilingual courses. Taking bilingual course<Engineering Drawing> as an example, blended teaching is embedded into bilingual learning, which combines online learning with classroom teaching, solves the problems existing in traditional bilingual teaching, enriches the teaching mode of bilingual courses, improves the teaching quality of bilingual courses in higher vocational colleges, and provides references for other bilingual teaching reforms. "Bilingualism" direct means two languages. According to the interpretation in <Longman Dictionary>, "Bilingual Teaching" refers to the teaching of professional subjects in a second or foreign language in school. The main task of bilingual teaching is to strengthen students' English language ability while making them learn subject knowledge; enhance its international consciousness, trains the student to the understanding of the multicultural[1]. It has important role in training the student to use a foreign language to learn professional courses, building a team of excellent teachers who have international communication abilities, promoting the

internationalization of teaching resources construction and professional construction. The bilingual teaching abroad mainly adopts three types: conservative type\foreign immersion type and transitional type[2]. The domestic colleges and universities implement bilingual teaching mode is divided into three main types: (1) all-foreign language, that is, the teaching materials and language used in the professional courses are foreign language; (2) hybrid, that uses the foreign language teaching materials, and the teacher uses the foreign language and the Chinese staggered carries on the lesson (3) semi-foreign, that is, teaching materials in foreign languages are used, the teacher uses Chinese to teach[3]. Bilingual teaching has certain benefits, but, because students' English foundation is relatively weak and professional teachers' foreign language teaching ability is limited[4] and teaching resources are not close to reality, there are many problems in bilingual teaching, mainly reflected in the following aspects:

First, the teaching objectives are not clear. In bilingual teaching, some teachers take professional vocabulary and English expression methods as the teaching focuses, ignoring the cultivation of professional skills; some teachers only pay attention to the imparting of professional skills, neglecting to cultivate students' ability to learn professional knowledge in a foreign language. As a communication tool, a foreign language should not deviate from the original intention of acquiring professional skills.

Second, students' foreign language levels affect the effect of bilingual teaching. In higher vocational colleges, especially for engineering majors, students' weak English foundation lead to the students cannot understand the introduced foreign language teaching materials and textbooks, which will seriously affect students' learning initiative and enthusiasm, and have a great negative impact on the teaching effect.

Third, it is the lack of textbooks and resources. The textbooks used in bilingual teaching often divided into two categories, one is to adopt imported English textbooks, the second is the selecting of the domestic scholars write English textbooks or both Chinese and English. Imported English textbooks can be more close contact with foreign curriculum, but the students' English is too weak to fully understand the professional knowledge in the textbooks. In addition, the cost of the

original textbooks is relatively high, which increases the learning cost of students. In regard to the textbooks written by the domestic scholars, the logic method is more acceptable to students, but the use of vocabulary and grammar in the second language is not easy to be understood. Without proper teaching materials, it will inevitably affect the implementation of bilingual teaching and become a major obstacle to the realization of talent training objectives[5].

2. BLENDED TEACHING AND ITS SIGNIFICANCE TO VOCATIONAL BILINGUAL COURSES

Since two chemistry teachers at woodland park middle school in Colorado first proposed the flipped classroom teaching model in 2007, modern information technology as the medium of teaching models continue to emerge. In the case of multiple educational concepts in parallel, the blended teaching mode is one of the teaching modes that have attracted more attention at home and abroad in recent years[6]. Blended teaching mode is an “online + offline” teaching mode combining the advantages of online teaching and traditional teaching[7]: On the one hand, it makes use of network resources and teaching platform to provide a large number of learning materials for students to carry out online preview and repeated learning; On the other hand, through face-to-face classroom teaching, students’ questions can be answered[8], thus forming a diversified and open class.

On the basis of face-to-face teaching, online teaching platform is used[9] to carry out the teaching process of preview before class, learn in the class and review after class, which break the limit of time and space of teaching and learning. In a virtual and real teaching environment to achieve one-to-one and one-to-many effective interaction between teachers and students, it increase the teaching targeted and effective, improve the quality of teaching. The application of blended teaching in higher vocational courses, especially in bilingual courses with limited implementation effect, has important theoretical and practical significance.

(1) It is helpful to realize the integration of the teaching effect and the teaching goal of bilingual courses, to overcome the disjointed phenomenon, and to enhance the purposeful pertinence of classroom teaching. Due to the difficulty of specialized courses, the particularity of the language of bilingual courses, and the adoption of bilingual teaching mode, it is easy to cause the teaching effect to be out of alignment with the original target. The application of blended teaching mode in bilingual courses, using the online course platform, solves the teaching difficulties caused by language problems, improves the teaching effect, makes the teaching effect and teaching objectives match, and truly realizes the cultivation of international compound talents.

(2) It is beneficial to realize the integration of bilingual teaching methods and students' way of thinking, explore suitable teaching methods for students' characteristics, and enhance the attraction and cohesion of teaching. In blended teaching, through the network teaching platform, preview and testing before class, full teaching interaction in class, review and consolidation are implemented, so as

to encourage students to take the initiative to learn and think, and get systematic or teacher feedback on their learning results, thus stimulating students' learning enthusiasm, activating the classroom atmosphere, and achieving the expected teaching effect.

(3) It is conducive to the integration of curriculum application practice and the actual needs of enterprises, facilitating the joint participation of enterprise experts, improving students' learning application ability, and expanding teachers' comprehensive professional quality. In the blended teaching mode, the network teaching platform provides a more convenient way for enterprise experts to participate. Enterprise experts can use the network teaching platform to implement online instruction teaching and test teaching results, interact with students, provide the most frontline resources and experience for teaching, establish effective school-enterprise cooperation, and improve teachers' teaching space and vision.

All in all, the application of blended teaching model in bilingual courses in higher vocational colleges, through the construction of online teaching resources, and the implementation of multi-dimensional evaluation system, can effectively reduce the negative influence of students' and teachers' English level on the teaching effect, so as to achieve the teaching goal of cultivating high-quality skilled talents with international vision.

3. CONSTRUCTION OF BLENDED TEACHING MODE OF BILINGUAL COURSES IN HIGHER VOCATIONAL COLLEGES

In view of the inconformity of the teaching objectives of bilingual courses in higher vocational colleges, the limited English proficiency of students and the shortage of teaching resources, this article designs and constructs the blended teaching mode of bilingual courses, mainly including: first, preliminary preparation, including analysis of the students and development of teaching resources; second, design of blended teaching activities, with task guidance as the main line, design “self-study before class, guidance-study in class, research and learning after class” three links; Third, the design of curriculum evaluation system, the establishment of a multi-dimensional evaluation system, that timely and comprehensive feedback learning situation, optimize the teaching effect.

(1)Early preparation. Use forums, questionnaires, etc. to learn from students the difficulties in learning bilingual courses, discuss with teachers the teaching difficulties encountered in bilingual courses, address the difficulties and difficulties, build online teaching resources, and develop targeted localization bilingual textbooks. At the same time, high vocational compound talents with international vision are often favored by export-oriented enterprises, especially local export-oriented enterprises. Therefore, when setting course objectives, constructing network resources and self-editing lectures, consider the needs of enterprises, integrate them into enterprise cases and enterprise problems, and form task-led instructional design.

(2)Design of mixed teaching activities. In order to allow

more students to adapt to bilingual teaching in the classroom and keep up with the learning rhythm, this instructional design divides the teaching activities into "self-study before class, guidance-study in class, research and learning after class".

Self-study before class, teachers release teaching goals through the online platform, let students understand the teaching content and teaching difficulties of this course, and help students overcome language problems in bilingual courses. Teachers combine the teaching content and upload relevant review resources, including videos, animations and electronic resources, etc. The content can be a review of the knowledge points required for the course, or it can be a combing of the learning framework. Students complete the leading quiz after independent learning, and discuss or ask for help in the discussion platform. According to the results of the leading quiz feedback from the online teaching platform, the teachers can fully see the academic situation of students and conduct "re-preparation" to truly teach students according to their aptitude.

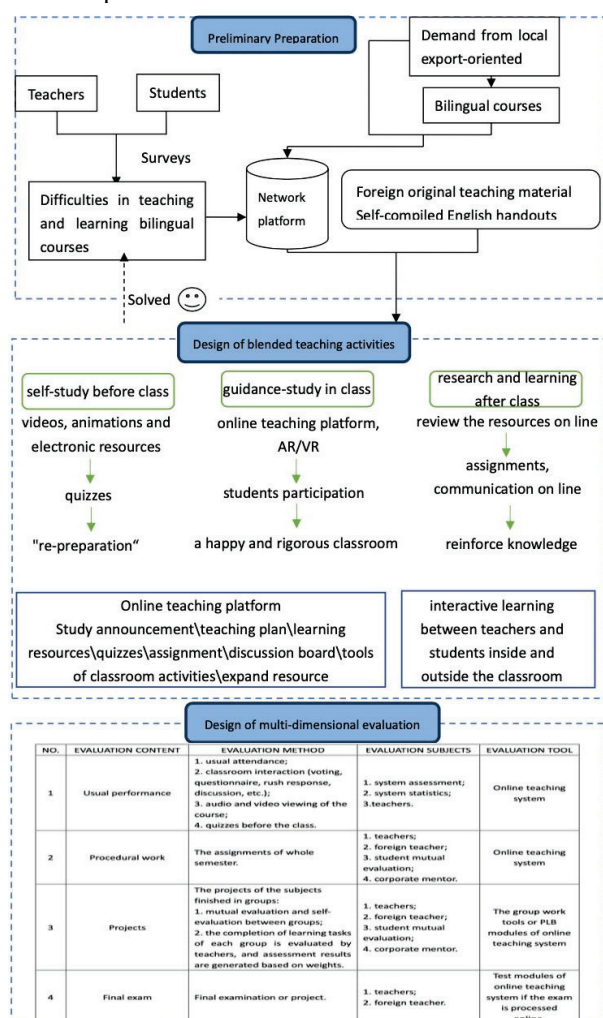


Figure 1 The design of a mixed teaching model for bilingual courses

Guidance-study in class, guided by the task, according to the leading quiz situation and the students' problems, the teacher combined with the teaching difficulties, and targeted theoretical explanation. Use the flexibility of

modern technology, appropriately introduce AR/VR and other technologies, adopt a combination of learning and practice, and provide real-time feedback analysis of the results, plus interactive forms such as answering, selection, and live broadcast of the online teaching platform to create a happy and rigorous classroom.

Research and learning after class help the students to reinforce knowledge and form a systematic knowledge system. Teachers arrange assignments through the network teaching platform, and students complete and submit their results on line on time after class, which should cultivate their ability to plan for time. At the same time, through different forms of homework, the knowledge that has been taught is consolidated, extended and systematically organized, so as to further form an illustration in the student's brain. After the homework is completed, the objective questions are automatically corrected by the network teaching system to reduce the teaching burden, and students can also get feedback in time and self-supervise the learning situation in real time. In addition, students can conduct student-student interaction and teacher-student interaction through the online platform, and discuss the problems encountered in the study after class. Teachers can conduct quizzes and examinations on students at any time and place according to the teaching needs to urge students to learn and understand their learning situation.

(3) Design of multi-dimensional evaluation system. The simple final exam and usual score evaluation system cannot comprehensively evaluate the comprehensive performance of students, and is not suitable for mixed teaching of bilingual courses.

The multi-dimensional system evaluation system proposed in this article refers to: From a time perspective, the evaluation runs through the entire teaching process; From the content perspective, the evaluation can include final assessment, usual attendance, classroom interaction (voting, questionnaire, rush response, discussion, etc.), homework, Audio and video viewing of the course, quizzes, PBL projects, visits, readings, etc.; the evaluator can be a teacher, automatic evaluation of the system (the teacher sets the answer), mutual evaluation of students, and can also invite corporate mentors and experts to participate in the course; the evaluation weight is flexibly determined by teachers and course groups according to the teaching content and school-related requirements, and the network teaching system records and counts the achievements of each student. Through such a multi-dimensional evaluation system, teachers can give corresponding incentive mechanisms according to students' achievements, and students can also check their comprehensive results at any time to play the role of supervisor. At the same time, the process assessment is implemented through the online teaching platform. If there is a final assessment, students can get their usual grades before the exam and know their own direction of efforts; teachers strictly follow the final examination scores and usual grades to ensure the scores are guaranteed.

(4) Feedback. In the teaching session" self-study before

class, guidance-study in class, research and learning after class", teachers maintain a stable communication channel with students through online platforms and classroom lectures. At the same time, teachers add questionnaires and other forms in the process of teaching to understand students' mastery and learning trends, timely and effective feedback of information and problems, support students, and continuous improvement of course design.

4. APPLICATION AND FEEDBACK OF MIXED TEACHING MODE OF BILINGUAL COURSE "ENGINEERING DRAWING"

"Engineering Drawing" is a compulsory professional course of Mechatronics Technology (Sino-American Cooperation Project) of Taizhou Vocational and Technical College. Since the establishment of the project, it has implemented three rounds of bilingual teaching.

(1) Course orientation and dilemma.

"Engineering Drawing" is a compulsory course for the second semester of Mechatronics Technology Specialty (referred to as Sino-US Mechatronics) in the vocational Sino-US cooperation project. It has a total of 54 hours and belongs to the US curriculum implemented by the Chinese side. Before this subject, a large number of English courses and professional English were set up to help improve students' English level. The junior year's graduation design and internship, as well as the students' work in related fields after graduation, all need engineering drawing skills. Due to some objective reasons, this course has certain difficulties: First, the language barrier. Even if the teacher has strong English ability, facing the higher vocational students with low English proficiency, bilingual teaching can achieve the professional teaching goal while improving the students' English, which puts great pressure on both teachers and students. In the first round of teaching of this course, when Chinese teachers are used to teach, the professional teaching goals are achieved, but the improvement of English is difficult to guarantee; when Chinese and foreign teachers are teaching in the same class, the teachers ensure the realization of the two teaching goals, but it is difficult to guarantee the learning quality, that students with poor English proficiency tend to only listen to Chinese teachers, and students with good English proficiency gradually lose interest in the course due to the slow progress of the course. Language barriers cannot be ignored in the realization of curriculum goals. Blended teaching aims at language barriers and sets tasks in the "self-study before class" and "research and learning after class" sections to help overcome language barriers. Second, the reduction of course content. From a global perspective, the efficiency of bilingual courses is definitely lower than that of mother tongue teaching. If the class time is fixed, the course content will definitely be reduced. These courses belong to the American school's courses, and the amount of class hours is the same as that of the course in the American school. The teaching implementation is our school's teacher, which results in the actual implementation of the course content

inevitably less than the plan. In addition, most of the graduates stayed in local export-oriented enterprises in Taizhou, Zhejiang, and the requirements for drawing ability were higher than that of American enterprises, which caused the content of course teaching to fail to meet the demand. The mixed teaching mode mentioned in this article adds "self-study before class" and "research and learning after class" to the teaching links. Putting easy knowledge points such as title bar format and fonts in these two links can help improve class time Effectiveness. Third, the interaction in the classroom lacks. Higher vocational students themselves are not very enthusiastic about learning, especially when they encounter bilingual courses. The interactive speech in the classroom is not active and the atmosphere is poor. The online teaching platform used by the author has functions such as rush answering and system selection. Students can also make comments in the discussion area and live broadcast barrage to increase interactive channels and reduce the psychological pressure of raising hands to speak.

(2) Students analysis.

This course is taught to sophomore students majoring in Mechatronics Technology in the Sino-US Cooperation Project of Higher Vocational Education. According to the analysis of the survey data on the characteristics of students in the "Student Growth Evaluation Report of Our School", the students of the "90s" have been exposed to information technology since childhood, and are good at using learning platforms such as the Internet and mobile smart terminals; they are interested in new things, and learn from practice; they focus on personal struggle and desire success and recognition.

Before the class, according to the questionnaire survey of the class (19 people participated in answering the questions), 63.2% of the students showed signs of "sophomore low" and less freshness in the university; only 26.3% felt that bilingual courses were better than other courses. It is difficult. Later, through the discussion, students think that the content of bilingual courses is not difficult, but language is a problem that is difficult to break through; 84.2% of students believe that using information technology, changing teaching methods, and improving teaching links can improve their learning motivation, but they have no concept of specific meaning.

(3) Preliminary preparation.

The preliminary preparations for this course include the setting of teaching goals, the selection of teaching materials and the construction of network resources. Due to the limited bilingual or English textbooks currently suitable for higher vocational education, Chinese textbooks are selected for textbooks and exercise sets. Online network resources are mainly English, supplemented by Chinese, combined with AutoCAD drawings, and are divided into 6 chapters. The course resources of each chapter include micro-classes, animations, documentation, homework, quizzes, etc.

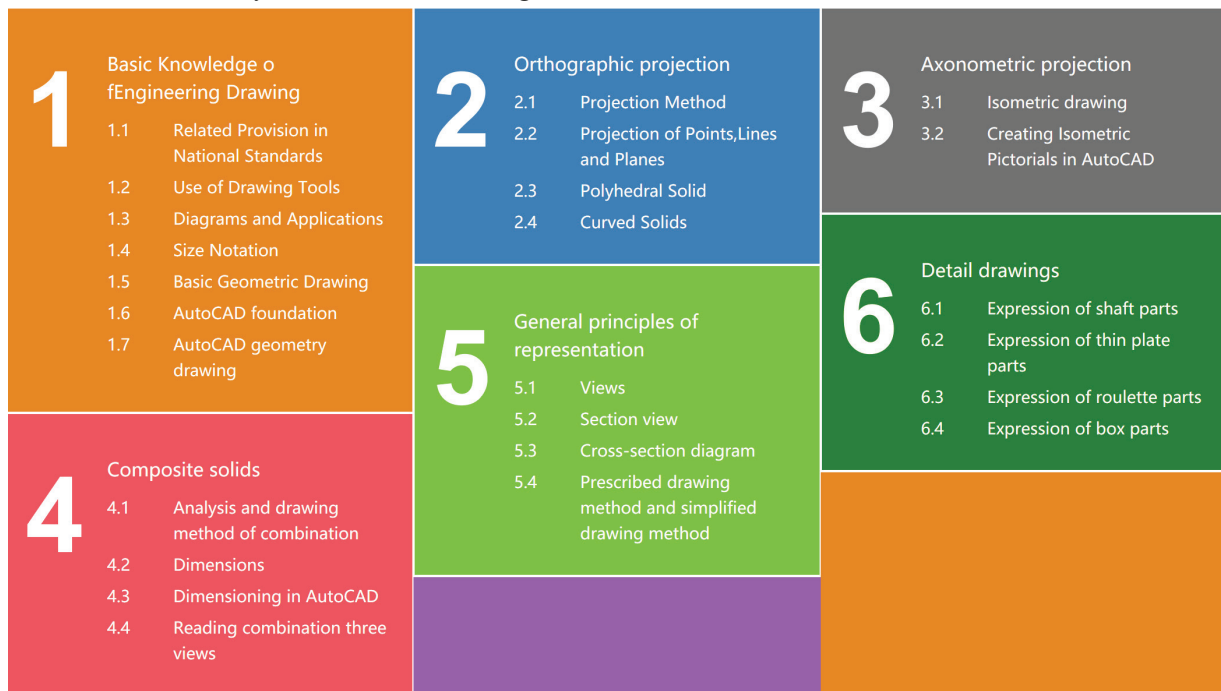


Figure 2 Course Chapters of "Engineering Drawing"

(4) Blended teaching activities.

Before the classes, the course outline and teaching calendar will be released through the online teaching platform to let students understand the teaching content, objectives, arrangements and assessment standards. Self-study before class. According to the weekly course schedule, the online teaching platform will issue announcements to let students fully understand the content and difficulties of the class; if the previous knowledge is needed in the class, teachers could publish a quiz. And students will complete the test after review, which will help teachers get to know the learning condition and carry out "re-preparation"; teachers can also publish the theme in the platform discussion area, and everyone can discuss and exchange ideas there. In class, the teacher summarizes the situation of "self-study before class", further analyzes the problems, and affirms the results. In addition, teachers introduce new knowledge into the classroom and explore and discuss together with students. Finally, assign tasks to test the learning results in class. In the class, teachers can use various interactive tools in the teaching platform to enhance students' classroom participation; students participate in learning through multiple channels online and offline. After class, students refer to textbooks and electronic resources on the platform according to homework requirements and deadlines, complete the homework after class, and submit them through the online teaching platform. The evaluation of homework can be automatic system assignment, teacher/enterprise instructor correction, student mutual evaluation, and immediate feedback of the correction results to students. Throughout the mixed teaching process, the time of students consulting the platform materials, the activity of the discussion area, and the participation in the classroom will be recorded on the platform as one of the indicators for evaluation. If students encounter difficulties in the

learning process, they can communicate with their classmates through the discussion area on the platform, or they can privately send questions to the teacher on the platform.

(5) Design of multi-dimensional evaluation system.

According to the course attributes of Engineering Drawing, the assessment is divided into two parts, the final exam (50%) and the usual results (50%). The final exam is jointly prepared by the course team. The questions of the examination are in English and Chinese, and the students need to finish the examination in English. The usual grades includes homework (35%, 14 assignments in total), classroom interaction (5%, including voting, questionnaires, rush answers, discussions, etc. in the online teaching platform), sign-in (2%, adopted through the platform in multiple ways such as QR code and location, the platform automatically records), course audio and video (2%), chapter test (5%), number of visits (1%, 30 visits are full marks). Through the statistics of students' learning situation through the platform, teachers can check facts and fine-tune teaching content, and students can also know their learning situation in time and supervise themselves.

(6) Exchange feedbacks.

In the entire mixed teaching interaction of "self-study before class, guidance-study in class, research and learning after class", students and teachers can communicate on the learning content through online platforms and offline classrooms to solve the difficulties of learning together. At the same time, teachers can consciously communicate with students at different stages to improve teaching methods. After many exchanges and three questionnaires at the beginning, middle and end of the semester, more than 90% of the students believed that they understood and believed blended teaching was helpful for bilingual learning. In the continuous communication and feedback, teachers have

continuously improved the rationality of task assignment and homework evaluation. In the end, the students' evaluation of the teaching of this course was 99.25 points. It can be seen that the application of blended teaching in the bilingual course of "Engineering Drawing" has been recognized by the vast majority of students.

5. CONCLUSION

This teaching design divides the teaching activities into three links: "self-study before class, guidance-study in class, research and learning after class ". The bilingual curriculum is implemented by blended teaching mode and in combination with the online teaching platform, which effectively solves the language barriers in bilingual teaching, and at the same time, the course satisfaction has been effectively improved.

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The Principle and Design of Integrated Circuit in Application-Oriented Universities Under the Background of New Engineering Exploration of Curriculum Teaching Reform

Sen Peng

College of Information Engineering, Shaoyang University, Shaoyang 422000, China

Abstract: "Integrated circuit principle and design" is a required course for electronic information engineering. This paper introduces the shortcomings of the traditional teaching method of "integrated circuit principle and design", discusses the optimization and integration of teaching content and practice link, constructs an efficient theoretical teaching content framework and practical teaching process, and enhances students' ability of combining curriculum theory with engineering practice through teaching reform.

Key words: Applied Undergraduate College; Integrated circuit; Teaching reform

1.INTRODUCTION

In recent years, it is difficult for many scientific and technological innovation enterprises to recruit qualified technical talents, and "recruitment difficulty" has become a difficult problem for enterprises. In fact, this problem has become a strange phenomenon in our country, affecting the further development of economy. What's the problem? Education departments, employment management departments and enterprises are all thinking. In fact, it is not difficult to find that the main problem is that education does not connect with the needs of enterprises. Many colleges and universities, especially the key universities such as 211 and 985, only pay attention to the cultivation of academic college students. Some general colleges and universities also follow up, and enterprises need more skilled and innovative talents. In fact, the cultivation of research-oriented and academic talents is not contradictory to the cultivation of skilled, practical and innovative talents. They can be organically combined. In order to cultivate a large number of talents needed by enterprises and society, Shaoyang University has carried out extensive reform and exploration in teaching. At present, many majors have explored a set of effective training mode. Electronic information engineering in our university is not willing to fall behind. According to the professional and technical requirements of electronic industry for electronic information engineering professionals, we try to reform the teaching mode from classroom theory and experimental teaching to extracurricular practice and school enterprise combination teaching mode, so as to explore a set of scientific, perfect and effective training mode for innovative students in this major. Therefore, the

integrated circuit teaching reform is particularly important. Through these reforms, our institute can cultivate integrated circuit technical talents with deep knowledge background, comprehensive quality and strong innovation ability, and make due contributions to the development of China's integrated circuit industry [1-3].

2.CURRENT SITUATION OF CURRICULUM TEACHING

The existing teaching method of integrated circuit application is to teach the basic theory of integrated circuit, and complete some relatively simple and single content basic training. There are many deficiencies in the cultivation of students' comprehensive ability and practical ability, mainly reflected in the following aspects. First, the content of the course is complex and the knowledge is wide, so there is no suitable textbook for students to use. Students should not only master the basic theory of integrated circuit, but also be familiar with the overall scheme of the system and the design method of peripheral circuit of the chip. From the perspective of application, they should master a software development language to realize programming. The foundation of students in the above aspects is relatively weak, it is difficult to effectively grasp the teaching content in a short time.

Second, the teaching content focuses on the teaching of theoretical knowledge, lack of relevant practical links; there are not many integration points with other courses of this major, and the students' knowledge system is poor, so the knowledge of this course can not be well applied to the relevant courses before and after, which is not conducive to the cultivation of students' comprehensive skills.

Third, the teaching content has less practical background, focusing on the principle of integrated circuit. Students can not integrate some theoretical knowledge into the practical application background. After learning the theoretical knowledge, they do not know where and how to apply it, which is not conducive to the cultivation and improvement of innovation ability.

Fourth, the assessment method is mainly based on the professional basic knowledge and the content of the principle. Some students have the psychology of dealing with the examination, and their learning interest is poor, and their learning purpose is not clear.

3.COURSE TEACHING IMPROVEMENT

3.1 Reduce the difficulty of theory teaching. The course of integrated circuit principle and design is a comprehensive course, which is based on the courses of analog electronic technology, digital electronic technology, semiconductor physics and introduction to microelectronics. However, these courses are very theoretical. For students with poor mathematical foundation, facing those complicated formula derivations, their interest in learning is directly reduced. However, our school only offers two basic courses, namely "analog electronic technology" and "digital electronic technology", which undoubtedly increases the difficulty in teaching this course. Therefore, the focus of teaching should be shifted to the design and analysis methods of integrated circuits. It is important for students to understand and master the design methods and processes of integrated circuits. For those students who are not interested in complex formula derivation, it is only necessary to understand the application of the conclusion.

3.2 One of the most important characteristics of IC industry is that the speed of updating is very fast. Therefore, in order to ensure that the talents trained are not divorced from the social needs, it is necessary to extract the relevant teaching contents from the front-line of scientific research and industry demand. In this way, students have an understanding of the prospect of the industry, they can actively learn, and can establish their own employment goals.

3.3 Multimedia teaching. In the teaching of integrated circuit manufacturing technology, the traditional method is blackboard writing plus ppt. It is not easy for students to observe the dynamic process of process parameters change, so the teaching effect is not very obvious. For this reason, we can develop multi-media teaching courseware with customization and three-dimensional dynamic visualization function, which can not only dynamically adjust according to the students' understanding degree, but also show the process to students, at the same time, it can improve students' interest in learning.

3.4 Bilingual teaching is advocated. Bilingual teaching plays an important role in the course of "integrated circuit principle and design". Compared with foreign countries, there is still a big gap in the current integrated circuit industry in China. This is shown in the following aspects:

the classic textbooks and professional terms of integrated circuits we are using are all translated from foreign literature; the EDA design software of integrated circuit is developed by European and American countries, and the operation manual and command language of the software are all in English. Therefore, if students want to learn the course of "integrated circuit principle and design", they must have a good English foundation. Bilingual teaching is very necessary for students.

4.CONCLUSION

The teaching reform of integrated circuit principle and design course fully reflects the existing theoretical and practical teaching, which needs to be adjusted to adapt to the development of application-oriented universities. The reform has mobilized the enthusiasm of teachers and students, and established the dominant position of students in the teaching process. Through the implementation of curriculum teaching reform, the use of theoretical teaching and practical teaching and other teaching methods, it is proved that the reform can effectively improve students' learning enthusiasm, enhance hands-on practice, help to improve the ability of independent innovation, and achieve good teaching effect. Through the teaching practice, we found that the class attendance rate, classroom performance, learning interest, practical ability and other aspects have been significantly improved after the teaching reform.

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On the Scientific Selection of Female Water Polo Players from The Perspective of Body Shape

Jingjing Wang

School of Physical Education, Shanxi University, Taiyuan, Shanxi 030006 China

Abstract: With the rapid development of women's water polo competition and the renewal of women's water polo competition rules, the women's water polo competition is more intense, which puts forward higher requirements for the quality of women's water polo athletes. The selection of water polo athletes needs to be evaluated from various aspects, such as physical form, psychological quality, and make a comprehensive analysis, among which, the physical form is particularly important in the selection of water polo athletes. A comparison was made between swimming, handball, basketball, and ordinary people in the U18 group of women's water polo competition. The results show that: tall is a prerequisite for the selection of water polo athletes; short torso, length of limbs is an important factor in the selection of water polo athletes; strong thighs and small legs are the characteristics of the selection of water polo athletes; one width and two are the basis of the selectio of water polo athletes. The measurement data of athletes in each position are very different.

Keywords: Women's water polo; Selection; Body shape

1.INTRODUCTION

Water polo is a kind of ball game carried out in the water. It is a combination of swimming, handball, basketball, and rugby. It belongs to one of the sports events which are dominated by skills in the same field. Water polo was originally created to provide entertainment for British swimming events. In the 19th century, Britain was in the period of industrial transformation. With the increase of leisure time, indoor swimming pools began to appear in Britain. In 1870, water polo was born in England and drafted rules for "water football". In 1888, in England, after the revision of the rules, the first British championship was held, and it was loved by the royal nobles. In 1889, Archibald Sinclair established the London Polo League. The rapid development of water polo in 1986 Athens Olympic Games for the first time on the historical stage of the world, and determined that no longer with football, boxing, cricket, golf, hockey, and other sports at the same time [1-28].

Chinese water polo originated in 1926. Hong Kong held the first Hong Kong Chinese water polo League. Since then, water polo began to be carried out on a small scale in some coastal cities of China. At the beginning of the 20th century, due to the lack of attention, there was no market to develop. Until 2008, women's water polo was listed as an official event of the Beijing Olympic Games

by the International Olympic Committee. At the same time, China won the final entrance ticket as the host. Therefore, women's water polo began to be "active" and developed rapidly. However, the training theory and practical experience, project characteristics and training methods of women's water polo in China are still in the embryonic stage. With the rapid development of women's water polo, the rules of competition are constantly updated, and the competition of women's water polo has become more intense. Modern women's water polo is developing in the direction of fast, sophisticated technology, flexible tactics and fierce confrontation. Higher requirements are put forward for all aspects of women water polo players, and the development of women's water polo in China is further improved. Many experts believe that the cultivation of high-level water polo players must have these three conditions: advanced scientific training, excellent training environment and optimized own talent conditions. It is the beginning of competitive water polo to select excellent reserve talents for women's water polo. Half of the success of training lies in the selection of excellent reserve talents. It shows the importance of scientific selection of athletes.

China's water polo sports healthy and sustainable development, we must pay attention to the water polo competitive sports reserve talent selection. Compared with European countries, water polo has not yet been popularized in China. There are few people engaged in this sport. They are mainly distributed in southern provinces and cities of China. There are some limitations in the scope of selection. For how to improve the success rate of female water polo players and create the shape model of female water polo players at all levels, It is an urgent problem to provide a reference for the selection of female water polo players. At present, there are few researches about this kind of evaluation on women's water polo. It is an urgent problem to be solved in the development process of women Water Polo to construct the index model of body shape of female water polo players and provide a substantial reference for the scientific selection of female water polo players.

2.RESEARCH OBJECT AND TEST INDEX

2.1 Research object

Taking the excellent athletes of U18 group in the women's water polo competition of the second National Youth Games as the research object.

2.2 Test indicators

The test indexes included height, weight, finger spacing,

arm length, arm extension, shoulder width, hand length, lower limb length, leg plus foot length, loose and tight circumference of the big arm, thigh circumference and calf circumference.

3. MEASUREMENT RESULTS AND COMPARATIVE ANALYSIS OF BODY SHAPE INDEXES OF WATER POLO

3.1 Being tall is the precondition of selecting water polo players

It can be seen from **Table 2** that the height and weight of water polo players are larger than those of other sports events, and water polo players are generally tall and strong. Water polo is an underwater body direct confrontation project. Like other events that need direct physical confrontation, tall athletes are more likely to be in an advantageous position in the water confrontation. Especially for the athletes in the center position, the figure is particularly important for them, because the physical confrontation between the center and other positions is more intense. Therefore, in the selection of water polo players reserve talents, we should focus on the selection of tall people. From the perspective of genetic law, it is necessary and feasible to scientifically select athletes according to their congenital conditions in childhood and their parents' figure.

Table 2. Body shape of water polo, swimming, handball, basketball and ordinary people

project	Water Polo	Swimming	Basketball	Handball	average person
height(cm)	176.8	175.22	177.1	175.7	163.03
weight(kg)	69.60	64.71	66.4	62.34	58.03
Sit high(cm)	98.0	97.31	92.95	92.4	89.3
Finger spacing(cm)	182.17	177.1	181.0	181.2	164.1
bust(cm)	93.22	92.23	92.84	89.0	86.34
Arm length(cm)	79.10	76.12	78.0	76.1	68.65
Shoulder width(cm)	46.40	45.3	45.3	45.63	42.79
Hand length(cm)	17.90	17.34	17.5	17.35	15.64
Thigh circumference(cm)	59.81	52.04	55.4	57.03	51.94
Calf circumference(cm)	37.23	34.76	36.7	38.53	35.40

According to the relevant data, at present, the height and weight of the center, arc top and goalkeeper of China's high-level water polo teams are close to the needs of the world's high-level water polo teams. However, the weight and height of the players in the peripheral groups are far less than those of the world's top water polo teams. Small weight athletes give their opponents the chance to attack because of their smaller strength. Therefore, in the future training and daily nutrition arrangement, we should pay attention to the strength training and nutrition supplement of peripheral group athletes.

Therefore, when determining the position of the athletes and the athletes' personal training skills, we should choose the suitable position according to the characteristics of the athletes. The correct position can give full play to the individual strength of water polo players, so as to improve the training efficiency.

3.2 Short trunk and long limbs are important factors in selecting water polo players

In general, the proportion of trunk in the body is smaller in people with higher height, while the length of lower

Table 1. Body shape measurement results of subjects

Measurement index	Measurement data (average)
height	176.80cm
weight	69.60kg
Sit high	98.00cm
Finger spacing	182.17cm
bust	93.22cm
Arm length	79.10cm
Shoulder width	46.40cm
Foot length	26.54cm
Foot width	8.71cm
Hand length	17.90cm
Hand width	8.50cm
Lower limb length	96.41cm
Arm loose	30.70cm
Boom tight	32.92cm
Thigh circumference	59.81cm
Calf circumference	37.23cm

By comparing the body shape of female water polo players with swimming, handball, basketball players and ordinary people, the research results are as follows (**Table 2**): (the following morphological index values are average values)

limbs accounts for a larger proportion of height. This feature is generally due to the height of the players, the height of water polo players is relatively tall, so it also reflects this feature. In the water, the exercise intensity of legs is relatively large, which is conducive to the athletes to do body movement from the water, take-off and other actions.

It can be seen from **Table 2** that the average value of finger spacing of water polo players is larger than that of other sports, indicating that women water polo players also need players with longer upper limbs. In addition to the influence of shoulder width, it reflects that the upper limbs of water polo players are relatively long. Water polo is the main sport of upper limbs, which not only shows that water polo has a good promoting effect on the development and strength of upper limbs, but also shows that water polo can promote the development and strength of upper limbs the importance of upper limb length has been fully recognized in the selection of water polo players.

3.3 The characteristics of selecting water polo players are

strong thighs and thin legs

It can be seen from **Table 2** that compared with other athletes, the girth of chest and thigh of female water polo players is relatively larger, and the intensity and range of water polo are also larger. Therefore, the shoulder belt muscle or shoulder joint muscle from the chest will be affected by the exercise. Development is good, water polo is water sports. Water pressure can promote breathing muscles, it can increase the lung capacity of female water polo players and make their chest muscles more developed. At the same time, when the athlete is in the water, his body has no support point, Athletes need to keep their legs in the water like an egg beater, and treading water in the water is mainly driven by the thighs to move the legs, and when swimming, the load of the lower limbs is mainly concentrated in the thighs, the strength used by the legs is relatively small, the load on the thighs is much greater than that on the small legs, so the athletes' thighs are thick and the legs are thin.

3.4 One wide and two big is the basis of selecting water polo players

One wide, two big refers to the Water Polo Athletes in the selection process of shoulder width, hand, foot big.

It can be seen from table 2 that the shoulders of water polo players are relatively wide. According to the relationship between body shape and height, shoulder width index should increase with the increase of height. Water Polo's passing, shooting, sealing and other movements need good upper limb strength, and shoulder strength is also particularly important. The body shape with wide

shoulders and thin waist in an inverted triangle shape helps to reduce the resistance of the body in the water. It can improve the swimming ability of athletes, speed up the speed of swimming and improve their activity ability in the water. Therefore, in the scientific selection of water polo players, the value of shoulder width is also very important. In water polo, if the player's hand is relatively large, it can hold the water ball stably and enhance the player's control of the ball in the water. Compared with other sports with upper limbs as the main part, the water polo player's hand is relatively larger, which indicates that water polo needs more players with larger hands. In the water, athletes can't step on the bottom of the pool, so they need to keep their hands on the water. The hands can greatly help the swimmer's swimming speed in the water. In water polo, athletes need to keep treading, kicking forward, shifting and other underwater actions. If the athlete's foot is large, it can speed up the swimming speed and shift speed of the athlete in the water, and increase the height of taking off in the water.

4.BODY SHAPE OF FEMALE WATER POLO PLAYERS IN DIFFERENT POSITIONS

Like other similar ball games, the physical characteristics of water athletes are related to their position on the court. According to the characteristics of water polo and the different positions and roles of players in the field, the players are divided into four groups: central group, arc top group, surrounding group and goalkeeper group. **Table 3.** Lists the specific conditions related to the physical fitness of each group of athletes.

Table 3: Body shape of water polo players in different positions

position	Center-forward	Top of arc	peripheral	goalkeeper
height(cm)	179.8±1.7	175.3±5.1	172.7±4.5	184.3±1.5
weight(cm)	75.3±9.0	68.0±1.4	65.2±6.1	71.3±4.7
Finger spacing(cm)	184.5±4.1	180.0±5.2	178.0±6.5	182.0±6.1
Shoulder width(cm)	48.0±1.8	45.2±1.8	45.3±1.0	46.0±1.0
Hand length(cm)	18.3±0.5	17.8±1.0	17.5±0.8	18.7±0.6
Thigh circumference(cm)	61.5±3.7	59.8±0.5	55.3±3.4	60.0±2.6
Crus circumference(cm)	37.8±2.9	36.8±1.5	35.0±1.7	36.0±1.0

It can be seen from **Table 3** that the measurement data of athletes in different positions are quite different. There are differences in leg circumference between peripheral players and goalkeepers. However, there was no difference in the other hand length. Among them, the center athletes should have absolute advantages in height and weight. With good height conditions, in the fierce competition can improve the support ability in the water, use the existing height advantage to obtain a strong space regional advantage. Due to the special position and function of the goalkeeper in the competition field, it needs the seedlings with high height, long arm span and long trunk, so as to improve the space blocking ability in front of the goal, improve the goalkeeper's probability of keeping the ball in the goal, and save the physical consumption after completing the technical actions such as take-off and catch the ball. Therefore, in the selection of female water polo goalkeeper, height, finger spacing, trunk data are particularly important.

5.CONCLUSION

The morphological characteristics of female water polo players generally require the seedlings with tall body, short trunk (except the goalkeeper), relatively long limbs, large chest circumference, thick thighs, wide shoulders, big hands, and large feet. Height, weight, finger spacing, shoulder width, hand length and thigh circumference are very important in the selection of female water polo players.

Tall body is the precondition of selecting water polo players; short trunk and long limbs are important factors in selecting water polo players; strong thighs and thin legs are the characteristics of Water Polo Athletes; one wide and two big are the basis of Water Polo Athletes' selection. The measurement data of athletes in different positions are very different. There are differences in leg circumference between peripheral players and goalkeepers. However, there was no difference in the other hand length. Center athletes should have absolute

advantages in height and weight.

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Discussion on Teaching of Building Materials Course Based on Post Work Content

Wanfeng Li

Chongqing Aerospace Polytechnic, Jiangbei District, Chongqing 400021, China

Abstract: Building materials is a basic course of engineering cost major in our college. In teaching practice, we should fully consider the post requirements and work content requirements of students after employment, cultivate students' hands-on ability, stimulate students' interest in learning, and enable students to adapt to the basic post of material workers as soon as possible.

Keywords: Building materials; Materialman; Work post

1. INTRODUCTION

Building material personnel is one of the "top ten" construction personnel. It is mainly responsible for the acceptance of the number of materials entering the site, recording the quantity and variety of the materials, and collecting the product certificates and quality inspection reports of various materials entering the project, as well as the custody of materials, and according to the specifications and products of the remaining materials of each sub project Check and record, report the data to the technical director in time, so as to make the next material plan [1-2].

The Ministry of housing and urban rural development requires that by 2020, all construction workers in the whole industry will be trained and work with certificates. The construction material personnel need to pass the special vocational training and pass the examination, the local construction competent department will issue the post certificate, and take the post with certificate! With the continuous heating up of national construction, the social demand for building material personnel is increasing year by year. Now the material personnel have become the indispensable professional talents in the engineering industry. When teaching the course of building materials, we should closely focus on the work content of the post of materialman to help students adapt to the requirements of the post as soon as possible after employment.

2. GENERAL

"Building materials" is a professional basic course that the students of engineering cost major in our college have been exposed to in sophomore. The course is 60 class hours. From the perspective of the needs of professional posts, the study of this course is conducive to students to obtain the professional qualification certificate of material workers and adapt to the requirements of the post as soon as possible. During the course of learning, the course of "building materials" will focus on the basic properties of various materials, storage methods and relevant provisions of sampling acceptance. These contents are also part of the qualification examination for

material workers. Therefore, in teaching, the content of the course of building materials should be combined with the content of the qualification examination of material workers to improve the pass rate of students' examination, Provide them with better opportunities for employment.

3. PROBLEM ANALYSIS

3.1 The persistence of learning interest is poor

The course of building materials is set up in the first semester of sophomore. Students have already known the requirements of qualification certificate in the construction industry through their freshman study. They are also interested in the qualification of material personnel and are full of expectation for the learning of the whole course. In the first few hours of learning also showed very positive, can timely interact with the teacher, take the initiative to answer questions and be able to ask questions. With the deepening of the course learning, students' interest in learning has decreased significantly. In the process of teaching, it is seldom to take the initiative to answer questions, let alone ask questions actively.

3.2 Inattention in learning

Students in higher vocational colleges generally have poor learning initiative and inattention. When the students first met this course, due to the freshness and expectation of professional courses, they could barely concentrate. Slowly, more and more students play mobile phones in class, and the learning effect is getting worse and worse.

3.3 The course content is not well mastered

The key and difficult points of building materials course are very prominent. In the teaching process, the teacher will repeatedly knock on the blackboard and point to the key points, and the students will also carefully outline in the book. In the learning process, students show the appearance of understanding the key and difficult points, but in the final examination, the students' mastery of the key and difficult points is far from the expected effect.

4. CAUSE ANALYSIS

4.1 Lack of targeted teaching materials

In the current teaching environment, teaching materials are still the core materials of teaching and the main way for students to learn new knowledge. There are many teaching materials related to building materials in the market, but there are few textbooks with high matching with the qualification examination of material personnel.

4.2 Lack of teaching means to improve learning attention Although the current teaching is using multimedia teaching methods, students can see the teacher's ppt courseware content on the projection, but teachers usually focus on their own interpretation on the platform, and the

content of PPT is basically the content of the textbook. After reading too much, students will feel that watching PPT is similar to reading, and slowly they will lose interest in watching ppt. In the teaching process of "building materials", in order to make students better understand the performance of materials and the storage and use of construction site, a large number of construction pictures are also used. However, due to the poor foundation of higher vocational students, they cannot find a foothold for these knowledges, so as to make them concrete. Moreover, higher vocational students tend to be distracted in their study, especially when they hear some difficult knowledge points. Students' attention gradually shifts from ppt projection and begins to play mobile phones secretly. For a long time, the teaching effect can not reach the expected state.

4.3 Lack of teaching methods to maintain learning interest

"Building materials" is a professional course with extensive contents, practicality and comprehensiveness. At present, the teaching methods of building materials course mostly continue the traditional classroom teaching, although some new teaching methods are also adopted, such as flipped classroom, group discussion, etc., due to the lack of combination with the actual construction process, students can not effectively transfer the knowledge they have learned into the actual life. Slowly, students' interest in learning the course gradually declines, leading to the weak grasp of knowledge points. If this cycle goes on, students will not have more and more knowledge, and their learning interest and motivation are also lower and lower.

5.DISCUSSION ON TEACHING REFORM AND PRACTICE

The characteristics of higher vocational students are that they don't like to read textbooks only, do not want to recite boring theoretical knowledge, like to operate by hand, and are willing to believe the real building components they see. According to the job requirements of engineering cost major students, we can make full use of modern information teaching means, increase practical training links, and make the teaching content digital, media and diversified.

5.1 Choose appropriate teaching materials and teaching contents

When selecting the textbook of building materials, we should give priority to the 13th five year plan textbook for the engineering cost specialty of higher vocational education, and try to select the teaching content related to the material personnel examination and focus on the explanation. In the choice of teaching content, there is no

compulsory requirement to complete all the contents in the textbook, and teaching should be focused on. This paper analyzes the position of material personnel and reasonably arranges the teaching content.

5.2 Changing teaching methods and taking students as the main body

Although the current teaching method introduces multimedia on the basis of traditional teaching methods, teachers also focus on interaction with students in teaching, but due to the poor spatial imagination of higher vocational students, it is difficult for students to imagine the specific performance of various building materials only through PPT and construction photos. In teaching, we should take students as the main body, instead of teachers blindly filling the classroom, so that students in the classroom activities.

5.3 Increase the training link and consolidate the teaching content

"Building materials" is a professional basic course for architecture related majors. At the same time, this course has strong practicality. Therefore, it is necessary to reform and innovate it if we want to achieve good teaching effect.

In the process of teaching, students can be allowed to simulate the position of material man in the construction site, give the working background and simulate the specific work content in the field. Through the practical training, students will have a deeper impression on the learning of building materials, and the achievements of teaching content can also be consolidated.

6. CONCLUSION

In the teaching process of "building materials", the teaching materials should be selected and the teaching content should be selected. Combining with the position of material staff, the practical training link can be integrated into the teaching process. To a certain extent, students' enthusiasm and initiative in learning can be improved, and students' Mastery of the knowledge points of the course can be improved to achieve the expected teaching Learning effect.

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Analysis on The Current Situation and Causes of College Students' Problems

Fan Xia

Changchun University of Architecture and Civil Engineering, Jilin, Changchun, China

Abstract: With the increasing number of graduates today, many problems of college students gradually revealed, college students' health problems gradually become more and more social concerns. According to big data statistics, the number of problem college students has been increasing year by year. This paper mainly studies the current situation of college students and analyzes its causes. It is of great significance to the maintenance of college students' mental health and the development of college campus.

Keywords: College students; Current situation; Cause

I. CURRENT SITUATION OF PROBLEM COLLEGE STUDENTS

According to statistics, 14 percent of college students suffer from depression and 17 percent have inexplicable negative emotions on campus. These emotions are the important factors that directly or indirectly cause college students to have suicidal thoughts. Among them, a few choose to end their lives by sleeping pills or jumping off buildings. College students are not in the same environment as middle school, the living environment, life style are very different. It is in such an environment that mental health problems of college students will bring untold harm to families and schools [1-3].

1.1 College students are generally confused about the future

This is a big trend. Although there are a lot of people in every school library, there are still many people in the whole school who do not study or pursue development. They watch Douyin and follow the DRAMA. Most of them are full of longing for the future, but they are useless people. You don't have a clear plan for your future, you are full of fantasy about your future, but you never act, and even if you do, you will never act [4].

1.2 Many college students suffer from serious procrastination

The teacher gave several weeks to assign the homework, set a deadline for handing it in, and when he received the homework, he found that he could not collect all the homework. Most people like to put it off until the last day, when they can't put it off anymore, and stay up late to finish writing or copying. Do not have a positive attitude towards the tasks assigned by the teacher, more can not study seriously. If the time allotted by the teacher is too short and everyone complains that they don't have enough time, it's actually efficient. The time is too long, everybody feels not urgent, procrastinates to forget, more cannot efficient study.

1.3 College students face setbacks after serious self-isolation

Unaware of the status quo of competition for social resources. Don't actively learn to develop themselves, let nature take its course. If I take part-time jobs in my spare time, or have something to do with my major, I will keep learning and learning a lot. Take the time to understand and enrich yourself. And there are no weekly, monthly or mock exams. There are only final exams.

1.4 College students do not get along well with each other
The size of the circle mainly depends on whether to participate in various activities and competitions. In addition, the management of interpersonal relations and getting along with roommates all need to be careful and sincere. In addition, college is relatively busy, whether it is watching TV, playing with mobile phones, or participating in activities and studies, sometimes it is inevitable to feel lonely and helpless, but you must find a good way to vent, don't try to communicate with others in anger, and try to communicate with others when you are calm.

It is common for college students to lose control of their emotions

Some young people who are unable to control their emotions may hurt themselves by pinching, picking, burning, cutting, or cutting their bodies or doing very dangerous activities. Conscious pain and blood is the only way to stabilize their emotions. They don't necessarily want to commit suicide, but there is no clear boundary between NSSI and suicide. It feels like an addiction, habitually used in this way. I hope others will pay attention to me and give me understanding and love. However, from the perspective of others, people are afraid and worried, but can give corresponding understanding and support.

2. THE CAUSES OF COLLEGE STUDENTS' PROBLEMS

2.1 The impact of living environment

Before entering college, everyone has his or her ideal college life in mind. Some people come from closed-end high schools, while others come from public schools. Some people have high expectations of college, while others have no requirements. Some people have not left home since childhood, while others have gone to school independently since childhood. Some people are introverted, but now in the lively atmosphere of the dormitory. This series of situations makes students jump from one comfortable circle to another unfamiliar circle, which leads to unprecedented reactions of many students, showing irritability and depression.

2.2 The influence of the social environment

Due to the lack of social contact, many students tend to study hard. They come to campus by rote without

exploring or experiencing the society by themselves, which inevitably leads to the extreme lack of judgment ability of students. But today's society is the network era, information is very developed. Many students cannot distinguish the correct information. Many bad businesses take advantage of the psychological needs of college students, and throw out the olive branch of small-sum loan campus loan, which makes student debt countless. Many students can not pay, can not afford to pay, dare not to tell their families, often forced on the desperate, have the idea of suicide.

2.3 Influence of campus environment

College life is rich and colorful. When I come into contact with many people, interpersonal communication becomes a required course. In high school, interpersonal relationships are limited to teachers and classmates, and there is a lack of in-depth understanding of society. After entering the university, some students are not suitable for the collective life, do not have the ability to take care of themselves, let alone good at interpersonal communication. Therefore, there is a great chance that conflicts will break out in the process of communication. And the conflicts that arise are often not resolved properly. There are also some students, in the classmates are not outstanding, but around the classmate is very outstanding. College life is usually rich and colorful, a variety of associations and activities, compared to the gap, many students have the idea of inferiority, unable to adjust their mentality. Even self-esteem is hit, losing confidence in college life, turning into psychological problems. To sum up, as a school, different measures should be

adopted to solve practical problems, but not all problems can be solved. In addition, new problems may easily be brought, forming a vicious circle, which is not worth the gain. As a private college must solve this problem positively, treat the college students with positive guidance, diligent in counseling, and prevent mistakes.

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Innovation and Reform of Talent Training Mode of Higher Vocational Architectural Engineering Technology Specialty Based on BIM Technology

Peiliu Zhao

Shandong Vocational College of Industry, Zibo 256414, Shandong, China

Abstract: In the current development of China, information technology, cloud computing, big data, computer technology and Internet technology are applied in all aspects of social life. In order to adapt to the pace of social development in the development of the construction industry, BIM Technology is also used as a new format of construction industry. In recent years, BIM Technology has been introduced into higher vocational education of architectural talents training system in foreign developed countries, and has provided favorable help for the cultivation of higher vocational construction engineering talents. Due to the late start of BIM Technology in China, domestic BIM technology professionals are in short supply. In order to improve the number of compound talents in China, in the development of information society, it is also necessary to apply BIM technology is brought into the talent training of Higher Vocational architecture. In order to make BIM Technology play a greater role in the talent training of higher vocational colleges, it is necessary to reconstruct the talent training scheme. This article, mainly is based on BIM Technology Higher Vocational construction engineering technology personnel training mode innovation reform analysis and research.

Keywords: BIM Technology; Higher vocational construction engineering; Professional talents; Mode innovation; Analysis and research

1. OVERVIEW OF BIM TECHNOLOGY

BIM is a model based on the data information of construction projects. It can simulate the real data of buildings by simulating digital information and building models. The work of BIM is not only the integration of digital information, but also the application of digital information. Through the application of digital methods, the difficulty of construction projects can be reduced and their work can be improved Efficiency. The application of BIM Technology in the construction engineering can realize the sharing and transmission of information, and also enable the technical personnel to deal with the problems in the construction engineering according to the reflected data in time. Through the study of BIM Technology, it is known that BIM Technology has the characteristics of visualization, coordination, information relevance, information completeness, optimization, drawing and information consistency It can improve the

production efficiency and reduce the construction period based on saving construction cost. It is precisely because this technology has many advantages, so it is widely used in construction engineering [1-4].

2. THE PRINCIPLE OF INTEGRATING BIM TECHNOLOGY INTO THE TALENT TRAINING PROGRAM OF CONSTRUCTION ENGINEERING TECHNOLOGY

2.1 Reconstruction principle of platform curriculum system based on BIM Technology

Although the training of Higher Vocational Construction Engineering has undergone certain reform, in order to cultivate the team and creativity of students, there are many problems in the actual construction personnel training teaching in our country, which can not effectively integrate the whole professional knowledge system of construction engineering technology. Therefore, in order to realize the real simulation of the project and the integration of various courses, we must take the construction project as the main body will run through the whole process of the project.

2.2 Principles of educational informatization reform based on BIM Technology

In most colleges and universities in our country, the emphasis is on the theory learning, and in the construction engineering specialty, the practice is more important. Under the influence of traditional teaching, the learning course of architecture specialty is divorced from the actual work, and the learning of the course can not effectively reflect the complexity of the actual construction engineering, so it is unable to carry out situational work learning, but through BIM Technology can present the actual working situation of construction engineering through various information processing means, and timely transfer the professional knowledge of the latest vocational high standard in the process of work operation, so that the knowledge points and skills points of teaching are more in line with the actual needs of social construction industry [2].

3. IMPLEMENTATION POINTS OF TALENT TRAINING MODE REFORM OF CONSTRUCTION ENGINEERING SPECIALTY BASED ON BIM TECHNOLOGY

3.1 Deep integration of learning enterprises

Based on BIM Technology to improve the training mode of Higher Vocational architecture professionals is mainly

to improve the ability of students who return to major, and the ability to improve through practice, so in order to improve the teaching mode, we can provide the basic model for teaching based on BIM Technology, and also can build BIM comprehensive management in the course teaching through the cloud, so that students' learning and enterprise project construction can be synchronized. Because BIM Technology has the characteristics of whole life cycle, students can understand the construction, design, planning and management of construction industry through school enterprise cooperation.

3.2 Leading the whole process of the project

Due to many links in the implementation process of construction engineering, it is very complex, and there are many uncertain factors in the construction process, so the construction project has the characteristics of high difficulty, high risk and one-time. In the education of Higher Vocational architectural engineering, the teaching method is difficult, and it is not consistent with the actual project. Through the introduction of BIM Technology, the construction can be improved. Many core courses of architecture specialty can relate to the actual project to realize the authenticity of professional courses. The use of BIM Technology can present the actual engineering, and BIM Technology also presents the whole life cycle. Typical projects run through the education chain of the whole construction engineering specialty, which can solve the problems of fuzzy curriculum boundary and unreal docking [3].

3.3 Improvement of teachers' ability

The teaching staff is always the primary force in the training and education of colleges. The professional degree of teachers is highly required for the construction engineering personnel training in higher vocational colleges. However, in the teaching of Construction Engineering Specialty in our country, most teachers have no post experience, so the teaching only focuses on theoretical knowledge, which makes the practical ability of students majoring in architectural engineering in Higher Vocational Colleges poor. The introduction of BIM Technology into the training and education of higher vocational construction engineering professionals can expand the content of the course, but also realize the seamless connection between the course and practice. To effectively play the effect of this teaching method, teachers must have a sufficient understanding of the whole process of the project and their own knowledge and skills, so as to take the correct way to teach the course. Education.

3.4 Informatization teaching and assessment

At present, China is in the era of information development. In the introduction of BIM Technology into professional talent training standards, BIM itself is the building information data. Therefore, to reform the training mode of Higher Vocational architectural talents, it is necessary to carry out information-based teaching methods. The use of information-based teaching methods

is mainly the use of Internet technology for teaching. In the construction talent education of higher vocational colleges, the construction information data and education informatization are integrated through the Internet. Through this hybrid teaching mode, students' learning can be effectively improved, and the flipped classroom can be used to carry out the education of higher vocational construction engineering talents training. To realize the student-centered education mode. In the training of higher vocational construction engineering talents, in addition to using BIM Technology for model and data support, it is also necessary to implement the informatization of assessment through the corresponding education platform [4].

4. CONCLUSION

BIM Technology is the product of the development of social science and technology, which plays an important role in the development of construction engineering. In the current development of China's Construction Engineering, BIM Technology has been applied to the application. It is precisely because of the deepening of BIM Technology in China's construction industry, whether in the implementation stage of construction projects or in the implementation stage, operation and maintenance stage, it provides strong support for the work. The use of BIM Technology has also changed the way construction projects are carried out, which has a certain impact on the construction process and work posts. Therefore, in order to use the development needs of Construction Engineering in the current society, it is necessary to make the training of civil engineering professionals closely follow the development of information technology. In the process of cultivating civil engineering talents, learning in higher vocational construction engineering technology is very important. Because of its importance, higher vocational architectural education is faced with important problems.

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The Practical Application of IMO Demonstration Course in The Teaching of Navigation Technology Major in Applied Universities

Yan Jing

Beibu Gulf University, Qinzhou 535011, Guangxi, China

Abstract: After the establishment of IMO, human resource development has been attached great importance to, and Demonstration Courses for crew training have been developed to support the effective measures of STCW Convention. The globalization of maritime economy and trade has brought greater challenges to the development of China's maritime industry, which requires seafarers' education to adapt to the pace of the times and cultivate compound talents with international competitiveness. This paper introduces the background and characteristics of IMO demonstration course, analyzes the teaching syllabus of Maritime Technology Specialty in application-oriented universities, and puts forward suggestions on teaching contents and methods of Maritime Technology Specialty in Colleges and Universities Based on the advantages of demonstration courses, so as to improve the comprehensive quality of navigation technology professionals.

Keywords: IMO demonstration course; Application oriented university; Navigation technology teaching

1. INTRODUCTION

With the rapid development of navigation technology in Colleges and universities, the rapid development of navigation technology is required. IMO development demonstration course aims to train all kinds of seafarers to meet the requirements of the times, to meet the implementation of IMO related conference resolutions, and to improve its effectiveness. Our country attaches great importance to the training of seafarers, but there is a problem that theory is more important than practice, which leads to students' weak practical ability. The demonstration course helps to improve the quality of the course and improve the skills of administrative and technical personnel in the shipping management department. By learning from IMO demonstration courses, this paper provides reference for the reform of Maritime Education in Applied Universities in China.

2. CHARACTERISTICS OF IMO DEMONSTRATION COURSE

IMO demonstration course GMDSS Level 2 wireless electronic officer certificate course is composed of radio communication equipment, computer software and hardware, ship borne radar, ship borne GMDSS equipment maintenance and other parts. IMO

demonstration course includes course introduction, ABCDEF part, course introduction is course purpose, implementation and teaching staff guide. IMO demonstration course guide is an independent part of the content, which includes three attachment points. IMO model course has unique characteristics, which is reflected in the unity of curriculum structure, curriculum design based on STCW Convention requirements, and the course content is constantly updated with the times.

IMO demonstration course is developed based on STCW minimum competency requirements, focusing on practical teaching, providing teaching aids, CD-ROM, IMO bibliography and other teaching facilities for teaching activities. Teachers involved in the training, examination methods and other related elements are organically integrated, the knowledge structure is clear, and a large number of pictures are used to make the teaching content easy for students to master [1]. The model course considers the difference between exam oriented courses and professional certificate courses, reflecting the spirit of issuing certificates according to functions in the amendment to STCW Convention. The ECDIS operation demonstration course is not compiled according to the function in part A-D. the course reflects the requirements of the Manila amendment to STCW Convention on crew's ability to use electronic chart.

After the publication of IMO demonstration course, with the development of navigation technology, continuous adjustment is made to ensure that navigation education keeps up with the pace of new technology development and improves students' knowledge level. For example, the captain demonstration course was revised and published according to the new requirements in 2014. According to the requirements of the amendment to the Convention, ECDIS operation and use demonstration course is organized by experts. IMO demonstration course makes detailed requirements on teaching equipment and examination methods, providing operational guidance for the implementation of the course. The course focuses on the analysis of the principle of navigation instruments and equipment with the actual equipment as an example. IMO demonstration course emphasizes the practicality of the course content, and the practical operation class is 321 class hours. The purpose of each chapter is clear, which plays a good role in guiding the teaching content.

navigation technology major in China's colleges and universities can not meet the required standards, which is quite different from the domestic curriculum syllabus. The reason is that many demonstration courses are compiled according to their functions, and the courses involve many courses of Maritime Education in China, so it is suggested that the class hours should exceed those of Chinese aviation Kazakh education courses. The class hours of demonstration courses are calculated in hours, and the recommended teaching hours of demonstration courses vary according to the experience of the college and the number of teachers.

[illegible]

Practice includes experimental courses, practical courses, etc. the experimental teaching of navigation specialty in Colleges and universities is only used as the teaching aid of theoretical courses, which leads to students' neglect of practical operation. In order to make students agree with the theory and serve practice, it is necessary to enhance the preciseness of assessment and not simply adopt the form of plain report to realize the detection of theoretical learning in practice. Experimental teaching should pay attention to the operation and use of instruments to enhance students' comprehensive application ability in practical work in the future. IMO demonstration course focuses on the combination of knowledge and teaching methods, such as maintaining eye contact between teachers and students, ensuring students' passion for learning, etc. teaching methods can improve teaching efficiency. Domestic maritime education should learn from the teaching methods of Demonstration Courses to enrich and innovate teaching methods.

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The influence of University Librarians' professional identity on Job Burnout

Laidong Wang

Library, Shandong University of Technology, Zibo 255049, Shandong, China

Abstract: In recent years, with the increasing number of library industry, the library cause has developed rapidly. The steady growth of library resources is in sharp contrast to the slow growth of the number of librarians, which means that although the number of libraries is increasing, the per capita workload of library staff is increasing, and the per capita cost of providing services to readers continues to decline. With the increasing workload of university librarians, the professional identity of librarians is no longer in line with the requirements of career development and university construction. In addition, with the development of Internet economy and the increase of diversified and personalized needs of readers, the professional identity of university librarians will directly or indirectly affect their job burnout. How university librarians improve their professional identity and reduce their job burnout has become a practical problem to be solved. This paper will discuss the impact of professional identity on Job Burnout of university librarians the influence of laziness and countermeasures. **Key words:** University Library; Professional identity; Job burnout; Empirical research

1.THE MEANING AND INFLUENCE OF JOB BURNOUT

Job burnout refers to the feeling that one's emotion and material resources are excessively and exhausted under the heavy pressure of work. Due to the psychological exhaustion caused by work, the professional workers have negative, helpless, lack of achievement and physical and mental fatigue reactions to all aspects of work. As a result, they are extremely tired in the working state, cynical and indifferent to their work, and have low evaluation of their work and their own values. They are often late and leave early, and even start to plan to change jobs or even change careers. Due to the improvement of people's spiritual needs, the library industry continues to develop, which also means that the workload of librarians may be more or even overloaded, and the staff must work harder to keep up with the pace. Secondly, due to the long-time work and heavy work (for example, sorting books, book registration, library resource construction, creating scientific research achievements and other heavy tasks on the administrator), librarians must constantly consider how to form a good image to improve the business level and meet the needs of readers, but there is no corresponding improvement in terms of work remuneration. Library staff are also faced with the conflict of work, life and development, in this state, librarians' job burnout is inevitable. In order to alleviate the job burnout of librarians, we can start from improving their

professional identity, improve their emotional exhaustion and enhance their personal sense of achievement [1].

2. COUNTERMEASURES AND SUGGESTIONS

2.1 Attach importance to professional development

In the course of time Internet plus, the traditional paper information carrier and transformation of library have become the electronic carrier. The notification and the previous work mode and work content have changed a lot. The difficulty of work in the era background has increased. If employees do not have the initiative to work, it will lead to the phenomenon of disconnection with the times. As a result, the burnout mentality will become a chronic problem. Based on this, colleges and universities should encourage librarians to go out to study and improve, it is necessary to carry out corresponding training, should encourage librarians to participate in school training, through online and offline academic exchanges, through continuous learning and continuing education, improve the knowledge level and comprehensive ability of administrators. In addition, when providing readers with high-quality management reading materials, they should pay attention to the evaluation of readers And feedback, so that librarians have a reasonable clear understanding of their own work, know that there is still a gap between themselves and reality, and then continue to look for self, establish self-awareness, and further make correct professional behavior and career planning, so as to shift their focus from the current situation of work to other aspects, so as to reduce the anxiety in work [2].

2.2 Improve professional adaptability

Librarians should start from themselves, strengthen self-management, self reflection and adjustment, establish a good mentality, and be able to actively deal with difficult problems, so as to improve the level of mental health. Through hard learning professional knowledge, they can consolidate practical skills on the basis of theoretical basis, provide satisfactory services for readers, and improve their work efficiency and personal sense of achievement. Librarians have the nature of closed work. The nature of Librarians' work causes people's incomprehension and their anxiety is inevitably out of touch with the times. Therefore, we should strengthen training and continuing education for them, guide them to establish correct professional role values, establish personal brand image, and generate a sense of work value. School related management workers should grasp the library management The psychological characteristics of managers, pay attention to communication methods, innovate communication methods, help them improve their recognition of their own identity through

professional psychological dredging, establish more attractive personal brand, improve job burnout and stimulate work enthusiasm [3].

2.3 Improve the management level of Library

For a long time, the lack of investment in economic resources in university libraries has also been subject to many restrictions in the internal management system. Although some reforms have been made in recent years, they have not been implemented. In some libraries, there is no performance appraisal and a lifelong system, and there is a lack of certain competition environment. As a result, the work is calm like a pool of stagnant water, resulting in a kind of burnout psychology, leading to librarians' inertia. Colleges and universities should carry out scientific management and establish a relatively loose and professional incentive mechanism, which is closely linked with the actual workload. At the same time, colleges and universities should implement diversified incentives and take management measures such as clear rewards and punishments, more work and more pay, so as to mobilize the enthusiasm of Librarians, so as to meet the material and spiritual needs of librarians. The library should also conform to the local service concept, create the brand image of informatization, intelligence and socialization, improve the library's attention among students, so as to improve the staff's professional value recognition, stimulate their work enthusiasm, so as to strive to learn professional knowledge and improve their professional level [4].

2.4 Implement humanized management mode

Colleges and universities should implement the corresponding emotional resource strategy and actively carry out humanized management. In addition to creating good working conditions, they should also pay attention to the mentality, health status and family situation of librarians. For example, the negative feelings of Librarians in work, life and occupation are more prominent, and their work enthusiasm is reduced. In this state, we should establish trust with them Relationship, give them more help and support, so as to relieve the pressure. It can organize employees to travel and visit local scenic spots, which can make them feel the concern of the school for employees, improve their enthusiasm,

and be willing to work more and earn more. The implementation of an open opinion platform can express their own suggestions and requirements. By putting forward suggestions, librarians can take the library as their home, care about the bits and pieces of the library, better solve the problems in work, strengthen the sense of self responsibility, always remember the obligations and responsibilities as a librarian, and can improve their image [5].

3.CONCLUSION

The promotion of professional identity is conducive to the establishment of permanent personal brand. Colleges and universities should improve service awareness and quality, and promote the continuous development of library work. For the staff, we should implement the people-oriented management mechanism, take reasonable incentive mechanism, clear management measures of rewards and penalties, so as to improve the phenomenon of staff burnout, help librarians improve their sense of happiness, so as to stimulate them to establish a personal image of patience and meticulous work.

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Research on The Innovation of Network Ideological and Political Education in Higher Vocational Colleges Under the Background of Financial Media

Lei Zhang

Shandong Vocational College of Industry, Zibo 256414, Shandong, China

Abstract: Under the new situation, with the rapid development of the Internet, the era of financial media has come into our view. So that higher vocational college students can have more resources and information choice space. And the trend of College Students' personalized thinking is obvious, and the demand for diversified development is strong. Under the influence of western thoughts, it brings some difficulties to the network ideological and political teaching. At this time, teachers need to uphold the main ideas of the scientific outlook on development, on the basis of media integration, overall development, increase infrastructure construction, implement effective innovation, and lay a good foundation for the next step of development and extension. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the status quo, to meet the development needs of the data age, and build a reasonable innovation path.

Key words: Media background; Vocational colleges; Network ideological and political education

1. RAISING THE QUESTION

With the continuous extension of the network technology, the uneven and diversified information has brought a certain impact to the education concept of college students. With the explosive growth of information, all aspects of society have been effectively continued and developed. At this time, if you want to obtain the corresponding data support, you need to improve the corresponding service value on the basis of value product information [1]. In the campus data collection, to meet the challenge, for the network ideological and political education to provide a good foundation for preparation. From the perspective of modernization, most of the college students are in the category of post-95 and Post-00. In this part of the group, it has brought impact on everyone's ideas [2]. In this part of the group, personalized comparison is distinct, innovation consciousness is strong, thinking is more active, but self thinking exists. At this time, it is necessary for ideological and political teachers to pay attention to the construction of network fusion media, do a good job of publicity, and integrate into the construction of campus culture, expand publicity, stimulate students' interest in learning, and promote students' sustainable development. We should

guide students to form a correct world outlook and values, do a good job in Ideological and ideological work of college students, convey the thought of socialism with Chinese characteristics in the new era, build a "smart campus" system, and let the thought of socialism with Chinese characteristics in the new era come into mind. The form of Ideological and political education in Higher Vocational Colleges under the media integration is relatively simple. Students are easily affected by the negative factors of the new network media, so they can not use the new network media to understand the ideological dynamic situation. In view of this, how to use network new media to do a good job of Ideological and political work of Vocational College Students under the media integration? It has become the focus of research under the current situation.

2. INNOVATION PATH OF NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF FINANCIAL MEDIA

2.1 Strengthen the innovation of media awareness and reshape the concept of network ideological and political education

In order to increase the network ideological and political education of vocational college students by using financial media, we need to maintain the scientific principle, dynamic principle and privacy principle. First of all, we need to establish the data art of financial media, and constantly enhance the working ability of network ideological and Political Education [4]. However, under the limitation of traditional ideological education, many resources are limited, and the cramming teaching method can not stimulate students to further extend. At this time, it is necessary to carry out rational judgment and personalized grasp of the existing ideological trend of college students on the basis of big data, adhering to the main idea of scientific development concept, organically integrating massive data. Secondly, we need to extend the content of education, constantly increase the quality of the content, and close to the life of students. On the basis of integrating media, help students to understand the characteristics of new network media, and improve their corresponding thinking ability. It is necessary to help students form correct values and world outlook in the face of complex network on a positive basis. In addition, we also need to use the advantages of financial media and hot

issues to guide students to identify the true and false information.

2.2 Improve the innovation of financial media platform and strengthen the linkage of network ideological and political education

First of all, we need to maintain good construction advantages on the basis of Ideological and political course network. Optimize the corresponding ideological and political education platform, integrate resources, implement development in the direction of diversification, and attract more high-quality information. In addition, we also need to pay attention to the resource integration platform, establish effective integration courses, maintain good interaction, and increase the construction of evaluation. Secondly, it is necessary to promote the further development of students on the basis of network platform, timely combine with the status quo, and increase the intangible value of students' life experience. Guide students to learn how to use the knowledge of Ideological and political courses to solve problems in life. Finally, we need to further optimize the campus network platform and strengthen the linkage system of education. Use network technology, official microblog, wechat technology to show different network platform education mode, and form the education force of data [5]. After that, it is necessary to enter the students' heart, maintain rapid construction, create positive energy construction effect, and construct one-stop service. On the basis of "voice of youth", enhance the ability of students' comprehensive service platform. From the perspective of multi-channel, the data information of students is mined to enhance the integration between network and universities.

2.3 Optimize the media environment innovation, improve the effectiveness of network ideological and political education

First of all, we need to establish the corresponding cultural education construction concept, in the effective teaching system, increase infrastructure construction, and complete the organic unity of online and offline. The advantages of campus culture, such as the fine use of campus culture, the construction of campus culture and the use of campus culture. Use the advantages of campus culture to enhance the practicality of social activities. We should integrate society, school and family organically, raise systematic project, and form political joint force of practice education. Secondly, we need to further strengthen the position management. Seminars, online classroom teaching, lectures, forums and network management can be used to help students form comprehensive judgment ability and adhere to the correct network orientation. We should pool the positive energy of the network, strengthen the guidance in the era of media convergence, increase the construction of hot and sensitive topics, and maintain reasonable extension of essential content. Standing at the highest point of public opinion, it is necessary to strengthen the space communication of network position, and to strengthen the ideological, educational, interactive and service-oriented

construction. Pay close attention to the further ideological construction, maintain the dynamic construction of College Students' thoughts, maintain reasonable public opinion analysis, and increase the construction ability of disposal. For example: to build a "barometer" of the ideological status of higher vocational college students. The implementation of 24-hour manual duty, strict BBS, forum and other site management. Set up in the campus network public opinion space, timely intervention, equal dialogue.

3. CONCLUSION

With the progress of society and the development of financial media, the ideological and political learning of higher vocational college students has brought a variety of choices. In the complex growth environment, it brings better challenges and opportunities to the ideological and political education of college students. At this time, it is necessary for relevant personnel to uphold the main idea of the scientific outlook on development, analyze the characteristics of students' impulsive personality and weak speculative ability, participate in the exploration of social hot events, understand the ideological dynamics of students, an important carrier of maintaining campus stability, increase the innovation of teaching methods, and realize the common "Chinese dream".

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Research on Data Processing and Fault Diagnosis of Ship Structure Stress Monitoring

Jie Hu

School of Naval Architecture and Ocean Engineering, Jiangsu Maritime Institute, Nanjing 211170, China

Abstract: This paper introduces the stress of ship structure. The data processing of ship structure stress monitoring requires high real-time, reliability and practicability. The modular software development system is adopted and the corresponding program is set for data transmission. The ship stress monitoring system mainly includes system layer, application layer and support layer. The database system includes historical database, information database, real-time database and evaluation database. This paper analyzes the data processing and fault diagnosis methods of ship structure stress monitoring, proposes to extract the characteristics of large-scale ship structural stress monitoring data, and takes a specific ship as an example to set up the operating environment of high sea state, ground sea state and mixed sea state, carries out ceemd and SVM prediction experiments, and obtains the stress error value of ceemd + SVM joint application mode 5%, the error value is low, and the prediction accuracy is high. **Key words:** Ship structure stress; Data processing; Fault diagnosis method; Ceemd + SVM

1. INTRODUCTION

With the rapid development of global economy and trade, the global freight volume and freight demand are gradually increasing, and the important carrier of shipping is ships, which puts forward higher requirements for the safety of large ships. Due to the complex marine climate and environment, the ship structure is vulnerable to external load. Therefore, it is necessary to monitor the ship structure in real time and optimize the fault diagnosis and analysis of sensors.

2. SHIP STRUCTURE STRESS

Ship structural stress is one of the important and common indicators to evaluate the ship operation, which can effectively evaluate the sensitive parts of the ship, the important structure of the ship, structural strength, etc., and can collect real-time ship operation data for online evaluation of ship operation. In order to master the stress state of the ship in operation, evaluate the safe operation of the ship, and ensure the safety of personnel and materials in the ship.

At present, the monitoring of ship stress can be realized by optical fiber transmission technology, which can comprehensively evaluate the operation of sensors. The traditional on-line evaluation technology is mainly resistance strain measurement system. Through the collection and analysis of real-time data, the ship's operation can be monitored, the ship's structural stress can be comprehensively evaluated, and the structural strength can be judged. In the operation of this system, strong data processing ability is required, and the system

is divided into different structural forms according to different performance and overall functions. This paper focuses on the ship stress monitoring and structural evaluation system based on Fiber Bragg grating sensing technology.

3. STRUCTURE OF SHIP STRUCTURE STRESS MONITORING DATA PROCESSING AND FAULT DIAGNOSIS SYSTEM

In the operation of the system structure, high real-time, reliability and practicality are required. The modular software development system is used to set up corresponding programs for different modules for data transmission, so as to effectively manage the data information. The ship stress monitoring system mainly includes system layer, application layer and support layer. In the system layer, it mainly includes ship stress data acquisition system, communication system, control system and data system. A variety of effective monitoring methods can be established for the actual operation of ships.

3.1 Acquisition system

In the real-time data acquisition and hull structure stress analysis, it can be realized through the acquisition system. In the stress acquisition, the strain signal of the hull structure can be transformed into a wavelength signal through signal processing. After the signal processing, the signal is transmitted to the signal conditioner, and the signal is transformed into electrical signal, and the signal is uploaded to the strain signal processing. The program is transformed into stress signal after program identification, and stored in the database system. It is uploaded to the communication system, and then sent to the following subsystem. The ship borne radar can collect the wave information, and submit the collected wave surface signal to the processor, store it in the database, and send it to the communication system. The communication acquisition system includes fiber Bragg grating strain adjustor, wave radar, processor, and database system for stress signal and ocean wave signal.

It is required that the stress data under different sea conditions have strong reliability and integrity. The operation of the acquisition system includes different working conditions such as high sea state and low sea state, and the corresponding strain signal processing program is established. In the low sea conditions, the external load is relatively mild. The linear corresponding system is mainly used in the hull design, and the sampling system mainly works at a lower sampling frequency, which can effectively save resources. Under higher working conditions, there is a relatively large violent movement between the wave and the hull, and the hull

structure is vulnerable to nonlinear wave load in operation. The automatic sampling frequency is used to achieve higher safety under higher working conditions.

3.2 Control system

The process of stress monitoring is completed under the application of control system, which belongs to the accounting of monitoring and control system. It can effectively monitor the operation of the system, analyze the state of hull structure, judge the signal processing, and comprehensively evaluate the state of hull structure. It provides a convenient human-computer interaction interface, which is more intuitive and concise. It can display relevant values in real time and set system parameters. Set up effective data processing methods, strengthen real-time data acquisition and analysis, correct, filter, split, fit and statistical analysis of historical data, so as to effectively evaluate the operation of the module. The buckling strength, yield strength and fatigue strength of ship structure are comprehensively judged.

The stress analysis of ship structure mainly includes historical data calculation thread, cumulative damage calculation thread, real-time data calculation thread and failure probability calculation thread. Different data types contain different stress signals. The cumulative damage calculation thread runs once at a certain time interval. Before each operation, it reads the last calculation data, and analyzes the latest data collected by the system in real time. After comprehensive analysis, the cumulative damage of the current structure is obtained. In the thread calculation of failure probability, a fixed running time can be set in the system, and the data can be collected and analyzed 30 minutes before the operation. The real-time data computing thread includes data computing thread, real-time data reading thread, etc. after the data software is started, the real-time data reading line can obtain the data in the sensor in real time. If the signal is searched, it will read the signal and send it to the calculation thread. If the signal is not found, it will enter the search waiting state.

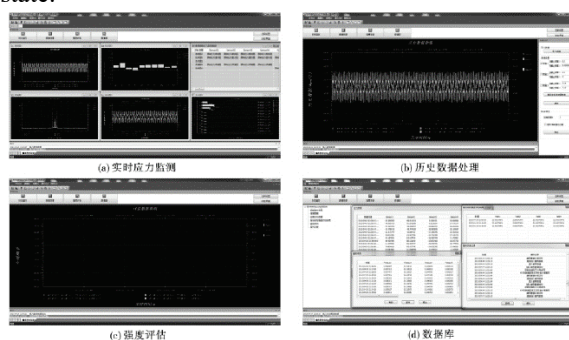


Fig. 1 Data processing and fault diagnosis control system of ship structure stress monitoring

The thread of historical data calculation runs under the condition of a certain amount of historical data. The relevant operation parameters can be obtained by combining the monitoring points and historical sensor data, and the corresponding buckling stress and yield stress can be formulated accordingly. After the thread runs, the collected historical data is sent to the allocation thread. The database collects the historical data and displays the allocation list and graphic unit in the history

interface.

Under the condition of high frequency sampling, the monitoring system will produce the instantaneous data before nine o'clock, and the calculation only needs one calculation for each data. See Figure 1.

3.3 Communication system

The communication system is used to realize the connection between different subsystems, so as to realize the communication and data transmission between different systems. The interface format and operation protocol are constructed between the control system and various signals. In this way, different subsystems can run smoothly and realize real-time data transmission. Different devices in hardware management use serial port design.

In the communication system, TCP / IP protocol, serial port protocol, regulator, sensor, signal acquisition computer, processor and wave radar are required to be set up in the communication system, so as to collect the stress data, control parameters, wave data and evaluation data of ships in navigation. In particular, the control system of large ships is more complex and often has multiple operating equipment. It is required to set up the upper position for unified control and management of different equipment, and set the monitoring and acquisition system in the lower position. In ship stress monitoring, the upper position includes the evaluation system and the stress monitoring system, while the lower position is the information acquisition system. It is required to establish real-time information communication between the upper and lower stands to realize the comprehensive integration of wave data, control parameters, stress data, evaluation data and other information, so as to design a network interface between the upper and lower stands.

3.4 Establishment of database system

Through the establishment and operation of the database, the effective management of various data in the process of ship navigation is realized. It has good information storage function, information query function and information transfer function. It has four functional modules, including historical database, information database, real-time database and evaluation database.

The historical database is mainly used to collect and manage the marine environment such as sea waves and the stress data of the hull structure, which can effectively analyze the historical data information of the ship during the navigation; the information database covers the hardware information, software information and system operation related parameters of the ship's navigation. It includes the basic information related to the ship's operation, such as the name of the ship, the size of the ship's components, loading conditions, etc.

The main dimensions, structural materials, etc. the relevant operation parameters in software system management mainly include monitoring point setting, hull material setting, saving setting, sensor initial value setting, etc.; real time database collection can collect the data of marine environment such as sea wave during the operation of sensors and ships and hull structure stress data; the evaluation database mainly shows the

cumulative damage and structure of the ship Failure probability and finite element analysis of ship structure strength management.

4. SHIP STRUCTURE STRESS MONITORING DATA PROCESSING AND FAULT DIAGNOSIS SYSTEM REAL SHIP TEST

4.1 Extract the characteristics of stress monitoring data of large-scale ship structure

For a specific ship, the monitoring method studied in this paper is used to measure and evaluate the ship strength and structural stress, and the following table 1 is obtained.

Table 1 Main dimensions of test vessel

Total length	Depth of profile	Displacement	Form width	draft
128 M	10M	4364t	16M	4.3M

Firstly, the hull structure and base are welded, and then the fiber Bragg grating strain sensor is installed, and the sensor is fixed by fixing bolts on the base. The stress situation of the stable navigation of the ship in the sea environment is shown in the figure.

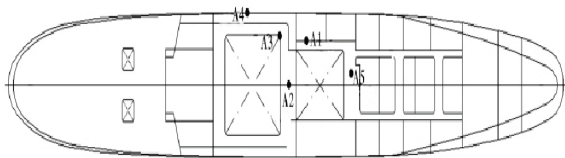


Fig. 2 Position of measuring points in data processing and fault diagnosis system of ship structure stress monitoring

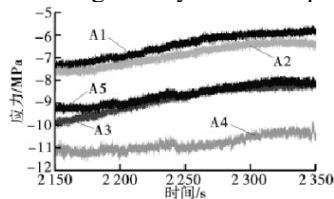


Table 2 Monitoring and evaluation results

Monitoring point	position	Prediction of stress amplitude/MPa	Measured stress amplitude/MPa	failure probability/%	Cumulative damage
a1	Deck longitudinal	0.97	0.48	0.052	5.60×10^{-8}
a2	Hatch corner	1.88	0.52	0.061	2.32×10^{-6}
a3	Deck plate	0.55	0.442	0.071	6.55×10^{-7}
a4	Intersection of deck stringer and beam	1.95	0.58	0.006	3.21×10^{-8}
a5	Side frame	0.61	0.56	0.021	9.30×10^{-7}

4.2 Ceemd and SVM prediction experiment

In this study, different navigation environments such as low sea state, high sea state and mixed sea state are set for the ship. The total length of the ship is 12.48 m, the speed is 6 kn, the ship width is 1.568 m, and the displacement is 4.672 T. the data is extracted by window drawing, and the sampling frequency is 20 Hz, and the window length of 5 min is set to accommodate 6400 data. The first five minutes were used as the time point to extract the relevant data in the training prediction model, and the stress situation of the structure under three different conditions, namely, low sea state, high sea state and mixed sea state, was compared and analyzed. The results are shown in Figure 3.

Fig. 3 Measured stress curve of ship structure stress monitoring data processing and fault diagnosis system

The data collection and analysis of ship operation is carried out by sensors, so one of the important ways of hull structure stress monitoring is sensor monitoring. The real-time data collected from the sensor is processed by real-time small filter filter, and the wavelet coefficients and scale coefficients of fault diagnosis are obtained by using the maximum overlap wavelet transform, so as to analyze the stress signal in the process of ship running. When the decomposition level of scale coefficient increases, the change of receipt is more gentle, and the original signal is low-frequency component. With the increase of decomposition level of wavelet coefficients, the high-frequency components gradually decrease. The wavelet coefficients after the first wavelet transform have the highest frequency components. Therefore, the wavelet coefficients can be used to express the sudden fault.

Through the monitoring and analysis of the system, it can be seen that the overall stress monitoring of the hull structure can be relatively good, and the structural strength assessment under low sea conditions is also more reliable, but there is a large gap between the predicted amplitude and the measured value. See Table 2 below, mainly because the actual stress value of the structure is not large under low sea state. When the algebra between the measured value and the forecast value is small, the actual error value will be larger, and when the measured value increases, the value will decrease. In the actual stress measurement of the ship, due to the good weather conditions, the sponge is relatively calm, so the ship is in a relatively stable running state, resulting in large stress value and large data error value. See Table 2.

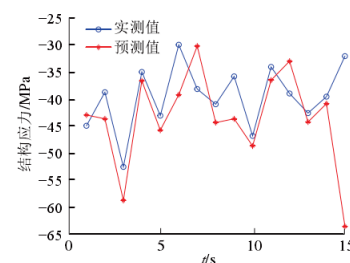


Figure 4 Analysis results under high sea conditions

The error values in stress analysis under different working conditions are studied. See Table 3.

4.3 Experimental comparison and error analysis

In the above analysis of different sea conditions, ceemd and SVM prediction experiments are used to judge the

ship stress. The analysis structure under mixed sea conditions is shown in Fig. 5.

Table 3 Prediction performance evaluation of different sea conditions

Sea conditions	ea	emap	emax
High sea conditions	0.039	0.113	0.976
Low sea state	0.013	0.136	0.865
Mixed sea state	0.022	0.175	0.827

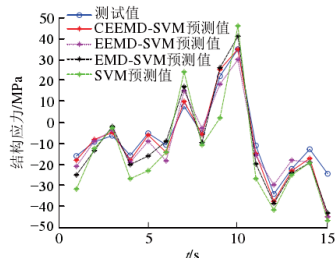


Fig. 5 Model stress in mixed sea state

The stress performance of SVM, EEMD + SVM, EMD + SVM and ceemd + SVM under different working conditions are studied, as shown in Table 4.

Table 4 Prediction performance evaluation of the model

Model name	ea	emap	emax
SVM	0.067	0.745	3.628
EEMD+SVM	0.025	0.209	0.912
EMD+SVM	0.031	0.488	2.221
CEEMD+SVM	0.022	0.174	0.827

Through the above numerical analysis, it can be seen that the stress numerical prediction using ceemd + SVM combined method can get the stress error value of 17.5%, with low error value and high prediction accuracy.

5. CONCLUSION

In this paper, the stress and strength of ship structure are monitored and evaluated, and the navigation system is divided into different levels and different systems according to the performance requirements and overall functions of the ship navigation, so as to effectively save system resources and process a large amount of data

information. The combined application of ceemd and SVM can effectively evaluate the stress of the system, which has strong stability and reliability, can effectively evaluate the stress of the hull structure, and collect a number of real-time information in the ship operation, so that the decision-makers can fully grasp the actual situation of the ship in motion, effectively monitor the safety of the ship in the process of driving, and escort the safe navigation.

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On the Construction and Practice of Curriculum System for Applied English Major in Higher Vocational Colleges

Liyuan Liu

JiLin Agricultural Science and Technology University, JiLin 132000, China

Abstract: With the rapid development of modern economy, the curriculum of higher vocational education has changed. Some opinions on improving the teaching quality of Higher Vocational Education issued by the Ministry of education points out that curriculum construction is the core of improving teaching quality. Higher vocational colleges should actively cooperate with enterprises and reform the curriculum system and teaching content according to the requirements of professional posts. In recent years, the reform of Applied English curriculum system has been explored to form a curriculum system with the characteristics of higher vocational education, so as to improve the quality of personnel training. This paper analyzes the current situation of the curriculum of Applied English in higher vocational colleges, and carries out the design and Research on the curriculum system of Applied English in higher vocational colleges.

Key words: Higher vocational education; Applied English; Curriculum system construction

1. INTRODUCTION

Practice teaching is an important part of higher vocational education system and an important way to cultivate students' major and knowledge. It plays an important role in the teaching of Applied English talents. With the adjustment of China's industrial structure, China has formulated the strategy of vigorously developing higher vocational education, and many new professional posts have been created in many fields. How to cultivate innovative talents with strong practical ability in Higher Vocational English major is very important to meet the needs of new posts. After studying the spirit of "the decision of the State Council on vigorously developing vocational education", combining with the problems faced by the front-line teaching of English department in higher vocational colleges, this paper explores the talent training mode to meet the needs of modern enterprises. In order to solve the problems that people's criticism of vocational education mainly focuses on the weak practicality and the lack of emphasis on the working process, this paper discusses the construction of professional curriculum system based on the requirements of enterprises for post knowledge structure.

2. CURRICULUM SYSTEM CONSTRUCTION PLANNING OF APPLIED ENGLISH MAJOR IN HIGHER VOCATIONAL COLLEGES

The application English major in Higher Vocational Colleges in China started late, and the construction of

professional curriculum system emphasizes theory; the content lacks the knowledge points involved in the post; the main body of curriculum development and implementation is single; the participation of enterprises is low; the cultivation of students' problem-solving awareness is insufficient. The concept design of vocational education curriculum based on working process was proposed by Professor runner of the Institute of technical education, University of Bremen, Germany. Aiming at the disadvantages of traditional vocational education and work position separation, the working process is a complete work process to complete the work task [1]. It provides a new path for the construction of the curriculum system of Applied English major in higher vocational colleges.

The training objectives of English department in higher vocational colleges should be based on the characteristics of higher vocational education, and make full use of the role of school enterprise cooperation committee by listening to the opinions of employers. The purpose of Applied English major is to cultivate talents of foreign languages in economy and trade who are well-developed and adapt to China's entry into WTO. Students are required to be proficient in trade and other professional basic knowledge, and meet the requirements of technical application-oriented talents who can freely use English for economic activities. Professional oriented job groups include employees of foreign institutions in China, foreign trade enterprises, foreign hotel sales personnel, etc. Through the school study, students need to pass the English language certificate, application English professional certificate; in the school organization training to obtain the computer grade certificate and other tool skills certificate.

Professional teaching plan is the overall design of talent training objectives and training process, which requires professional teaching institutions to contact employers and organize experts to conduct post analysis. In the course structure of higher vocational education, it is necessary to establish a curriculum system centered on the theoretical knowledge required by the occupation rather than emphasizing the systematizations of discipline theory. In order to enhance the practical ability of English Majors in higher vocational colleges, we should emphasize the practicability of the course, the cultivation of practical ability and the combination with professional qualification. Some opinions on improving the teaching quality of Higher Vocational Education issued by the Ministry of education emphasizes that we should pay

attention to the double qualification structure of teachers and the construction of teaching staff is the lifeline of the college. The construction of teaching staff is the focus of teaching reform.

3. CONSTRUCTION OF CURRICULUM SYSTEM OF APPLIED ENGLISH MAJOR IN HIGHER VOCATIONAL COLLEGES

Starting from the training objectives of Applied English majors, the curriculum system is constructed according to the main line of determining the specialty facing the post group analyzing and summarizing the action field of the post group and designing the learning situation of the professional learning field. After China's accession to the WTO, the number of foreign-related enterprises has increased, and the instrumental features of English have become increasingly obvious. Employers need applied talents with foreign business operation ability.

According to the basic principles of curriculum teaching, after many years of teaching reform practice, we have cultivated the cultural quality adapting to the development direction of the professional field, good innovation spirit, corresponding practical skills, and skilled knowledge and skills related to secretary work Applied talents [2]. Curriculum development is carried out around the construction objectives. According to the professional education objectives, the vocational post elements of the education industry are analyzed, and the learning characteristics of students are analyzed. The professional construction Steering Committee is established to develop professional courses.

Applied English is a major with a wide range of subjects, and its specialty is not obvious. The main employment units of Applied English major graduates are foreign-related departments of enterprises and institutions. They can be engaged in such positions as accompanying interpreter, foreign trade salesman, management of foreigners, etc. According to the current situation of talent demand in the industry, applied English major mainly cultivates interdisciplinary talents with professional quality and cross-cultural communication ability in English, engaged in foreign affairs management, international trade and other business work. After clarifying the training objectives of Applied English professionals, the interview found that English is a necessary skill in foreign affairs, enterprises require English as an accessible working language ability, pay attention to new people starting from grass-roots posts, and English graduates should have strong ability to move jobs and transform into compound talents through self-learning.

Based on the working process, according to the typical tasks of the enterprise, the curriculum of professional learning field is constructed, and the typical work tasks are integrated according to the complexity of the ability. According to the cognitive law, the basic learning field needed by the professional learning development is analyzed, and the professional post practice is constructed to construct the curriculum system of Applied English major; the applied English major is constructed as a main

line comprehensive curriculum body guided by the working process Department, focusing on the cultivation of professional ability of Applied English posts, combines English language ability with professional quality in personnel training, and combines internal and external training; vocational and technical course modules include basic English, audio-visual oral, etc.; professional ability course modules include foreign affairs etiquette training, English translation training, business negotiation practice, etc.; vocational certificate module includes cross translation training The course helps students obtain translation qualification certificate, and business English course helps students obtain BEC certificate. Public basic courses include mental health and career guidance. According to the training objectives of Applied English majors, the learning situation of courses in the learning field is designed, and the training scheme of Applied English talents is formed.

The reverse design method is to construct the curriculum based on employment orientation. According to the post requirements of the industry, the key vocational technology of talents is analyzed and determined, the required core technology courses are set up, and the curriculum system of higher vocational education is constructed to reflect the curriculum concept of higher vocational education and aim at the change of talent market demand from the perspective of improving the overall requirements of students' political ideology and scientific quality. According to the needs of industry and enterprise development, the integrated course content is selected. Form English listening and speaking class, reading and writing class and business class curriculum system. Design the learning environment of learning field to complete the work task, integrate the post skill requirements of working process into the course content, and integrate the vocational skill qualification certificate with the course teaching content.

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A Study of Allusions and Allusive Words Translation in The Governance of China

Xiaoxi Liu¹, Yuanjuan Li²

¹*School of Foreign Languages, Qilu University of Technology (Shandong Academy of Sciences), Jinan, Shandong 250101, China*

²*School of Foreign Languages and Literature, Yunnan Normal University, Kunming, Yunnan 650500, China*

Abstract: The Governance of China contains a large number of culture-loaded allusions and allusive words, i.e. the ancient stories quoted in poems and proverbs etc. This paper targets at delving into specific translation strategies and methods of allusions and allusive words in both Chinese and English versions of the book, in hope of providing a novel perspective of research. Based on the categories and characteristics of allusions and allusive words, two translation strategies (domestication and foreignization) and three translation methods (literal translation, free translation and borrowing) adopted in the rendering process are discovered by means of case study. **Keywords:** Governance of China; Allusions and allusive words; Translation strategies and methods

1. INTRODUCTION

As one of the big powers on today's international stage, China has drawn attentions from worldwide. Therefore, the Publicity Department of the CPC Central Committee published The Governance of China to help readers at home and abroad understand the essence of Socialism with Chinese Characteristics. This paper focuses on the culture-loaded allusions and allusive words in both Chinese and English versions of the book so as to present Chinese culture and wisdom to foreign readers [1-10].

2. ALLUSIONS AND ALLUSIVE WORDS

2.1 Definition

Ci Hai defines allusions as "ancient stories and words with an origin or source, both cited in literary works". The Oxford Advanced Learner's Dictionary defines allusion as "something that is said or written that refers to or mentions another person or subject in an indirect way". Allusive words originate from poems or historically noted events in which their indirect references root. It is the heuristic reference of stories that provides allusive words with a brand-new meaning.

2.2 Classification in The Governance of China

2.2.1 Classification of Allusions

The most frequently cited allusions in the book can be divided into four categories.

2.2.1.1 State Governance

The book puts a paramount weight on state governance by quoting numbers of state governing allusions. For example,

CH: Xian tian xia zhi you er you, hou tian xia zhi le er le.

EN: Be the first to worry about the affairs of the state and the last to enjoy oneself.

2.2.1.2 Responsibility

Shaping billions of people up to responsible citizens

remains the main target of a government. For example,
CH: Tian xia xing wang, pi fu you ze.

EN: Everyone is responsible for his country's rise or fall.

2.2.1.3 Honest

Honest stands as one of the most indispensable noble characters of a great soul. For example,

CH: Yan bi xin, xing bi guo.

EN: Be true in word and resolute in deed.

2.2.1.4 Ambition and Faith

A successful career cannot be in lack of an ambitious aspiration and firm faith.

CH: Gong chong wei zhi, ye guang wei qin.

EN: One must have great ambition and make tireless efforts to achieve great exploits.

2.2.2 Classification of Allusive Words

The most frequently cited allusions in the book can be divided into four categories.

2.2.2.1 People

CH: Zui weng zhi yi bu zai jiu. (selected from Record of the Tippler's Pavilion)

EN: "Zui weng" is an allusive word referring to someone with ulterior motives.

2.2.2.2 Objects

CH: shang fang bao jian (selected from The History of the Former Han Dynasty)

EN: "Shang fang bao jian" is an allusive word indicating the sword given by the ancient emperor as a sign of power. "Shang fang" was the place where the emperor kept his sword. "Bao jian" was a treasured sword collected by the emperor.

3. TRANSLATION STRATEGIES AND METHODS

3.1 Translation Strategies

3.1.1 Domestication

According to Li Teng, "domestication refers to target-culture-oriented translation in which unusual expressions of target culture are exploited and turned into some familiar ones in order to make the translated text intelligible" (Li, 2014). In a word, domestication makes the translated text conform to westerners' reading preference because it aims at absorbing foreign culture into its own.

3.1.2 Foreignization

Li Teng points out that "foreignization is a source-culture-oriented strategy which endeavors to retain foreign flavor as to transfer the source language and culture into the target one. Its advantages include preserving essence of source text and meeting the demands of TL readers" (Li, 2014).

3.2 Translation Methods

3.2.1 Literal Translation

According to Chen, "LT is a way by which the rhetoric and regional characteristics are preserved in the target language (TL). The aim of LT is to maintain the national source of language (SL) -- allusions or allusive words, while not violating the language principles of TL. Translators should strive to retain the figurative image, rhetorical devices and the national characteristics of the original allusions or allusive words." (Chen, 2009)

3.2.2 Free Translation

FT stands as a translation method that strives to make the translation in accordance with the reading habits of the target readers as far as possible in terms of word selection, syntactic structure, image metaphor, and stylistic features.

3.2.3 Borrowing

Sometimes translator will borrow a term directly from the target language for two major reasons. For one thing, the cultural connotations in SL are difficult to be explained. For another, there might be one popular term equivalent to the original expression in TL.

4. CASE STUDY BASED ON THE GOVERNANCE OF CHINA

4.1 Translation Strategies

4.1.1 Domestication

CH: ke zhou qiu jian

EN: Any approach that ignores the changing circumstances.

Domestication can minimize the cultural gap between SL and TL. "Ke zhou qiu jian" is a traditional Chinese allegory which describes a behavior of taking measures without attention to changing circumstances. Readers cannot tell its inner meaning through literal translation unless the whole story was unfolded. That's why the literal translation "someone carves the boat attempting to find his sword back" can't make TL readers understand its meaning. In this case, domestication solves the problem of obscurity.

4.1.2 Foreignization

CH: Chang feng po lang hui you shi.

EN: Forge ahead like a gigantic ship breaking through strong winds and heavy waves.

In Chinese poetry, there are many images with symbolized connotations. As for this allusion, "chang feng" was translated into "strong winds" and "po lang" into "breaking through heavy waves". Thanks to foreignization, those characteristic images have been kept and the western readers can feel the immense power of nature in this picture.

4.2 Translation Methods

4.2.1 Literal Translation

CH: Zhong ren shi chai huo yan gao.

EN: When everybody adds wood to the fire, the flames rise high.

Adding wood to the fire will make it burn brighter. By means of literal translation, the English version not only conjures up a vivid image for target readers, but also conveys the original cultural information, which facilitates the cultural exchange China and English-speaking countries.

4.2.2 Free Translation

CH: yi lin wei he

EN: Shift one's problems onto others.

This allusive word originates from a Chinese ancient story that a nation capitalized its neighbor as a sewage collection station and took advantage of it. If the translator conveyed its meaning via word-for-word translation, the target readers must be confused. Hence, adopting free translation, then expressing its inner meaning, is a more appropriate approach.

4.2.3 Borrowing

CH: Yu he xiong zhang bu ke jian de.

EN: You cannot have your cake and eat it.

The western readers do not have much clue about "xiong zhang" (the paw of a bear) in that it does not bear much references in their culture. But cake is a common dessert in westerners' daily life. So replacing "the paw of a bear" with "cake" through borrowing can bridge the gap between the SL and TL cultures.

5. CONCLUSION

In this paper, definitions of allusions and allusive words are presented; major classification of allusions in *The Governance of China* is found out; and the translation strategies adopted are organized quantitatively. However, due to the limitations of the research, it is recommended that relevant studies of allusions and allusive words be carried out in the future.

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Subtitle Translation for humors--Crosstalk

Wenwan as a Case Study

Yinong Tian

School of Humanities and Communication Arts, Western Sydney University, Sydney 2050, Australia

Abstract: These years have witnessed a phenomenon that researches in humor translation has increased considerably. Focus was earlier placed on cultural-loaded words and jokes in traditional formats, and more recently on the crosstalk translation. This article presents a part of the subtitled translation of WENWAN by Meng Hetang and Zhou Jiuliang from Deyunshe to analyze the elements of humor travelling across languages, cultures (Chinese and English) and different translation methods. The analysis is generally based on the method designed by a Spanish scholar Juan José Martínez-Sierra. Moreover, I also combine the quantitative method and qualitative method to find out the differences between Chinese subtitle and English subtitle.

Keywords: Humor; Subtitle translation; Crosstalk

1. INTRODUCTION

With the increasing improvement of technology, the globalization processes have fostered the exchange of information and cultural messages. Therefore, we have been used to acquire knowledge on screens, which have nearly colonized both the private and public spheres[1-8]. Since the recent emergence of Deyunshe, one of the crosstalk groups in China, traditional and modern crosstalk has become more and more popular among the public. However, it is quit difficult for English native speakers to enjoy the fun in crosstalk because of some translation issues loaded in the source text (ST) and target text (TT).

In September 15 2018, a TV show called XIANGSHENGYOUXINREN was an enormous success. Among these crosstalk in this show, WENWAN from Deyunshe was the most popular one. The most interesting part in this crosstalk was selected as ST in this research. There are two basic objectives of the study which are carried out in order to write this thesis. The first one is to use the theoretical frame by Juan José Martínez-Sierra to identify the tendencies in humor transfer. The second objective is to provide some suggestions for translating crosstalk in subtitle.

2.THE OLD WORLD OF HUMOR TRANSLATION

Humor, as an essential part of everyday communication and an important component of innumerable literary works, is rooted in a specific cultural and linguistic context. Although humor seems to be ordinary in everyday life, it is found to be much more ambiguous and indefinable as a theoretical concept. Repeated attempts have been made to define the essence of humor from sociological and psychological, as well as from linguistic perspectives(Katia Spanakaki 2007). However, little importance was attached to the perspective of linguistic

elements.

It is doubted that an all-embracing definition of humor could be formulated (see Attardo, 1994:3). What's more, the translation of humor in subtitle is more difficult than that in written style. By linguistics maps of humor, Schmidt-Hidding has also tried to clarify the translation problem. However, the result was not practical to be used into translation.

3.THE OLD WORLD OF CROSSTALK

Deyunshe, in twenty years, has not only made itself a role model of commercialized crosstalk performing groups but also promoted the commercialization of crosstalk industry. At the same time, known as crosstalk, Xiangsheng (simplified Chinese: Cross talk; pinyin: xiàngshēng; literally: 'face and voice'), is a traditional Chinese comedic performing art(<https://en.wikipedia.org/wiki/Deyunshe>. (n.d.). Retrieved September 6, 2019). For many years, it has been discussed a lot academically from commercial perspective. However, it has some limitations on these researches. Firstly, the number of academic literature focusing on the translation and its analyse of crosstalk is fairly small. What's more, few researchers attach great importance to the cultural barriers and corresponding translation strategies.

4.A CASE STUDY OF WENWAN

4.1Defining wenwan

WENWAN was a duikou Xiangsheng performed by Meng Hetang and Zhou Jiuliang. It talks a story about Zhou's father who enjoys traditional Chinese handicrafts called wenwan. In fact, wenwan consists of many different handicrafts, including artworks, collectives, carvings, decorations, ornaments and trinkets. As a hobby, It also epitomizes an abstract cultural ideal of being educated.

There were also some reasons to choose Wenwan. The most important reason is that Wenwan in Chinese and English versions has many humors which are unique and typical to analyze. In the case of Wenwan, the content of humor directed to the audiences with all ages is a guarantee of interesting and complex research material. The second reason is linked directly with the features of the Chinese subtitled version. For the Chinese version of traditional crosstalk, it always has a fast speed of talking and has diversified content in culture. As a result, the lack of naturalness and its poor quality of translation create the difficulty for the audiences to understand the hidden meanings of the crosstalk.

4.2 Corpus

Several corpus are used into this research. To begin with, the first is Corpus of Contemporary American English,

which is a large corpus of American English and also is the most widely-used corpus of English. The second is called British National Corpus. The BNC is closely related to many other corpora of English and also offer paralleled insight into variation in English.

4.3 Theoretical Frame

The study is based on the taxonomy of humorous elements formulated by Juan José Martínez-Sierra (2005), who used it to analyze audiovisual jokes in the popular American animated series *The Simpsons*. According to Martínez-Sierra (2005: 290-291), there are eight humorous elements, including community-and-Institution (elements bound to a concrete culture), Community-Sense-of-Humor (topics which appear to be more popular in certain communities than in others), Linguistic (elements based on linguistic features), Visual (humor produced by what can be seen on screen), Graphic (humor derived from a written message inserted in a screen picture), Paralinguistic (non-verbal qualities of voice associated with expressions of emotions as well as narrative silence), Sound (sounds found in the soundtrack with the special effects), and Non-Marked (miscellaneous instances that are not easily categorized).

In order to carry out this part of the study, I choose to use a card designed by José Martínez-Sierra (2005: 293) and modify it to suit my research. The card used is presented below.

Card: 1

Film: wenwan

Minute of the film: 7' 59"

Context: Zhou's father is indulged in playing wenwan. Therefore, some interesting things happened during his daily life.

Chinese source version

Meng Hetang: Xiao shi hou zan ye bu dong

Meng Hetang: Lao ting ta ba ba shuo shen ma shi zi tou

Zhou Jiuliang: Zhezuimingui

Meng Hetang: Wo jiu zhao mo le na bu de yao shou

Zhou Jiuliang: Dui

Zhou Jiuliang: Nin Dai Hui

Zhou Jiuliang: Zen mo hai neng yao shou

Meng Hetang: Ni Zhuo mo ta ba ba ba qu dong wu yuan zhao liang ge shi zi

Meng Hetang: Wng zhe yi dun shuo jin tian wo yao pan ni men

Humorous load: Community-Sense-of-Humor Linguistic English subtitle

Meng Hetang: We don't know when we are young.

Meng Hetang: We often hear that he usually rotate "lions' heads".

Zhou Jiuliang: This is most luxurious.

Meng Hetang: I wonder that rotating "lions' heads" may hurt himself.

Zhou Jiuliang: yes..

Zhou Jiuliang: Why?

Zhou Jiuliang: Hurting himself?

Meng Hetang: Imagine that he finds two lions in the zoo,

Meng Hetang: squatting here, saying that I will rotate you!

Comment:

The joke in the source version is based on two elements

community-and-institutions (a popular polysemy in Chinese) and linguistic (based on linguistic features). "Shi zi tou" here has three meanings. The first refers to lions' heads literally and the second refers to "pork meatballs" and the third refers to a kind of walnuts in wenwan. To begin with, from the perspective of domestication, translating "Shi zi tou" into "shizitou" is an authentic way for the Chinese audiences to know the hidden humor here. From the perspective of foreignization, translating "Shi zi tou" into "lions' heads" is also a convincing way for the English audiences to know the hidden humor here and enjoy the fun. What's more, the verb used in this collocation needs analyzing too. In the corpus of contemporary American English, the frequency of using "hips" after "rotate" is 0.66, the third of the context list. In the British National Corpus, the frequency of using "hips" after "rotate" is 0.51, the sixth of the context text. Therefore, using rotating is quite exact and appropriate. In the next part, "rotate" will be analyzed based on another part of context.

Card: 2

Film: wenwan

Minute of the film: 7' 59"

Context: Zhou's father is indulged in playing wenwan. Therefore, some interesting things happened during his daily life.

Chinese source version

Meng Hetang: Nin Zhuo Mo

Meng Hetang: Na Lin Pian Gen Xiao Dao Zi Si De

Meng Hetang: Na long zhua he xiao zhui zi si de

Meng Hetang: Jiu jian ta ba ba pan wan yi hou

Meng Hetang: Na gen diao

Meng Hetang: Hong mu de

Zhou Jiuliang: Xue dou zi chu qu le bu shi

Meng Hetang: Pan yi hui jiu mei xue le

Zhou Jiuliang: Shi

Meng Hetang: Jiu sheng yi si xue

Meng Hetang: Peng yi xia jiu si

Meng Hetang: Zhan zhe bu dong le

Zhou Jiuliang: Nin deng deng... wo ba zhe shi gan shen ma

Meng Hetang: Hui cheng jia xue

Humorous load: Community-Sense-of-Humor Linguistic English subtitle

Meng Hetang: Think twice.

Meng Hetang: Scales are similar with knives.

Meng Hetang: Paws are similar with cones.

Meng Hetang: When he finishing rotating,

Meng Hetang: that sculpture

Meng Hetang: will definitely become red-wood.

Zhou Jiuliang: The blood will definitely burst out.

Meng Hetang: No blood will left then.

Zhou Jiuliang: Yes.

Meng Hetang: Only few blood left.

Meng Hetang: He will die if someone touch him.

Meng Hetang: So, he stand still.

Zhou Jiuliang: Why? What's wrong with him?

Meng Hetang: He is recalling in LOL!

Comment:

The joke in the source version is based on two elements

community-and-institutions (a popular polysemy in Chinese) and linguistic (based on linguistic features). "Hui Cheng Jia Xue" here has two meanings. The first refers to an ability that every summoner has, regardless of champion chosen. The spell allows its champion to hard channel for 8 seconds (or 4.5 seconds in Dominion) and teleport back to their respawn pool after the channel is completed (provided the channel is not interrupted), and the second refers to the condition in this crosstalk that Zhou's father has lost too much blood and therefore he needs to do the blood transfusion as soon as possible. To begin with, from the perspective of domestication, translating "Hui Cheng Jia Xue" into "huichengjiaxue" is an authentic way for the Chinese audiences to know the hidden humor here. From the perspective of foreignization, translating "Hui Cheng Jia Xue" into "He is recalling in LOL!" is also a good way for the English audiences and enjoy the fun. However, the hidden humor will naturally lose in this translation. In the corpus of contemporary American English, "recalling" often use with "days" or "past", the frequency of using "recalling" is 0.24, which is quite high. In the British National Corpus, the frequency of using "recalling" with "memory" is 138 of 42788, the percentage is about 0.32%. Therefore, some interpretative should be added into the translation in order to make the audiences know the meaning in a more natural way. In the conclusion, without the added information "LOL", the targeted audiences will not be able to understand the intended meaning.

5.CONCLUSION

The results obtained from the detailed analysis allow us to draw several conclusions regarding the translation of humor in subtitling. First of all, it should be pointed out that regardless of the language or the method of translation, the target texts tend to contain less humorous elements than the source texts. Therefore, it is quite difficult for translators to convey all the information and humor in the targeted texts.

It is also clear that compared to the perspective of foreignization, the subtitled versions based on domestication preserve more of the original humorous load and contain less difficulties of understanding in general. This conclusion is valid for subtitling in general, irrespective of the language of the target text. In other words, it means that domestication in general is closer to the source text as far as the quantity and the quality of the humorous context is concerned.

There is one more observation that we can draw from this study, which concerns Shrek in particular. It is quite probable that the fact that almost half of the humorous

elements in this animated film belong to the category of visual and non-marked is not accidental. What's more, based on the analysis from the crosstalk Wenwan, it is crucial for the translators to understand the implied meaning and hidden meaning at the same time. Then, they also need to think about the background information of the targeted audiences and apply the proper translation theories into the translation.

However, there are some limitations in this study. Firstly, the length of texts may be short. As a result, little importance was given to analyzing other crosstalk and the translation strategies could only be applied into a small number of texts in real translation tasks. Secondly, the quantitative analysis alone does not present a full picture of the differences in humor transfer between Chinese and English. Translation can suffer not only from a quantitative but also qualitative losses or changes. Therefore, in the following research, the qualitative losses will be analyzed in detail. What's more, the translation can also change type or even be added when they lose some meaning. So, the following research will enable me to observe the type changing out of the sixteen linguistic humorous elements.

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Double PWM Tri-Level Inverter Integration Control Research

Wang Jue

Nanjing Normal University Taizhou College, Taizhou 225300, China

Abstract: This paper introduces high-voltage high-power inverter, virtual flux based direct power control for PWM rectifier, reduces the number of AC voltage sensor and system cost, which to improve the dynamic response speed and anti-jamming ability. Based on rotor flux vector control technology for PWM inverter are adopted. The results obtained in simulations show good performance of the proposed system.

Keywords: Tri-level; Double PWM inverter; Virtual flux

1. INTRODUCTION

The traditional front-end rectifier of AC-DC-AC converter mostly adopts diode rectifier or phase-controlled rectifier. This method has the disadvantages of serious current waveform distortion, low power factor, large harmonic content, unable to realize bidirectional flow of energy, and slow dynamic response of the system. According to its topological structure, dual PWM inverter can be divided into Dual PWM two-level converter and double PWM multi-level converter. For Dual PWM two-level inverter, its power devices have to bear a larger voltage (1/2 of the DC bus voltage), and can only output two levels of phase voltage ($U_{dc}/2$, $-U_{dc}/2$), and the dv/dt is large, there is a more serious common mode voltage problem, when the output harmonic is large, when the need for higher carrier frequency, the switching loss of power devices is large. The three-level structure is widely used in double PWM multi-level inverter. It can output three levels of phase voltage ($U_{dc}/2, 0, -U_{dc}/2$), which can reduce the common mode voltage and harmonic, improve the quality of the output waveform under the same switching frequency, switch at a lower frequency, with less loss and high efficiency, and can make each power device bear a lower voltage Voltage, whose value is reduced to half of the two-level structure [1].

The main circuit structure of double PWM three-level inverter is shown in Figure 1. The circuit structure is completely symmetrical, which is generally called "back-to-back" structure.

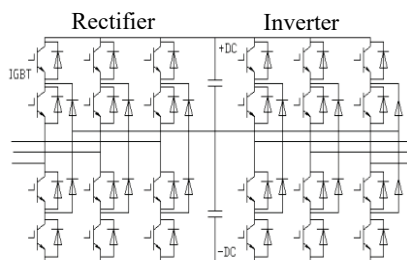


Figure 1 Structure of double PWM three level inverter
The output voltage of the inverter is composed of three

levels ($U_{dc}/2, 0, -U_{dc}/2$) on the DC bus. Figure 2 is the basic structure diagram of single-phase three-level inverter. It has four main switching devices, four freewheeling diodes and two clamping diodes. When S_{a1} and S_{a2} are on at the same time, the level of U_A at the output point of bridge arm is $U_{dc}/2$, where U_{dc} is the DC bus voltage; when S_{a2} and S_{a3} are on at the same time, the output level is 0; when S_{a3} and S_{a4} are on at the same time, the output level is $-U_{dc}/2$. For the three-phase three-level inverter composed of three bridge arms, according to different switch combinations of three-phase bridge arms, 27 switching modes of three-level inverter can be obtained finally [2].

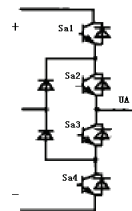


Fig. 2 basic structure of single phase three level inverter

2. CONTROL OF DOUBLE PWM THREE LEVEL INVERTER

Figure 3 Shows the structure of Dual PWM three-level inverter speed regulation system. It can be seen that the structure of Dual PWM inverter speed regulation system is composed of PWM rectifier and PWM inverter. The rectifier of Dual PWM inverter controls the stability of DC bus power supply and adjusts the power factor of grid side. At present, most of the rectifier control strategies are voltage oriented control, which has the advantage of constant switching frequency. However, the accuracy of current control is greatly affected by reactor parameters, which requires rotating coordinate transformation and decoupling of active power and reactive power, and the power factor is low compared with virtual flux direct power control. In order to solve the above problems, this paper adopts the direct power control theory of virtual flux linkage, that is, the rectifier part of Dual PWM inverter uses a virtual flux link power estimator to replace the voltage sensor, which reduces the number of AC sensors and the cost of the system. At the same time, it has a simple, anti-interference power prediction algorithm, which is easy to achieve higher power factor and lower power factor in digital signal processor THD (total harmonic distortion) has a very low sampling frequency and good dynamic characteristics compared with voltage-oriented control. It can realize coordinate conversion and decoupling control of active and reactive devices.

The inverter of Dual PWM inverter adopts rotor flux

oriented vector control. The mathematical model of asynchronous motor reconstructed by coordinate transformation is equivalent to DC motor. The vector

control method can not only match the DC motor in the speed range, but also control the torque and flux linkage of asynchronous motor in real time[3-4].

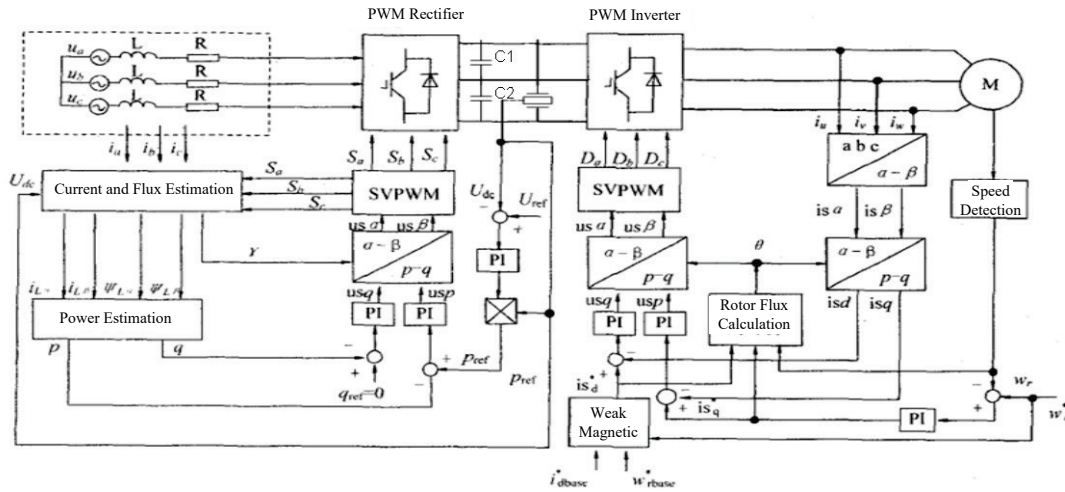


Fig. 3 Structure of double PWM three level inverter

2.1 Rectifier design

The AC input circuit of Dual PWM inverter is regarded as a virtual AC motor, and the resistance and inductance of AC side can be equivalent to stator resistance and stator leakage inductance. u, i are AC side voltage and current. $u_\alpha, u_\beta, i_\alpha, i_\beta$ are AC side voltage and current in α - β . $u_{s\alpha}, u_{s\beta}$ are the components of input voltage u_s in α - β of rectifier link. $\psi_{l\alpha}$ and $\psi_{l\beta}$ are the components of virtual flux vector ψ_l in α - β of AC side. In the α - β coordinate system, ignoring the line resistance, the voltage and current of rectifier link meet the following relationship:

$$u = u_s + \frac{L di}{dt}$$

$$\text{Then there are } \begin{bmatrix} u_\alpha \\ u_\beta \end{bmatrix} = \begin{bmatrix} u_{s\alpha} + \frac{L di_\alpha}{dt} \\ u_{s\beta} + \frac{L di_\beta}{dt} \end{bmatrix} \quad (1)$$

We can know the flux linkage equation:

$$\psi_l = \int u dt = \int (u_s + \frac{L di}{dt}) dt$$

$$\text{Then there are } \begin{bmatrix} \psi_{l\alpha} \\ \psi_{l\beta} \end{bmatrix} = \begin{bmatrix} Li_\alpha + \int u_{s\alpha} dt \\ Li_\beta + \int u_{s\beta} dt \end{bmatrix} \quad (2)$$

The relationship between u_s , $u_{s\alpha}$, $u_{s\beta}$ and U_{dc} was as follows

$$u_{s\alpha} = \frac{2}{3} U_{dc} \left[S_a - \frac{1}{2} (S_b + S_c) \right]$$

$$u_{s\beta} = \frac{1}{\sqrt{3}} U_{dc} (S_b - S_c) \quad (3)$$

S_a, S_b and S_c are the switching states of each phase of rectifier.

According to formula (2), the virtual flux angle can be calculated as

$$\sin \gamma = \frac{\psi_\beta}{\sqrt{\psi_\alpha^2 + \psi_\beta^2}}$$

$$\cos \gamma = \frac{\psi_\alpha}{\sqrt{\psi_\alpha^2 + \psi_\beta^2}} \quad (4)$$

The instantaneous power of virtual flux is as follows:

$$p = \frac{d\psi_\alpha}{dt} i_\alpha + \frac{d\psi_\beta}{dt} i_\beta + \omega (\psi_\alpha i_\beta - \psi_\beta i_\alpha) q$$

$$= \frac{d\psi_\beta}{dt} i_\alpha - \frac{d\psi_\alpha}{dt} i_\beta + \omega (\psi_\alpha i_\alpha + \psi_\beta i_\beta)$$

When the grid voltage waveform is symmetrical and only contains fundamental components, and the differential of flux linkage amplitude is equal to 0, the calculation of instantaneous power of flux linkage can be simplified as follows

$$p = \omega (\psi_\alpha i_\beta - \psi_\beta i_\alpha)$$

$$q = \omega (\psi_\alpha i_\alpha + \psi_\beta i_\beta) \quad (5)$$

2.2 inverter design

The inverter side of Dual PWM inverter is connected with asynchronous squirrel cage motor, and rotor flux oriented vector control is adopted. The three-phase stator currents i_u, i_v and i_w of AC motor are transformed from three-phase static coordinate system to two-phase static coordinate system to obtain $i_{s\alpha}, i_{s\beta}$, and then the two-phase stationary coordinate system is transformed into two-phase rotating coordinate system, so that the d-axis is along the direction of rotor flux. The excitation current component i_{sd} and torque current component i_{sq} of AC motor are obtained, which are equivalent to the excitation current and torque of DC motor respectively. Current, can imitate the control method of DC motor to control AC motor. Direct vector control is also called direct vector control through closed-loop control of flux linkage and speed.

$\psi_{r\alpha}, \psi_{r\beta}$ are the components of rotor flux vector ψ_r in α - β ; L_r, L_m are the self inductance and stator of rotor winding and mutual inductance between rotor windings; R_r is the resistance of rotor winding. Calculation formula of rotor flux linkage:

$$\begin{bmatrix} \psi_{r\alpha} \\ \psi_{r\beta} \end{bmatrix} = \begin{bmatrix} L_m i_{s\alpha} + L_r i_{r\alpha} \\ L_m i_{s\beta} + L_r i_{r\beta} \end{bmatrix}$$

The formula of rotor current $i_{r\alpha}, i_{r\beta}$ is as follows

$$\begin{bmatrix} i_{r\alpha} \\ i_{r\beta} \end{bmatrix} = \begin{bmatrix} \frac{1}{L_r} (\psi_{r\alpha} - L_m i_{s\alpha}) \\ \frac{1}{L_r} (\psi_{r\beta} - L_m i_{s\beta}) \end{bmatrix}$$

There is also the relationship between u_{rd} , u_{rq} and rotor current i_{ra} , $i_{r\beta}$

$$\begin{bmatrix} u_{rd} \\ u_{rq} \end{bmatrix} = \begin{bmatrix} L_m i_{sd} + L_r i_{rd} \\ L_m i_{sq} + L_r i_{rq} \end{bmatrix}$$

Considering that the cage rotor is short circuited, then $u_{rd}=u_{rq}=0$. Finally, ψ_r can be calculated from ψ_{ra} , $\psi_{r\beta}$

$$\psi_r = L_m i_{sd} / (1 + T_r p)$$

Where $T_r=L_m/R_r$ is the electromagnetic time constant and p is the differential operator representing d/dt .

The relationship between the stator frequency ω_1 and the speed ω_r of the motor is as follows

$$\omega_1 = \omega_r + \omega_s$$

Where the slip ω_s is

$$\omega_s = \frac{L_m i_{sd}}{T_r \psi_r}$$

2.3 Dual PWM integrated control scheme

The traditional dual PWM control scheme is to isolate and decouple the rectifier bridge and the inverter bridge through the DC side large capacitance, and the rectifier and inverter link adopt PWM control respectively. When the load changes suddenly, the DC capacitor voltage will fluctuate greatly. In order to reduce the fluctuation, the capacitance should be increased. However, the reliability of the whole device is greatly affected by its huge volume, high price and short service life. If the rectifier bridge can not stop the DC bridge, it will not only reduce the DC capacity of the whole system, but also eliminate the negative effect on the DC bridge.

In this paper, the voltage and PI regulator of DC bus are detected to realize the power feedback. The active power and the active power of rectifier part are generated by PI regulator and coordinate transformation to generate SVPWM driving signal to control IGBT turn off and on. The unified control of rectifier side and inverse converter side of Dual PWM inverter is realized. For the dual PWM inverter, the system can meet the power balance relationship at any time [5].

3. EXPERIMENTAL SIMULATION

The PWM rectifier system adopts double closed loop structure of voltage outer loop and power inner loop. The inverter part of Dual PWM inverter adopts direct vector control of speed and flux double closed loop. The simulation parameters of the system are as follows: the effective value of grid voltage is 220 V, the frequency is 50 Hz, the AC side inductance is $L = 1.6$ mH, the input side resistance is $R = 0.1\Omega$, the DC side capacitance $C_1=C_2=4000\mu F$, the given DC bus voltage $U_{ref}=750V$, and the switching frequency is 1kHz. The parameters of the motor are $R_s=0.435\Omega$, $R_r=0.816\Omega$, $L_s=2mH$, $L_r=2mH$, $L_m=0.069H$, $J=0.19kg\cdot m^2$, the pole number is 2, and the given speed is 1400r/min. Figure 4 shows the waveform of voltage and current at the grid side. The input current and voltage are basically in the same phase, the harmonic content is small, and the power factor is approximately 1.

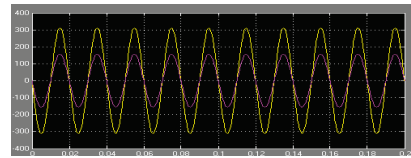


Figure 4 Vaoltage and current waveform at network side
It can be seen from Figure 5 that the output DC voltage of the system is 750V during steady-state operation, which is consistent with the given value, and the waveform is relatively straight.

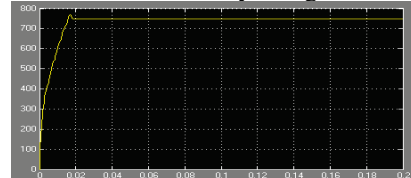


Figure 5 Output DC voltage

Fig. 6 and Fig. 7 show the stator current waveform and motor speed of the motor. It can be seen from the waveform that the stator current basically remains unchanged during the starting process to realize constant current starting; the speed rises steadily and reaches the given speed in 0.35s, and the motor works normally and stably.

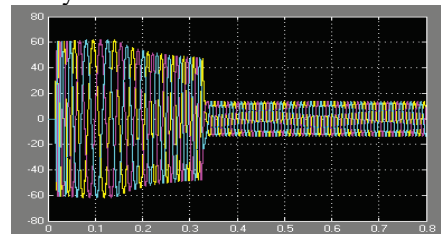


Figure 6 Stator current

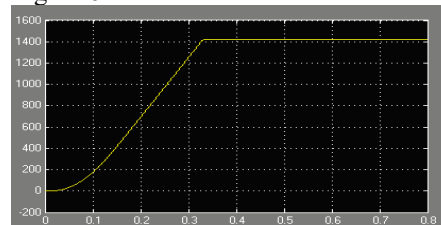


Figure 7 Motor speed

4.CONCLUSION

In this paper, the rectifier part of Dual PWM three-point flat inverter adopts the direct power control strategy of virtual magnetic connection. The input current of grid side is close to sine wave, the harmonic content is small, and the power factor is high. The virtual flux link power estimation replaces the grid side voltage sensor and reduces the system cost. The inverter adopts direct vector control, which is convenient to control. Dual PWM inverter power integration control can stabilize DC voltage of bus, transfer active power to DC side effectively, and improve system stability and energy utilization.

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Research on Curriculum System Construction of Applied Talents Cultivation for Economics Specialty in Local Universities

Lanqi Song, Siqi Jia

School of Economics Changchun University, Changchun 130022, Jilin, China

Abstract: The training of economic talents in local universities should take meeting the needs of local economic development as the core, and the training should be application oriented. The establishment of a talent training system consistent with the training objectives is the guarantee for the realization of talent training. The curriculum system is an important part of the talent training system. Based on the analysis of the construction principles of the curriculum system for applied talents cultivation in economics major in local universities, this paper discusses the contents of the curriculum system, and puts forward the evaluation criteria for the effect of the curriculum system from the four dimensions of experts, students, graduates and social personnel.

Keyword: Local university; Economics specialty; Applied talents cultivation; Curriculum system

1. INTRODUCTION

The orientation of personnel training is the ideal design of the main body of the school to cultivate what kind of people, and it is the concrete manifestation of the dialectical unity of the idea of running a school with the purpose and regularity.[1] The orientation of undergraduate education in economics is mainly divided into two categories: academic and applied. The training of academic talents should be accomplished mainly by 985, 211 or first-class discipline colleges. Most of the local colleges and universities should set up this major to serve the local social and economic development of applied talents as the orientation of talent cultivation. The author considers that local colleges and universities talent cultivation orientation of economics specialty should be followed: to serve the local economic development for the purpose, in order to meet the social demand for talents who can "specialize in one area and have multiple skills in management and management", and take this as the guidance, comprehensively implement the "strong foundation, integration, wide scope and application of educational concept, cultivate application-oriented economic professionals with solid economic theoretical knowledge, strong problem-solving ability, high comprehensive quality, and international vision, innovative spirit and entrepreneurial consciousness. The important guarantee to realize the goal of talent training is the setting of curriculum system, which should keep a high degree of conformity with the orientation of talent training.

2. PRINCIPLES OF CURRICULUM SYSTEM CONSTRUCTION FOR APPLIED TALENTS CULTIVATION IN ECONOMICS MAJOR OF LOCAL UNIVERSITIES

2.1. It can ensure to shape students' rich economic theory literacy

The applied talents cultivation of economics major in local universities is different from the technical type of higher vocational colleges and the academic research type of double first-class universities. Skilled personnel focus on hands-on operation ability, craftsman spirit training. The emphasis of academic research talents is to have profound economic background and systematic economic analysis framework logic. The talent training of economics major in local colleges and universities is positioned as advanced application type, with special emphasis on the cultivation of students' application and practice ability based on their strong ability to analyze and solve problems, which must be guaranteed by their rich economic theoretical literacy. According to the National Standard for teaching Quality of Economics major, the basic courses of economics major should be reflected in the talent training program, especially the compulsory courses of microeconomics, macroeconomics, political economics and history of Chinese and Foreign economic thoughts, and there should be some emphasis on the class hours allocation. The internationalization mode of economic theory training can be used for reference by the Wang Yanan Institute for Studies in Economics, Xiamen University [2].

2.2. It can provide multiple channels for cultivating students' ability to analyze and solve problems

The cultivation and shaping of students' ability to analyze and solve problems should be accomplished through various ways. Organic combination of the first class and second class, theory teaching with practice closely, effective integration of entrepreneurship education, professional education and innovation subject with all kinds of competition, the close implants, multi-channel, multi-angle to provide opportunities for students, theory pays attention to the basic knowledge of compaction, the second classroom more focus is to cultivate students guided by the theory, solution actual problem ability, pay more attention to the shaping of the creative thinking, innovation and entrepreneurial spirit.

2.3. It can serve the talent cultivation idea of "one major and multiple abilities, managing and communicating"

In response to the development trend of

internationalization, digitization and globalization of social economy, the cultivation of talents, especially senior applied talents cultivation, should reflect the characteristics of compound and cross integration. The curriculum of economics major should follow this principle. Subject foundation and core courses required by applied economics should be integrated into more courses of management subject foundation and core courses, especially related courses such as management, marketing, accounting, and financial management. In the elective courses and practical links, attention should also be paid to digital economy, transnational culture and communication and other related courses.

The complexity is reflected in the curriculum design, which not only sets theoretical courses, but also sets practical courses such as public relations, international business, international business negotiation and business etiquette. Besides, it also has core courses of marketing, management, accounting, and other management disciplines, to realize both economic management and general knowledge. On the premise of unwavering emphasis on the core courses of economics major, core courses related to finance and trade, such as international finance, securities investment, commercial bank operation and management, and international settlement, have been set up.

Table 1: Contents of undergraduate courses of economics specialty based on applied talents cultivation

Curriculum types	Curriculum nature	Curriculum modules	Credits proportion	The main course
Classroom education (Class 1)	Compulsory course	Public Foundation Course	20%	Ideological and political science, foreign language, advanced mathematics, Physical education
		Subject foundation (broad platform) courses	15%	Political economy, Western economics, Accounting, management Finance, finance, Statistics, econometrics
		Professional Core Courses	13%	Industrial economics, regional economics, history of economic thought, etc.
		Practice section (independent setting)	12%	Business etiquette, business management simulation training, business planning training, business communication and negotiation training, business writing training, business data collection and analysis, etc.
		subtotal	55%	
	Elective course	Quality Education curriculum	2%	Music, art and other elective courses to improve students' comprehensive quality
		Professional Orientation Course	12%	The direction module can be set up around theoretical economy and applied economy
		Character classes	6%	According to the individual growth needs of students in this major in the optional courses outside the basic courses
		Practice section (independent setting)	5%	The practical training links corresponding to professional courses are available for selection
		subtotal	25%	
	Total		80%	
After-school education (Class 2)	compulsory	Theoretical Education	5%	Health education, career planning, innovation, and entrepreneurship education, etc.
		Skills and practices	15%	Innovation and Entrepreneurship competition, discipline competition, qualification certificate
	Total		20%	

2.4. It can construct the practical teaching system which is satisfied with applied talents cultivation

Applied talents cultivation focuses on improving students' practical ability, entrepreneurial consciousness, and innovative thinking. In terms of quantity, the proportion of practical teaching in the total courses should not be too high, and it is more appropriate to be about 25%. In terms of content, a practical teaching system should be formed with "in-class project experiment simulation, on-campus comprehensive simulation practice and off-campus practice". In order to strengthen the cultivation of students' ability to combine theory with practice, more experimental hours should be added to the theoretical courses, which should be carried out in the school experiment (training) room. Courses such as statistics, econometrics, securities investment, commercial bank operation and management business

communication and negotiation are more suitable. In combination with students' mastery of professional knowledge, a corresponding comprehensive simulated training project is set up in the school training room, to strengthen the cultivation of students' innovative spirit, problem-solving ability, and analytical ability. Such as speech and eloquence, ERP simulation, simulation of business negotiations, economics projects. At different stages of students' mastery of professional knowledge, students are organized and arranged to conduct cognition practice and social investigation outside the school, to combine theory with practice and improve the overall quality of students.

3. CONTENTS OF THE CURRICULUM SYSTEM FOR APPLIED TALENTS CULTIVATION IN ECONOMICS MAJOR IN LOCAL UNIVERSITIES

Based on the objective of applied talents cultivation in

economics and in combination with the basic principles of curriculum setting, the curriculum system is constructed. The specific curriculum system is shown in Table 1. It consists of in-class education and after-class education, both of which are compulsory and optional.

3.1. Form the curriculum setting system of "basic theory + multi-direction module"

The theoretical courses in the curriculum mainly include public basic courses, discipline basic courses, professional core courses and direction elective courses. The basic theory course is mainly the public basic course, the discipline basic course and the specialized core course, all courses students must take, is the course needed to consolidate the theory foundation. On this basis, sets according to the theory of economy and application modules, set up multiple direction theory economic module set is meet the basic needs of the student's study for a master of academic research, the application subject of economy module can according to the resource's superiority and the characteristic as well as the national economy development and setting, for students to choose according to different interest.

3.2. To construct a stepped practical teaching system

To construct a curriculum system that matches the practice teaching system of "in-class project simulation, on-campus comprehensive simulation practice and off-campus practice". In theory courses, such as statistics and econometrics, experimental hours are added to better strengthen the cultivation of students' ability to combine theory with practice. According to the students' mastery of professional knowledge, there are corresponding comprehensive simulation training projects, such as speech and eloquence, ERP simulation, simulation of business negotiation, to strengthen the cultivation of students' innovative spirit, problem-solving and analytical ability. At different stages of students' mastery of professional knowledge, they are arranged to conduct cognition practice and social investigation outside the school, to combine theory with practice and improve comprehensive practical ability and overall quality of students.

3.3. The contents of in-class education and after-class education complement each other

On the one hand, to improve students' employability as the goal, the curriculum setting and vocational qualification certificate and post docking. The contents involved in the professional qualification examinations such as Business English and International Business Operator should be organically combined with the teaching contents of theory and practice teaching to make appropriate choices. The teaching mode of "course teaching + qualification certification" is implemented to promote the reasonable connection between the first class and the second class. On the other hand, actively promote students to take part in various competitions such as discipline competition, innovation and entrepreneurship competition, Challenge Cup, e-commerce, and Internet + to train students' comprehensive ability and quality.

4.EFFECT EVALUATION OF THE CURRICULUM SYSTEM OF APPLIED TALENTS CULTIVATION IN

ECONOMICS SPECIALTY OF LOCAL UNIVERSITIES

The rationality of the curriculum system for applied talents cultivation in economic specialty should be verified by the effect of the curriculum system. The effect evaluation of the curriculum system for applied talents cultivation in economic specialty in colleges and universities should come from different dimensions of different subjects.

Expert evaluation

4.1. Expert evaluation

Teacher evaluation is a kind of diagnostic evaluation and developmental evaluation of curriculum system setting by professionals, which more reflects the professionalism and academic. The evaluation experts are mainly composed of three parts: members of national and provincial teaching steering committees, teaching management managers of universities and professional teachers. Expert team mainly from the curriculum system setting is in line with the needs of social and economic development for talents with local social and economic development, especially the local regional economic characteristics, the combination of whether remarkable color service of local economic development, the curriculum of the school and the suitability of the required credits, theory courses and practice link set complementary, experimental data, and in particular, between different courses before the subsequent bridging, etc.

Student evaluation in school

4.2. Student evaluation in school

Student evaluation refers to the objective evaluation of students' subjective feelings after learning the course. Students are the main recipients of the curriculum and their subjective evaluation is the most direct source to evaluate the rationality of the curriculum system.

The evaluation of course setting by students mainly refers to the subjective feelings that students can have after learning and finishing the course, which is a subjective fuzzy evaluation. The evaluation content design is mainly composed of the learning attitude, learning confidence, and learning effect displayed by students. Specific include: study enthusiasm high, energetic; Have the motivation and desire to study deeply; Willing to complete the tasks assigned by the teacher; Can use the theory to analyze the real economic problems; The ability of autonomous learning has been improved; Ability to think independently has been improved; Strong economic literacy; Pay attention to the cultivation of students' ability to analyze and solve problems; Focus on shaping students' innovation ability and entrepreneurial consciousness; To meet the needs of individualized development of students.

Graduate evaluation

4.3. Graduate evaluation

Graduate evaluation refers to the subjective and objective evaluation made by students after graduation, especially after the practical test, on whether the courses they have learned in university are consistent with the actual needs of follow-up work or study.

The evaluation of the curriculum should focus on two aspects. First, whether the learning in school provides basic theoretical support for the follow-up work, the ability to quickly accept new things and adapt to different businesses, as well as the strong sensitivity, insight and ability to independently deal with problems. Second, whether it has a strong learning and innovation potential and the ability to further study.

4.4. Social worker evaluation

Social personnel evaluation mainly comes from the employer's comprehensive ability evaluation of students trained in different schools and majors. The evaluation of the effect of the curriculum setting is indirectly reflected by the evaluation of the effect of the students trained by the major. It can be conducted from the aspects of graduate interview performance, professional basic theoretical knowledge and operational skills, strain capacity, comprehensive business quality, communication and communication ability, anti-setback ability, team spirit and so on.

5.CONCLUSION

We should adhere to the basic idea of meeting the needs of local economic development by cultivating applied

talents for economics majors in local universities, insist that the curriculum setting system is consistent with the personnel training objectives, establish a good evaluation system, adjust the curriculum setting in time, and adapt to the changing needs of social development.

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Teaching Reform of Civil Engineering Specialty Based on Project Teaching Method

*Lijie An, Lifei Duan, Wei Sun, Weihua Zhang
Qingdao Huanghai University, Qingdao, Shandong, China*

Abstract: This paper briefly introduces the connotation and form of project-based teaching method: taking students as teaching subject, creating teaching related situations, taking project achievements as learning evaluation content, and paying attention to cooperative teaching effect. This paper puts forward the teaching reform strategy of civil engineering specialty integrating project teaching thought: establishing school enterprise cooperation mechanism, teaching whole procedure project teaching, constructing project teaching method system, to comprehensively improve the teaching effect of civil engineering specialty.

Keywords: Project results; School-enterprise cooperation; Project teaching

1. INTRODUCTION

The core idea of project teaching method is: taking students as the teaching subject, taking the project as the starting point, carrying out the teaching work with inquiry ability, trying to improve students' practical concept of teaching content, breaking the limitations of theoretical teaching, taking students' learning perspective as the starting point, so that they have systematic practical cognition for the project.

2. THE CONNOTATION AND FORM OF PROJECT TEACHING METHOD

2.1 Take students as the main body of teaching

As the main feature of project teaching, student-centered teaching has become the primary principle of teaching. In the civil engineering teaching work, the integration of project teaching ideas can build teachers' trust in students' learning ability, make them recognize the accuracy of professional theoretical content in the process of independent exploration, thus gradually form innovative ideas, enhance students' project construction ability, and highlight the teaching value of professional courses.

2.2 Create teaching-related situations

During the practical application of project-based teaching method, the main body of the project is taken as the starting point to drive students to participate in the project and learn various knowledge contents, so as to facilitate students to understand the direction of knowledge content from the perspective of project. During the actual teaching period, teachers should construct the situation for students, such as the introduction of engineering cases, engineering background map and other ways to build project learning atmosphere. Take the form of group cooperation, lead to the problems of engineering construction, let students gradually grasp the key technical points of engineering problems in group discussion, so as to improve the effect of classroom

teaching.

2.3 Use project results as part of a learning evaluation

The evaluation method of project teaching method is based on the actual construction results of the project, so as to investigate the students' mastery of civil engineering related contents. During the project teaching design period, teachers will design the assessment content, so as to investigate students' solutions to relevant problems, grasp students' understanding of various professional contents, and determine the learning effect from the perspective of students' practice, which has the objectivity and comprehensiveness of learning evaluation [1].

2.4. Pay attention to the effectiveness of cooperative teaching

Cooperative teaching is the main form of project learning. In the group, each person undertakes a task to share the harvest, complete the information sharing, and improve the speed of project learning. During the group cooperative learning period, students will learn from each other, recognize their own strengths in the professional field, and lay the foundation for subsequent employment.

3. TEACHING REFORM STRATEGY OF CIVIL ENGINEERING SPECIALTY INTEGRATING PROJECT TEACHING IDEAS

3.1. Establish a mechanism for cooperation between schools and enterprises

3.1.1. The key to the joint construction of schools and enterprises

The objective conditions of school enterprise cooperation are: government led, enterprise participation and industry cooperation. At present, the school enterprise cooperation is in the primary stage, and the in-depth cooperation mechanism has not been carried out. The reason lies in the lack of enthusiasm of enterprise cooperation, and it is in a negative state during the cooperation period, so it is difficult to play the teaching value of school enterprise cooperation. During the period of school enterprise cooperation, we should strengthen the government's leading force, enhance the enterprise's ability to obtain benefits in the school enterprise cooperation, so as to enhance the enthusiasm of enterprises to participate in the cooperation.

3.1.2. The direction of joint teaching of schools and enterprises

Therefore, it is the key to cultivate students' employment ability by the school enterprise cooperation. With the help of the real project of enterprise construction, complete the project teaching design, enhance the authenticity of project teaching, and bring new teaching experience for students. In view of the actual problems encountered

during the operation of civil engineering projects in enterprises, this paper introduces the thinking problems of students' holiday projects, completes the teaching extension in the form of online, and promotes students' independent thinking. When students feedback solutions, on the one hand, it investigates the learning effect of students' civil engineering specialty, on the other hand, it provides more ideas for solving problems of civil engineering projects.

During the period of school enterprise cooperation, on the basis of project teaching, personnel training direction and project problem thinking, students' project practice opportunities should be increased to promote students to participate in the project and learn various professional construction skills in person, so as to play the intrinsic value of project teaching. In view of the actual safety problems in civil engineering, we should take the form of project design to enable students to fully grasp, establish students' awareness of safety construction, and highlight the effectiveness of project teaching.

3.2. Teaching the whole program project teaching

The whole program project teaching is divided into two forms: the whole program project teaching of theoretical knowledge and the whole program learning of project practice.

3.2.1 The whole program project teaching of theoretical knowledge: civil engineering teachers should select civil engineering projects according to the teaching needs, divide teaching points in the projects, and improve the effectiveness of project teaching. Complete the whole procedure teaching content scientifically, ensure the students to master the teaching knowledge systematically, and make it easy for them to know the direction of construction skills and theoretical knowledge, to build students' practical ability of civil construction.

3.2.2 The whole process of project practice learning: vacation internship, enterprise practice and other forms, to promote students from the campus into the enterprise, to achieve the real project learning process. During the project internship, students arrive at the construction site in person to participate in the whole process of civil engineering construction. Civil engineering has the characteristics of long operation period and many safety problems. Therefore, civil engineering related enterprises should set up observation and practice bases for students, so that students can learn and watch the whole process of construction work in a relatively safe position with the help of information technology, which is helpful to improve students' understanding of theoretical content. In the early stage of students' project practice, teachers should follow and organize the actual project operation process of students into project knowledge points, so as to improve the systematicness of project learning, such as on-site map recognition, and cultivate students' cognition of professional appliances such as building materials and scaffolding, so as to get rid of the limitations of book drawings, and improve students' cognitive effect of professional instruments from the perspective of project [2-4].

3.3. The specific application of project teaching method

3.3.1. Project design

During the practical application of the project teaching method, the project design method should be adopted. Teachers should combine the teaching material content, select the civil engineering project with teaching pertinence, integrate the teaching content into the engineering project, carry out the authentic and project oriented learning process for students, reduce the boring feeling of theoretical teaching, and enhance the practicality of project teaching.

3.3.2. Project implementation

When the design of the project and teaching point is completed, the team form is adopted to carry out the project implementation. With the help of information technology, the construction of civil engineering is simulated to give students a sense of reality of civil engineering construction. It is convenient for students to understand the project construction process, promote students to participate in project teaching activities, and effectively mobilize students' inquiry learning thinking.

3.3.3. Project evaluation

When the implementation of the project is completed, the teacher will give evaluation according to the construction effect of each group, so as to complete the project teaching. For the group with problems in project construction, the teacher gives guidance, gives professional correction suggestions, explains relevant contents for students, and improves students' understanding of project and civil construction professional knowledge. For example, in the civil engineering concrete mix proportion problem, the teacher should carry on the detailed explanation for the student, facilitates the student to grasp the specialized skill in the project study, manifests the positive significance of the project teaching in the civil engineering specialty.

4.CONCLUSION

To sum up, project teaching is integrated into civil engineering teaching system. The project entity is used as the teaching environment to improve students' ability to explore professional knowledge, to form independent thinking ability and to enhance their ability to solve engineering problems, thus providing applied and practical talents for civil engineering, and improving the effect of talent professional training.

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Analysis of Big Data Applications Based on The Background of Smart Tourism

Jian Cheng, Xiujuan Leng

Qingdao Huanghai University, Qingdao 266555, Shandong, China

Abstract: At this stage, with the improvement of scientific and technological ability, the research on big data has increased significantly. Not only that, the demand for tourism is also increasing, in this context, the concept of smart tourism has gradually attracted people's attention. From the current situation, big data technology has prominent advantages in the tourism industry and plays an important role. In practical work, big data technology can fully grasp the travel needs of people. On this basis, it provides tourists with higher quality services and creates personalized routes to meet people's actual travel needs as much as possible.

Keywords: Big Data Technology; Application Analytics; Smart Travel

1. INTRODUCTION

In essence, tourism industry is an information intensive industry with strong comprehensiveness and high dependence. Through the integration and effective aggregation of existing information, the direction of tourism development can be pointed out. Information sharing and effective analysis can fundamentally promote the efficient and stable development of tourism industry. However, at this stage, in the development process of tourism, there are obvious problems of information decentralization and asymmetry, coupled with the diversified characteristics of tourism information, which will make the management more difficult. The application of big data can effectively improve the above problems.

2. A COMPREHENSIVE OVERVIEW OF SMART TOURISM.

The concept of smart tourism was first proposed by Zhenjiang city. At that time, Zhenjiang City, located in Jiangsu Province, created a series of smart tourism projects, hence the name. From then on, smart tourism was gradually known by everyone. From the perspective of macro concept of smart tourism, the understanding of smart tourism is relatively simple. It needs to realize the organic integration of resources through tourism experience and tourism industry management, so as to improve the service quality of tourism market. This is a new and advanced form of tourism. In order to ensure the results of smart tourism and meet the new requirements of modern tourism, we need to take advanced concepts and Internet technology as support, so as to master all aspects of tourism information resources, effectively integrate resources, and give full play to its greatest advantages. Through the application of big data, we can provide more convenience for the tourism industry, formulate highly personalized professional services and

travel plans, ensure the satisfaction of tourists, make good interaction between tourists and the network, carry out two-way activities, and officially enter the era of smart tourism.

3. THE APPLICATION OF BIG DATA TECHNOLOGY IN THE CONTEXT OF SMART TOURISM.

3.1 The application of big data in smart travel services.

Based on tourism industry data, build data model, combine the real situation of the industry to analyze and master tourism data, through vertical and horizontal comparison, the data model to complete the construction, on the basis of model analysis and evaluation, as far as possible for smart tourism to provide more protection and support to ensure high-quality services [1-2]. In practical application, it is necessary to build the data center structure, combine the industry development to complete the introduction of the service-side platform, constantly improve the service system, ensure the high-quality utilization of the platform, realize the processing of a large amount of information, and present high-value information in the process of information processing, as a basis for judging, develop a more scientific and reasonable tourism plan, for the development of intelligent tourism to provide data reference. With big data technology, you can complete the scenic area line guidance and play guidance and other work, to provide visitors with more high-quality and comprehensive services, to create a personalized service platform, improve visitor satisfaction.

Take Ctrip as an example, as an online travel platform, with the help of big data technology can fully realize the optimization and upgrading of business model, and constantly broaden the scope of business, innovative products and services, the development of high-targeted and highly professional personalized services. According to the survey, Ctrip every year in the service function research and development to invest a lot of money, and constantly improve their professionalism and service quality, the full use of big data-related technology as far as possible to meet the actual needs of customers, to ensure customer satisfaction. This platform on-line has been the industry's high attention and the public's praise, in the actual use, not only the operation is relatively simple, travel route planning is also relatively clear, can let users at a glance, complete the online price comparison, easy to operate, the function after a period of promotion, which has been praised and trusted by everyone, the public satisfaction is very high.

3.2. The application of big data in smart travel management.

In the current society, if tourism enterprises want to make

certain progress, they need to actively carry out and implement tourism management, and flexibly use big data technology to continuously improve the level of tourism management, strengthen the management awareness of personnel, and provide technical support for the improvement of tourism management level. Through the rational use of big data technology, the enterprise management process can be optimized to ensure the ideal work efficiency, and the internal data of the enterprise can be scientifically integrated and analyzed to realize the effective optimization of management measures. In practical work, in order to further improve the quality of tourism management and integrate it well with big data, it is necessary to combine the real situation of tourism enterprises and apply big data technology in all aspects of management. Through such technology integration, we can maximize the recognition of tourists for the service and ensure that the data collection has ultra-high timeliness. As a prerequisite, we can use the relevant theory and technology of big data to collect and analyze the information of tourists, dig into the needs of customers, constantly expand the customer group, and provide customer service for the rapid development and stable development of tourism enterprises the work provides favorable guarantee. For example: in practical application, there are more demands for hotel search. In order to improve the service quality, functional services can be provided for this demand, such as mining customer's previous consumption habit data and hotel occupancy habit information. According to the real consumption demand of different tourists, the most appropriate service is provided for customers by inferring the consumption level, and the analysis and prediction results are taken as the standard to provide highly specialized and targeted demand information during the tourist search.

In summary, it can be seen that when tourism enterprises use big data to manage, demand forecasting is the most important content, the need to effectively combine management and services, and combined with the real needs of customers, and constantly improve the level of performance management, information sharing and other aspects of collaborative development, make full use of big data technology. Taking Suzhou as an example, in the process of implementing the smart tourism policy, the

tourism resources of the region were investigated, combined with the actual situation, and a series of "smart tourism" activities were actively carried out, including the promotion and application of big data technology [2]. At this stage, in order to continue to promote the "smart tourism" plan, we must rely on big data technology, seize the historical opportunity, and constantly improve the database support system and upgrade the service platform system, to achieve a high degree of integration of intelligent tourism management and information technology, to create a new information management system. With the help of tourism information exchange system, we can realize the in-depth excavation and effective storage of relevant tourism information, on this basis, realize the unification and timely release of information through the relevant service platform, innovate the management method of intelligent tourism, adopt a series of effective measures to improve the efficiency and quality of tourism management, realize the scientific and intelligent information management, and improve the real effect and intelligence level of tourism management.

4.CONCLUSION

To sum up, the concept of smart tourism can further strengthen the timeliness of information communication, realize the strengthening of information sharing, and help tourism enterprises improve their competitiveness and social influence, and obtain tourism information in time. In this way, the operation cost can be reasonably controlled to ensure the improvement of efficiency. In order to achieve this ideal goal, we need to apply big data technology to integrate and collect information resources while developing smart tourism, to realize the efficient processing of tourism information, help tourism enterprises formulate personalized marketing plans, and promote the stable and healthy development of tourism.

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Analysis of Online Teaching Practice of Mathematics Courses in Colleges and Universities Under the Background of The Epidemic

Xiaoyuan Chu

Basic Education Department, Qingdao Huanghai University, Qingdao, China

Abstract: This year, due to the spread of the epidemic, colleges and universities have taken a delay in the start of school, the government gave the request to listen to non-stop learning, online teaching model has been developed, many live or video broadcast by most teachers and students used, then such as QQ network courses. During the epidemic prevention and control period, online teaching has been paid attention to by major universities, and this paper discusses the online teaching practice for reference based on the characteristics of mathematics courses in colleges and universities.

Keywords: Epidemic; Math Course; Online Teaching.

1.INTRODUCTION.

In the university curriculum, mathematics course is the basic course, basically every major must study. In the major of science and engineering, there are basically courses. During the epidemic period, the traditional teaching mode can not be carried out. For educators, making good use of online teaching mode can promote students to obtain better learning effect. These are the challenges teachers face during the outbreak. Therefore, this paper discusses the online teaching mode.

2. ONLINE TEACHING MODE SELECTION.

In the process of online education, online learning resources are indispensable. High quality learning resources can help to improve the quality of online education. Using the network, we can provide sufficient learning resources for online education, such as videos, pictures, and texts. In terms of expression, it is more vivid and intuitive, and to a certain extent, can directly determine the effect of online learning. In the process of teaching, it is necessary to choose the recording and broadcasting mode or to use the network video resources. For college mathematics curriculum, it has a series of characteristics, such as strong logic, rich content, with a certain degree of abstraction, online teaching will be affected by many factors, such as the network environment. As for the live teaching form, it is greatly affected by the network environment; for the recording and broadcasting video form, it has higher requirements in terms of hardware and software equipment, and contains more workload. Therefore, the two forms are lack of practicality. During the period of epidemic prevention and control, the education department gave relevant guidance on online education in Colleges and

universities, and launched dozens of online platforms to colleges and universities, including tens of thousands of courses. These online course resources are free and of relatively high quality. Based on this, the online course platform selected is university MOOC network, which contains a lot of national excellent courses. These courses are regarded as the main resources of students' learning. Based on the selected MOOC platform, combined with the courses taught, after introducing the corresponding MOOC, we construct asynchronous SPOC, what is SPOC. That is to say, after completing a MOOC course, teachers can modify the original course content According to the teacher's course schedule and content, the corresponding design is carried out, and the students are organized to answer questions and discuss online, so as to answer the problems in the process of students' self-study in time. During the epidemic period, teachers can combine the schedule time with the arrangement of teaching schedule and the design of teaching resources. On this basis, students can avoid the influence of location and time, and even not limited by the network. For MOOC learning resources, the content is short and concise, students can use their spare time to learn, for learning there are important and difficult points, you can watch many times, in order to really master the content [1-2].

3.ONLINE TEACHING PROCESS.

After the completion of the selection of teaching resources, we need to face two major problems, one is to ensure the teaching effect, the other is to ensure the quality of online teaching. For the quality of teaching, to a large extent, is closely related to the participation of students, which requires teachers to stimulate the initiative of students. For online teaching, teachers should pay attention to the enthusiasm of students, but also can not ignore the participation of students. Compared with the traditional classroom, online teaching needs teachers to face greater challenges, which is mainly because teachers can not see the real situation of the class, can not make accurate judgments, and can not achieve real-time interaction. Based on this, for the content of the course, we should stimulate students' interest, regard academic performance as a guide, and promote students to obtain a sense of achievement. From this we can know that in the process of online teaching, it is very important to mobilize the enthusiasm of students. There are many ways to improve students' participation. For some

traditional classroom methods, they are also suitable for online teaching, such as class discussion, students' preview, homework assignment after class, etc. Therefore, we can not only make use of the MOOC website, but also find a platform for real-time interaction. At the same time, we can arrange homework for students, and we can also provide counseling for students. Therefore, we can create a course QQ group, which contains relatively sound auxiliary functions. We can publish relevant announcements through the bulletin board of QQ group, and upload relevant teaching materials, such as curriculum outline and teaching copy, to which students can watch the uploaded materials, so that students can learn independently. In addition, students' homework can be corrected through the homework function of QQ group. With the help of QQ group functions, such as video function and photo album function, upload pictures or homework answers, and even carry out live teaching, so as to realize the interaction with students. The following is the online mathematics course process.

Through MOOC platform, teachers can release the content of this week's students to learn in advance, such as discussion questions and videos, and at the same time publish announcements in the group to facilitate students' learning. In addition, for the key and difficult points of this week's learning content, as well as the learning objectives to be achieved, the teacher should release them in time in the group, and can also put forward some thinking questions, so that students can understand the key and difficult points of the learning content and study with thinking, on this basis, the enthusiasm of students can be aroused. Online self-study, after receiving the task required by the teacher, students can watch relevant learning resources, such as courseware and video, etc. since the task released is one week, students can choose the appropriate learning time according to their own situation. To a certain extent, it helps to prevent network congestion. In addition, students can watch the released videos repeatedly so as to fully grasp the knowledge points they have learned. This energy-saving ring directly determines whether students can master the knowledge points. Teachers can manage the data through the background and master the learning situation of students. Homework can be divided into online operation and

offline operation. After the students complete the study of a section, the corresponding test and assessment will be carried out. On this basis, it will help to strengthen the knowledge students have learned. At the same time, for students' learning situation, the purpose of investigation can be achieved, so that students can find their own shortcomings and solve problems in time. On the MOOC platform, for each test, most of them belong to objective questions. For college mathematics courses, these exercises are not enough. In order to supplement these exercises, homework can be arranged in the group, students' homework can be timely corrected, and corresponding feedback is given, and the correct answers are published in the group in time. Live Q & A adopts the way of live broadcast. Online live broadcast is carried out once a week. Generally, the live broadcast content can be divided into the following aspects. Based on the knowledge points learned this week, the relevant summary and induction; timely feedback of students' homework; for students' learning problems, teachers can give a unified answer.

4.CONCLUSION

This year, with the emergence of the epidemic, people's lives have been greatly affected, so the traditional teaching has been greatly impacted. For online teaching, it is a new learning mode, for teachers and students is relatively new, teachers should timely update teaching thinking, improve their information ability. In the actual teaching process, optimize and improve the teaching content, ensure the quality and efficiency of teaching, reduce the impact of the epidemic situation as far as possible, to achieve the goal of no suspension of classes.

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The Improvement of Apriori Algorithm and Its Application Analysis in The Network Teaching Platform of Colleges and Universities

Xiujuan Leng, Jian Cheng, Weihua Zhang
Qingdao Huanghai University, Qingdao 266555, Shandong, China

Abstract: In this paper, based on the original Apriori algorithm, the process is improved to reduce the number of candidate frequent itemsets. At the same time, the improved Apriori algorithm is applied to the network teaching platform of colleges and universities, which realizes the accurate determination of the combination of course pages frequently visited by students.

Keywords: Apriori Algorithm; Network Teaching Platform Of Colleges And Universities; Association Rule Mining

1. INTRODUCTION

The efficiency of the Apriori algorithm is low when the data set is large and the data variety is large. Therefore, it is necessary to improve the Apriori algorithm. At this stage (especially in the context of the epidemic), for the consideration of improving the effectiveness of teaching efficiency, colleges and universities have generally built a network teaching platform, and the introduction of optimized and improved Apriori algorithm to carry out association rules mining has attracted more attention [1].

2. APRIORI ALGORITHM AND ITS IMPROVED ANALYSIS.

2.1 Apriori algorithm.

The Apriori algorithm is a frequent item set algorithm that digs up association rules, and its core idea is to mine the frequent item set through the two stages of candidate set generation and the downward closed detection of plot [2]. The process of the Apriori algorithm is as follows:

Input: Data collection D, support threshold α .

Output: The largest set of frequent k items.

First, scan the entire dataset to get all the data that has appeared, as a candidate frequently 1 item set. k-1, Frequent 0 item sets are empty sets.

Second, mining frequent k-item sets. Scan data to calculate the support of the candidate frequent k-item set, remove the data set with the candidate frequent k-item set of support below the threshold, and get the frequent k-item set. If the resulting frequent k-item set is empty, the collection of frequent k-1 item sets is returned directly as the result of the algorithm, which ends. If only one frequent k-item set is obtained, the collection of frequent k-item sets is returned directly as the result of the algorithm, which ends. Based on the frequent k-item set, the connection generates the candidate frequent k-1 item set.

Third, make k-k-1 and move on to step 2.

As can be seen from the steps of the algorithm, the Apriori

algorithm scans the data set every iteration, so the algorithm is inefficient when the data set is large and the data variety is large. Based on this, it is of great practical value to improve the Apriori algorithm.

2.2. Improvements to the Apriori algorithm.

This paper proposes an improved apriori algorithm. In practical application, the improved algorithm establishes the corresponding 0-1 matrix after completing the database scanning. On this basis, the candidate set is compressed as much as possible to extract frequent itemsets. The process of the improved apriori algorithm is as follows:

Firstly, after scanning the database, an $M \times n$ matrix is constructed (M represents the number of transactions in the database, and N represents the number of itemsets). Where the row vector is m and the column vector is n. In this matrix, the AIJ values of all elements are as follows: if the item ij can be found in the transaction T_i (T represents the set of transactions), then the AIJ value of the element is 1. If the item ij cannot be found in transaction T_i (T represents the set of transactions), the AIJ of the element is 0.

Secondly, sum all the row vector values contained in the matrix to obtain the number of items contained in each transaction, expressed in K. In this case, K is not higher than n.

Third, extract the same row vector combination as the k value to represent the number of transaction combinations (transaction combinations that contain the same number of items) in N.

Fourth, compare the minimum support set with N. In this process, if there is no less than N support, you can judge k as the maximum number of frequent item sets for the combination and go to the next step, and if N is below the minimum support, go directly to the end procedure.

Fifthly, when n is not less than the minimum support, the candidate item set is set as the item set containing K items, and whether these item sets belong to frequent item sets is determined by calculation. In this process, if an itemset is judged to be a frequent itemset, all its non empty subsets belong to frequent itemsets [2].

Sixth, go to $k = K + 1$ and return to the third step, and continue to find the next set of line vector combinations that meet the conditions. When k value is empty or n is lower than the minimum support, the program can be terminated.

3. APPLICATION OF IMPROVED APRIORI ALGORITHM IN COLLEGE NETWORK TEACHING

PLATFORM

3.1 Preprocessing of data.

When students visit different course pages, they can access the course information in the access path. From the original data extracted from a university network teaching platform, a professional online course access data as a sample, set the course code as C1-C7, clean and convert the log data of corresponding students, specifically as follows: the course page visited by student 1 is C1, C3, C4; the course page visited by student 2 is C1, C2, C3, C4. The course pages visited by student 3 are C5 and C7. The course pages visited by student 4 are C1, C2 and C3. The course page visited by student 5 is C6, C7. The course pages visited by student 6 are C5 and C6. The course pages visited by student 7 are C3 and C4. The course pages visited by student 8 are C1, C2, C3, C4. The course pages visited by student 9 are C3, C4 and C6. The course pages visited by student 10 are C5, C6 and C7.

3.2 Mining of association rules.

The above information is converted to form a 0-1 matrix, setting the minimum support to 3. At this point, the row vector contains the number of items (born 1-born 10): 3, 4, 2, 3, 2, 2, 4, 3, 3. When the number of things in the row vector is 2, the number of transactions is 4 (with the number of transactions (C3, C4, C5, C7, C6, C7, C5, C6), higher than the minimum support, combined with support can be derived, frequent 2-item set is .C3, C4.

When the number of things in the row vector is 3, the number of transactions is 4 (with the number of transactions (C1, C3, C4, C5, C6, C7, C3, C4, C6, C1, C2, C3), higher than the minimum support, combined with support, the frequent 3-item set is c1, C3, C4, C1, C2, C3. When the number of things in the row vector is 4, the number of transactions is 2 (i.e. 2 groups of C1, C2, C3, C4), which is lower than the minimum support, at which point the number of items is 4 items rejected and the

algorithm terminates.

Because all non-empty subsets in the frequent project set are frequent item sets in the improved Apriori algorithm, the following frequent project sets can be derived and a transaction database (in D) can be built from this:

$L1 = \{\{C1\}, \{C2\}, \{C3\}, \{C4\}\}$

$L2 = \{\{C1, C2\}, \{C1, C3\}, \{C1, C4\}, \{C2, C3\}, \{C3, C4\}\}$

$L3 = \{\{C1, C3, C4\}, \{C1, C2, C3\}\}$

3.3. Results analysis.

Relying on L3, we can learn that {C1, C3, C4} and {C1, C2, C3} are the combination of pages frequently visited by students. Therefore, in the page design of college network teaching platform, these page links can be combined and presented, so that students can quickly find the required courses and reduce the difficulty of operation.

4.CONCLUSION

In conclusion, with the support of improved Apriori algorithm, it can determine frequent options more efficiently and reduce the number of candidate frequent options. If it is applied to the network teaching platform of colleges and universities, it can achieve the effect of quickly and accurately positioning the combination of course pages that students frequently visit. It not only provides a better reference for the platform design, but also promotes the upgrading of network teaching.

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Research on the Common Development of Rural Tourism Poverty Alleviation and Traditional Rural Cultural Protection

Yigang Lin

Department of Sociology & Law, Sichuan International Studies University, Chongqing 400031, China

Abstract: Based on the requirements of the new journey of development in China, the state attaches great importance to the development of rural poverty alleviation, and supports it in policy, capital, and other aspects. Rural tourism poverty alleviation is closely related to its internal economic development, which promotes the organic inheritance of rural culture. This paper focuses on the topic of rural areas, analyzes the synchronous development of poverty alleviation tourism and cultural protection for reference.

Keywords: Rural Tourism; Rural Poverty Alleviation; Rural Cultural Protection

1. INTRODUCTION

Based on the long-term historical development, the traditional rural culture has gradually formed, which has profound connotation and rich connotation. Therefore, it is necessary for relevant staff to improve their protection and development work in the new era. Among them, taking rural culture as a kind of tourism resource can not only protect effectively, but also promote the development of rural economy and realize the implementation of rural poverty alleviation.

2. ANALYSIS ON THE SIGNIFICANCE OF THE COMMON DEVELOPMENT OF RURAL TOURISM POVERTY ALLEVIATION AND CULTURAL PROTECTION

2.1 Protecting traditional rural culture and promoting rural tourism development

Based on the continuous optimization of rural cultural structure, the steady development of its cultural tourism industry can be realized. The traditional culture of our country has gradually formed its unique national characteristics in the historical development, and has been reflected in the rural culture of our country. Therefore, in-depth exploration of the traditional cultural elements in rural areas will become an important resource for the construction of regional cultural tourism industry. Diversified cultural elements have created new economic points for the development of tourism industry. Meanwhile, cultural creation based on this has further improved the connotation of cultural products.

The cultural tourism industry of each region should focus on the most prominent national cultural characteristics of the region. The relevant personnel should pay attention to the misunderstanding of thinking, not only regard the traditional rural culture as a memory of rural life, but also reflect its profound value through effective cultural forms.

And make it play the most in the cultural tourism industry, so as to fundamentally promote the innovation and development of rural culture with the times. With the increasing cultural identity in the region, the cultural cohesion has been significantly improved to promote the smooth development of poverty alleviation.

2.2 The interaction between rural tourism poverty alleviation and cultural protection

We should take the rural tourism industry as the basic point to analyze and take the realization of its diversified development as the focus. Among them, the relevant departments should attach great importance to the development opportunities of regional traditional culture with the development of rural tourism industry. On the premise of respecting the traditional rural culture, we should dig all valuable and connotative cultures in the region deeply and develop them. Traditional culture can be fully inherited and developed by means of modernization and give full play to the vitality of rural traditional culture in contemporary rural construction [1]. We should not only inherit and develop the traditional rural culture, but also infuse it with new connotation in the modernization construction, so that it can innovate and self-renew. With the integration of some new elements and new ideas, the traditional rural culture has a new soul in the new era, and its cultural value and connotation are more profound and rich. According to the current situation of cultural development in this region, we should combine modern means, innovate development mode, and focus on regional characteristics to make tourism and cultural industry more advantageous in the industry competition. At the same time, the government pays close attention to the development of related enterprises and strengthens the support in the national anthem, such as capital, so that social capital can flow in continuously. Especially for some poverty-stricken areas, sufficient funds can provide effective support for their cultural tourism industry and promote the steady development of their way out of poverty. It is necessary to strengthen the popularization of knowledge to the people in rural areas. Through skill guidance, the people can not only realize the importance of cultural protection, but also implement it. In real life, it also improves the service capacity of poor areas, and makes them more actively participate in the construction of cultural tourism industry service system.

3. MEASURES FOR THE COMMON DEVELOPMENT OF RURAL TOURISM POVERTY

ALLEVIATION AND CULTURAL PROTECTION

3.1 Perfect legal guarantee

Traditional rural culture is the embodiment of regional national characteristics. Therefore, it is necessary to put its protection work into the legislative level, and use legal weapons to safeguard the inheritance and development of rural culture in the tourism poverty alleviation. The government should give full play to its management effect and take the specific situation of cultural development and protection as reference. Through the exercise of administrative power, targeted policies are issued to ensure the system of cultural protection, so that the rural cultural protection system can be formed, and provide guidance for the development of rural tourism poverty alleviation based on the level of cultural protection. According to the form of traditional culture, the government should further integrate the intellectual property law into the protection of rural culture and poverty alleviation through tourism, so as to ensure the continuity of rural culture and gradually move towards modernization.

3.2 Improving infrastructure

Based on the new requirements of poverty alleviation in rural tourism, we should focus on the simultaneous development of cultural protection, further improve the internal infrastructure in rural areas, and promote the improvement of cultural service system. Infrastructure construction can be completed in the form of cultural communication, cultural activities and other more popular forms. Based on the popularity of the current network, the network construction will be further integrated into the infrastructure construction, and combined with the construction of Cultural Square, cultural museum, etc., to enrich people's cultural activities in the region, while laying a solid foundation for the development of rural tourism [2].

3.3 Improving cultural self-confidence

Under the situation of rapid economic development, national cultural heritage is often ignored, which makes it difficult to improve people's cultural confidence. Therefore, to develop rural culture, we should take traditional rural culture as the basis, make culture further enrich the connotation of tourist attractions and products, make rural culture more regional and national characteristics, and give tourists a good experience of rural tourism. At the same time, we should emphasize the education of teenagers in the region, cultivate them as the reserve force of rural traditional culture inheritance, and enhance the popularity of cultural charm among the people.

3.4 Optimizing the Structure of Cultural Tourism

To ensure the development of rural cultural tourism industry, we should start with the optimization of cultural

development structure and give full play to its important role in cultural development. Once there is a structural imbalance in cultural development, it will lead to the increase of input cost, and the cost of cultural development is relatively heavy. Therefore, it is necessary to analyze the advantages and disadvantages brought by the development of tourism industry for cultural industry in a dialectical manner based on relevant theories of scientific development concept, and focus on its disadvantages, coordinate the relationship between them, and promote its synchronous and sound development.

3.5 Digging cultural tourism resources

The traditional culture contained in rural areas should be deeply explored to enrich the cultural tourism resources in the region. At the same time, according to the country's requirements for rural poverty alleviation, the government should absorb inspiration from the rural internal folk customs, farming, and other aspects, and implement various project construction. At the same time, we should vigorously support relevant rural cultural tourism enterprises, so that social capital flows into the development of rural culture and tourism, and achieve targeted poverty alleviation.

4.CONCLUSION

Based on the profound characteristics of traditional rural culture, we should implement its protection and development work, highlight its cultural characteristics, and enhance its cultural self-confidence. Relevant personnel should fully clarify the relationship between rural tourism industry and traditional culture, make rural culture provide rich resources for rural tourism through system, infrastructure construction and structural adjustment, promote poverty alleviation work, and realize the protection and implementation of traditional rural culture.

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Research on The Evaluation and Adjustment of English Learning Burnout of College Students' in The Context of Internet Plus

Beibei Liu, Daoping Xu, Yuanyuan Xu

School of International Business, Qingdao Huanghai University, Qingdao, China

Abstract: This study was conducted on 400 non-English majors. The questionnaire survey and English test were used to test the burnout of college students in the context of Internet plus. The results showed that: (1) students' positive emotion experience is more than negative emotion experience under the background of Internet plus. (2) The effect of pleasure and burnout on English learning behavior is opposite, and the effect of pleasure is positive and significant. (3) Emotion plays a mediating role in English learning achievement and online problem solving. In view of this, college English teaching should pay attention to emotional support, be good at using academic emotion regulation measures to wake up learning pleasure, reduce learning burnout, and improve students' English learning quality and efficiency.

Keywords: Internet Plus; College Students; English Learning; Burnout; Academic Emotions

1. INTRODUCTION

Based on the development of social and economic globalization, the society has higher requirements for college students' English ability. How to improve the English learning effect of college students, especially non-English majors, has become the focus of attention of schools and relevant educators. With the deepening of the strategy of "Internet plus education", college students' English learning contents, learning methods and learning strategies have undergone tremendous changes. Online learning has become the mainstream trend of college English learning under the background of Internet plus. In online learning, especially in collaborative problem-solving, academic emotions become an important factor affecting students' learning effect. Through Internet plus, this study aims to provide guidance for the teaching reform and promote the quality of college English teaching [1-5].

2. JOURNALS REVIEWED

"Burnout" in the dictionary is to lose interest in a certain activity or feel tired, so that they are not willing to continue activities. However, the study shows that students are prone to burnout due to their long-term participation in purposeful, organized, and restrictive learning activities. In academic circles, students' experience of various emotions in the learning process is called "academic emotions", and learning burnout is one of the academic emotions. Besides burnout, academic emotions also include enjoyment, pride, pleasure, anxiety, hope, shame, disappointment, and boredom [1]. It can be

classified into positive emotions (positive high arousal emotions, positive low arousal emotions) and negative emotions (negative high arousal emotions, negative low arousal emotions) [2]. Emotion has great influence on learners' attitude, thinking mode and behavior decision-making, and can predict students' academic performance to a certain extent. From the current research on the academic emotions of English learning students, they mostly stay in shallow theoretical analysis, especially empirical research, especially under the "Internet plus education" reform.

3. RESEARCH OBJECTS AND METHODS.

3.1 The subject of the study.

A total of 406 non-English majors (including educational technology, preschool education, economics, mathematics and application, e-commerce, civil engineering, etc.) who participated in English online learning activities from January 2019 to October 2020 were selected as the research objects. There are 156 freshmen, 150 sophomores and 100 juniors, 240 boys and 166 girls.

3.2. Research methods.

3.2.1 Research tools.

The research tools involved in this study are: (1) Academic Emotion Scale: Based on the existing research findings and combining the characteristics of English learning in the context of Internet plus, we compiled the "Internet plus" academic learning scale for college students. Around the three dimensions of "positive high arousal emotion", "negative high arousal emotion" and "negative low arousal emotion" and six emotions of "pleasure, pride, anxiety, shame, burnout and boredom", a total of 30 topics were designed, and five topics of each emotion were evaluated by five-point scoring method. "Internet plus" background students' English Academic Emotion Scale reliability is higher, and the reliability coefficient of each dimension is over 0.89. (2) English test table: it is composed of self-assessment score (30%) and examination result (70%). The self-assessment results are based on the students' previous test results combined with their English learning performance; the test results are based on the results of CET-4 in 2020. (3) Online education collaboration problem solving scale: under the guidance of existing research experience, the "English online education collaboration problem processing assessment scale" was developed around the three dimensions of "cognition", "emotion" and "interaction", with a total of 20 topics and five-point

scoring method. The consistency reliability coefficient of each dimension in the scale was more than 0.90.

3.2.2 Data collection and statistics.

The questionnaire was distributed in the form of field survey and online survey, and 400 copies were effectively recovered, and the effective recovery rate was 98.52%. In the process of correlation analysis, the hypothesis is set up and the structural equation model is constructed for specific analysis. In the statistical processing, SPSS24.0 software was used as the main tool to describe the data with mean value, standard deviation, and percentage. Independent Sample T Test showed that the difference was statistically significant with $P < 0.05$.

4. RESULTS AND DISCUSSIONS

4.1 Basic situation of Academic Emotion.

The results of the survey were statistically analyzed. 98% (392/400) students had positive and high arousal emotional experience, 76.5% (306/400) students had negative high arousal emotion experience, 50.5% (202/400) students had negative low arousal emotion experience. Under the Internet plus background, the comprehensive score of College Students' academic emotions was $(2.96 + 0.44)$, the pleasure mood score was $(3.71 + 0.62)$, the anxiety score was $(2.76 + 0.67)$, and the burnout score was $(2.32 + 0.45)$. Internet plus students' Table 1. Analysis of academic mood and English scores.

Variable.	Pleasure, pride.	Anxiety, shame.	Burnout, boredom.
Self-assessment results.	.382*	-.504*	-.569*
Exam results.	.211*	-.334*	-.357*

Note: * $P < 0.05$.

4.3. Relationship between academic emotions and online collaboration problem-handling.

According to the data in Table 2, negative high arousal emotions such as anxiety and shame are not related to cognitive dimension and interaction dimension of online collaborative problem processing; academic emotions Table 2. Analysis of academic sentiment and the handling of online collaboration issues.

Variable	Pleasure, pride	Anxiety, shame	Burnout, boredom
Cognitive	.528*	-.069	-.293*
Interaction	.516*	-.046	-.302*
Emotion	.543	-.255	-.336*

Note: * $P < 0.05$.

5. CONCLUSION

To sum up, students' positive emotions are relatively more in the context of Internet plus. But some students have negative emotions in learning process and affect their academic performance, which leads to the fact that the level of student collaboration problem in online teaching cannot be effectively improved. According to the mediating role of emotion in English learning performance and online problem collaborative processing, English teachers should be good at using academic emotion regulation measures to wake up learning pleasure, reduce learning burnout and boredom, and improve students' English learning quality and efficiency.

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academic emotions are generally low (theoretically, the average academic emotion should be more than 3 points), but positive emotional experience is more than negative emotion. It reflects that in college English teaching, English teachers should pay attention to the emotional consciousness and ability of students, and be good at using effective ways to mobilize students' positive emotions, eliminate students' negative emotions and promote the students' comprehensive and healthy development.

4.2. The relationship between academic emotions and English grades.

According to the data in Table 1, there is a positive correlation between academic emotions and college students' English scores, a positive correlation between positive emotions and English achievements, and a negative correlation between negative emotions and English achievements. Compared with the negative low arousal emotions such as burnout and boredom, the negative high arousal emotions such as anxiety and shame have little influence on students' English performance. Academic emotions have an impact on students' English learning performance, and to a certain extent, it shows that there is interaction between positive emotions and negative emotions.

such as pleasure, pride, burnout, and boredom are all related to the three dimensions of online collaborative problem processing. Positive emotions were positively correlated, negative emotions were negatively correlated. It shows that academic emotion is the key factor affecting online collaboration problem processing.

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Research on the Professional Development Path of "Double Qualified and Double Competent" Teachers in Applied Universities

XU Dao-ping¹, CUI Gui-ying², LIU Bei-bei¹

¹Qingdao Huanghai University, Qingdao, Shandong 266427, China

²Qingdao West Coast New Area Zhiyuan Middle School, Qingdao, Shandong 266510, China

Abstract: The teaching goal of Application-oriented Colleges and universities is to improve students' practical application ability of knowledge, which requires teachers not only to have rich theoretical knowledge reserve, but also to master good technical operation ability. In this paper, combined with the significance of the development of dual qualified and dual qualified teachers, this paper discusses the strategies of teacher team construction, such as clear development goals, multiple evaluation criteria, innovative employment mechanism, and providing training opportunities, to provide reference for promoting the teaching efficiency of Application-oriented Colleges and universities.

Keywords: Application Oriented University; Double teachers and double abilities; Professional teachers

1. INTRODUCTION.

Application oriented university is a new undergraduate education mode based on the current situation of economic construction, market demand for talents and popularization of education. China's 13th five-year plan outlines the need to achieve "integration of production and education, school enterprise cooperation", which shows that applied education has become the future development trend of higher education. Application oriented colleges and universities have strong independence, no matter in the training objectives. The teaching mode and evaluation structure are unique [1-4].

2. THE SIGNIFICANCE OF THE DEVELOPMENT OF DUAL ABILITY TEACHERS IN APPLIED UNIVERSITIES.

Under the background of new education, the number of transformation and new construction of Application-oriented Universities in China is increasing year by year, but most of the teachers come from the degree system, whether they are masters or doctors, and most of them are academic and theoretical talents. From the perspective of practical application ability training, such teachers are not fully applicable to application-oriented colleges and universities. Therefore, teachers should realize transformation as soon as possible and improve their application ability. The double teacher and dual ability teacher should have the dual identity qualification of teacher and engineer at the same time, not only has the teaching ability, but also can skillfully operate the engineering skill. The topic of "school enterprise cooperation" has long been recognized in China's higher

education. In order to meet the needs of enterprises for high-quality talents, the cultivation of applied talents is imperative. However, school enterprise cooperation can not only stay in material cooperation or enterprise practice, but should start from the source of education. It is the basis and task to do well in the training of application-oriented teachers, because only application-oriented teachers can cultivate applied talents. It has become an important part of the construction of colleges and universities to strengthen the double teachers. The teaching staff should not only be able to go to the classroom, but also to get down to the factory. For example, teachers' application level can be strengthened by carrying out activities such as teacher lecture competition and skill competition. In addition, professional teachers can be selected to participate in temporary training or post practice in cooperative enterprises. If necessary, backbone teachers can be selected to study abroad to improve their comprehensive practical ability and better serve the personnel training work.

3. STRATEGIES FOR TEACHERS' PROFESSIONAL DEVELOPMENT IN APPLIED UNIVERSITIES

3.1. Clear development goals

The establishment of correct development goals can provide direction for the long-term activities of application-oriented university teachers. At present, the national "double qualification and dual ability" has become the development goal of many university teachers. However, in the actual construction project, the managers tend to overemphasize the "double qualification" and ignore the dual ability. Teachers are the core productivity of education development, and it is the primary task for application-oriented universities to improve the teaching quality to clarify the development goal of teaching staff. Relevant departments should timely refine the professional management standards of application-oriented teachers, and define "professional ethics, theoretical knowledge, professional skills, scientific research and application" as the development principle. At the same time, the teacher's internal quality and external skills should be guided. At the same time, teachers themselves should keep pace with the development of the education industry, update their professional concepts in time, establish correct outlook on life, society and values, cultivate the awareness of lifelong learning, and constantly optimize their

professional ethics. Only when teachers' consciousness keeps up, can they have a clear plan for their own career development, so as to develop in time in the teaching process, and solve the problems in a targeted way, so as to help students better master professional knowledge and cultivate more professional talents for the country.

3.2 Multiple evaluation criteria.

Under the new education situation, the traditional teacher evaluation standard is too single. In order to scientifically evaluate the comprehensive ability of teachers, we need to enrich the evaluation standards. A reasonable evaluation mechanism can help teachers improve their professional ability and teaching ability. We need to construct the same system of teacher assessment system to assess teachers and assess their professional titles. In order to better understand the practical ability of teachers and increase the personal competitive advantage, it is necessary to add the practical ability of teachers into the assessment and scoring system. In addition, teachers with outstanding performance should be rewarded in terms of technical titles and salary. For example, teachers who can guide students to participate in international or national applied skills competitions can be given bonus points in the assessment of professional titles.

3.3 Innovative employment mechanism

At present, there are many problems in the application-oriented colleges and universities in many areas of China, such as unclear employment mechanism, unequal teachers' age, study and professional title. In terms of age, young teachers under the age of 40 account for a large number of young teachers, and from the perspective of professional titles, there are less double high talents. The number of old teachers with high professional title, high learning and high degree is more than that of new teachers. In particular, the application-oriented teacher resources are scarce. With the deepening of China's education reform, in recent years, many colleges and universities have developed rapidly and need a large number of teachers. However, due to the influence of teaching hardware, regional economy, geographical location, scientific research environment and other factors, many double qualified talents are not attracted. Most of the graduates are lack of practical teaching experience. Therefore, it is necessary to innovate in the process of talent recruitment. The direct introduction of talents is one of the most direct and effective ways to develop teaching resources team in application-oriented universities. The existing teacher structure can be improved by recruiting specialized, high-quality and practical ability teachers. At present, the dual ability and double qualification teachers are still in shortage of talents, so colleges and universities can give preferential policies and financial support to the recruitment of talents. In addition, we also introduce high-end technical talents from enterprises. For professionals with strong practical ability and rich experience, we can lower the standards of academic qualifications and professional titles, and improve the requirements for professional qualification certificates, work experience and technological innovation achievements. For the long-term development

of application-oriented teachers, university administrators should actively implement the strategy of strengthening the university with talents, formulate a scientific and reasonable talent selection mechanism in combination with teaching objectives, so as to ensure the stability of the teaching staff.

3.4 Provide training opportunities

One belt, one road, and Internet plus, is the most important strategy for applied universities. At present, the application-oriented colleges and universities in many areas of our country are showing the situation of "teachers' practical ability is not strong", because many application-oriented colleges and universities are the predecessor of traditional undergraduate colleges, annexing specialized colleges, among which the teachers' educational background is mostly undergraduate, and the number of postgraduates is not high. Many young teachers are fresh graduates, lacking sufficient social practice experience. With the development of Application-oriented Colleges and universities, the communication between in-service teachers and enterprises is relatively small. To achieve a cooperative relationship between teachers and enterprises, teachers can broaden their horizons and expand their practical skills. But in fact, there are not many opportunities for teachers' training in Colleges and universities. Although many schools begin to introduce technical personnel to teach in schools, because it will affect their own work and is not conducive to enterprises' work, the class hours of such technical personnel are generally less. Therefore, we should strengthen our own teachers, provide more opportunities for enterprise training for teachers, and give preferential policies from the system. We should give strong support in terms of funds and time.

4.CONCLUSION.

To sum up, with the continuous innovation of China's education concept, the university has gradually abandoned the traditional single theory teaching, in order to meet the needs of the talent market, the construction speed of Application-oriented Colleges and universities is accelerating. Compared with the traditional academic university education, the application-oriented university education has higher investment cost and better comprehensive ability of teachers. In order to strengthen the teaching quality, it is necessary for teachers to keep learning and become applied dual ability teachers.

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On the Process Evaluation Model of College English Based on Online Learning Platform-Take U Campus as An Example

Yuanyuan Xu, Dongdong Tang, Beibei Liu

School of International Business, Qingdao Huanghai University, Qingdao, China

Abstract: Students in the online learning mode, due to their subjective reasons and external factors, to a certain extent, weaken the effect of College English classroom learning. Based on the characteristics of the process evaluation model of College English online platform, this paper analyzes the problems existing in the process of implementation. Combined with the U campus online learning platform, the paper explores the application strategy of process evaluation mode. The proposed suggestions play a positive role in promoting the improvement of College English online learning level and provide reference for relevant researchers.

Keywords: Online platform; College English; Process evaluation; Evaluation model

1. INTRODUCTION.

Nowadays, the traditional offline teaching mode has been unable to meet the needs of College English, which has a different degree of impact on students' learning interest and enthusiasm. Under the background of the new online teaching platform, teachers can not get the guarantee of the effect. Therefore, it is of great practical significance to explore the process evaluation model of College English to meet the learning needs of students.

2. CHARACTERISTICS OF PROCEDURAL EVALUATION MODEL OF COLLEGE ENGLISH ONLINE LEARNING PLATFORM

The process evaluation model of College English online learning platform has the following characteristics: first, it pays attention to the learning process. Students acquire knowledge and skills in the process of interaction with teachers, and the process of interaction between them to output learning results is a learning process. The process evaluation model focuses on students' motivation, ways and awareness of seeking knowledge, and helps students use reasonable learning strategies and methods according to their own development needs; second, it pays attention to information feedback. The process evaluation is synchronous with the teaching process. The output knowledge results, ability results and consciousness results produced by students during online learning can be used as the basis for feedback, so as to help teachers master the students' learning situation comprehensively; thirdly, pay attention to the continuous process. Process evaluation is not only an evaluation of students' learning process, but also runs through before, during and after class, which plays a very important role in promoting students' sustainable development. 4\ Focus on

unexpected results. When college students are learning English online, some students are unable to achieve the expected teaching results. At this time, the process evaluation model will analyze the causes of unexpected results, and take corresponding measures to stimulate students' learning motivation, to promote teachers to improve teaching methods and education content, and ensure the overall development of students.

3. APPLICATION STRATEGIES OF PROCESS ASSESSMENT IN COLLEGE ENGLISH ONLINE LEARNING.

3.1 Innovating the application concept and enhancing the diversification of evaluation mode

To a certain extent, the concept of examination-oriented education restricts the development of College English teachers' teaching forms, which makes the process evaluation of online learning platform unable to be effectively implemented. Therefore, teachers should always combine the motivation embodied in the process of application of the process evaluation model, pay attention to students' learning motivation, learning process and learning results in online learning, attribute the power source of Improving College English classroom effect to students' internal psychological motivation, and highlight the position of "seeking truth and pragmatism" concept, so as to promote the formation of a kind of "pragmatic" concept between students and teachers Good interaction, conscientiously complete the tasks assigned by teachers, lay a good foundation for the implementation of process evaluation. For example, the whole process of u campus one-stop service is covered in College English teaching evaluation, and the reform of traditional "mid term + final term" teaching mode is realized. According to the attendance check-in, classroom questions, homework assignments, campus tests and other tasks provided by u campus, teachers can timely grasp the students' learning trends. Make a comprehensive and complete evaluation of students, so as to improve the experience of College Students' learning English, and lay a good foundation for strengthening the effect of classroom teaching.

3.2 Formulate and improve the system and enhance the standardization of rating mode

When using the process evaluation model in College English, because the evaluation results reflect the difference of the personality indicators of the evaluation objects is not obvious, sometimes the evaluation setting is not objective and reasonable. Therefore, the

implementation of process evaluation model needs the support of perfect system. The establishment and perfection of feedback mechanism indicates that students can judge their own learning direction according to their own learning objectives, and provides a comprehensive basis for College English teachers to master the effect of students' online learning, to ensure the formulation and implementation of the next teaching plan. Rating feedback be a one-way activity initiated by teachers. At this time, students are mostly in a passive position in learning, and the basis for judging their own ability mainly comes from teachers and classmates, but it can fundamentally improve the effectiveness of communication between teachers and students. In addition, we should establish and improve the supervision mechanism. The establishment of the supervision mechanism needs colleges and universities. The information of the integrated online college English learning platform is taken as the main basis for the implementation of the supervision mechanism, to ensure the effective implementation of each learning stage, which is conducive to the ideas of listening evaluation scheme, teaching activity implementation plan and other programs. At the same time, it ensures the use of students' right of speech and supervision, and promotes the continuous improvement of teachers' quality.

3.3 Implement feasible strategies and enhance scientific evaluation model

On the one hand, to integrate multiple evaluation contents in online learning platform, we can not only evaluate students according to their classroom performance or course learning results, but also encourage students to actively participate in a variety of learning activities organized by teachers, and discover the advantages of students in the process of completing different learning tasks, so as to ensure the comprehensiveness, dynamicity and sustainability of the process evaluation mode. The improvement of continuity also ensures the diversity of evaluation content and provides strong support for the effective implementation of process evaluation model. On the other hand, we should actively change the evaluation dimensions and give full play to the main role of students in online college English learning platform. According to relevant research, 84.5% of college teachers evaluate students, which leads to the lack of democracy in the process evaluation model. Therefore, teachers can use group cooperative learning, individual inquiry learning and other forms to stimulate students' self-evaluation, to ensure the objectivity and reliability of process evaluation results, make effective use of teaching resources in online learning platform, and maximize students' learning enthusiasm and initiative.

3.4 Innovative technical support to enhance the evaluation model time-thy-time.

The original College English evaluation model is too simple to deal with the subjective index system, which makes the timeliness of the process price model unable to be effectively guaranteed. Therefore, the application of process evaluation model in College English online learning platform needs to integrate a variety of

technologies and methods to improve the timeliness. On the one hand, through the development of rich academic exchanges and interaction, open English classes, to create a good online learning environment for class students. For example, u campus online learning platform is used to connect it with PC, to get rid of the limitations of time, space, and place on teaching. The 24-hour online service provided by u campus provides great convenience for students to learn English, and provides a feasible path for teachers to enrich teaching tools and promote the diversified development of teaching. On the other hand, to improve the quality and professional level of College English teachers, colleges and universities can embody the implementation standards of scientific process evaluation mode in the evaluation manual, and introduce the excellent cases of process evaluation mode in other colleges and universities into the training activities of teachers, so as to enrich teachers' learning content, or carry out teaching observation, teaching seminars and other activities to promote the development of College English teachers. So that teachers can give full play to their respective advantages, and then fundamentally guarantee the timeliness and sustainability of the process evaluation model.

4.CONCLUSION

To sum up, the implementation of College English process evaluation model based on online learning platform is an arduous and tedious task, which requires the cooperation of teachers and students to achieve the desired results. Therefore, College English teachers should give full play to the function and function of the process evaluation mode, introduce the developmental evaluation concept into the process evaluation work, and take the feedback as the direction of online teaching in the future, to ensure the overall development of students.

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The Importance and Countermeasure of College Students to Study Marxism Correctly Are Discussed

Zhao Sen, Zhang Lijie

Xi'an University of Science and Technology, Xi'an, Shaanxi 710600, China

Abstract: Marxism is an important educational content of contemporary college students, so teachers should attach great importance to marx's main teaching effect, to deepen the understanding of Marxism. On top of this, this paper briefly analyzes the importance of college students to study Marxism correctly, and improves the quality of teaching by reading Marx's content in depth, paying attention to the combination of theory and practice, actively innovating the educational activities of thinking and politics, and enriching Marx's teaching methods.

Keywords: Marxism; Deep Reading; Thought And Politics Education Activities

1.INTRODUCTION

If college students can have deep insights into Marxism, they will play a positive role in the cultivation of their personal ideological literacy and the establishment of life values. Therefore, the contemporary college students need to correctly understand the connotation of Marxism, from which to perceive the charm of the Marxist spirit, in order to regulate their own behavior under the guidance of Marxism, and eventually become a high-quality talent, for the prosperity and development of China's Marxist cause to provide an important help [1-6].

2. IT IS IMPORTANT FOR COLLEGE STUDENTS TO STUDY MARXISM CORRECTLY

2.1. A guide to ideas

Marxism is a theoretical thought that has evolved on the basis of ancient philosophy and political law. It contains materialism and communism. The method of teaching college students to study Marxism correctly in the university education stage can play a certain guiding role in the development of students' thought to a certain extent, so as to avoid the confusion and ideological deviation. Marxism, as the key support for the founding of New China, advocates that the communist thought is more applicable to the national conditions, and then gradually forms the characteristic thought content rich in Marxism in the extension of the national leader's thought, which not only provides the ideological guide for the college students' life direction, but also brings a clear guiding direction for the future development of China. Therefore, it is of practical significance for college students to study Marxism correctly.

2.2. Identify the goals

Marxism, as a kind of ideology, can play a measuring role in the goal of college students' life, thus avoiding college

students from being guided by the wrong ideas in society. Therefore, Marxism is the learning content that contemporary college students need to pay attention to. In addition, Marxism also highlights the important value of combining theory and practice, which also gives a clear goal for college students to grow into composite talents, so that they gradually realize the importance of practical experience in the daily learning process. Therefore, Marxism is worthy of deep-seated interpretation by college students.

2.3. Show the law.

Under the guidance of Marxism, the working class won. The "people-oriented" thinking contained in it can meet the actual needs of China's social development, not only provides a reference basis for national construction, but also shows the inner law of the great power of the people, thus promoting the free liberation of our country again and again with the assistance of Marxism. Therefore, under the leadership Chinese the Communist Party of China, relying on Marxism to build a theoretical system of with characteristics will lay a solid foundation for the sustainable development of our country, and finally achieve outstanding development achievements in the hard work.

3. THE COUNTERMEASURE OF COLLEGE STUDENTS TO STUDY MARXISM CORRECTLY

3.1. Read Marx's content in depth.

If college students want to learn Marxism well, they should read Marxist text materials in depth and make personalized reading programs based on personal reading characteristics in order to perceive the unique charm of Marxism in deep interpretation. At present, the study of Marxism is often mistaken for "memory of knowledge points", such as contemporary college students in the curriculum of Marxist principles, the theoretical knowledge of teachers professors lack a certain degree of enthusiasm for inquiry, but in the near examination stage deliberately recite text information, thus dealing with the examination challenge. This kind of learning method can not promote students to form a correct understanding of Marxism, and it is very easy to form a rejection psychology. According to this, teachers can guide students to read classics scientifically in the actual teaching stage, and find their own interest points from them, and then study them in detail, so as to cultivate reading interest, but also make them have a new understanding of Marxism.

It is like students can choose the text to read from reading materials such as "On the Jewish Problem", "Letter to Father" and "Capital Theory", and find other similar reading resources to analyze it in combination with the reading results, so as to increase the reserve of Marxist knowledge of college students.

3.2. Pay attention to the combination of theory and practice.

The correct study of Marxism by college students can also use the combination of theory and practice, based on the current affairs politics of the country, keep up with the trend of the times, learn to use Marxist theoretical ideas to analyze practical problems, in order to deepen the understanding of Marxism in practice, but also to avoid the phenomenon of "empty talk" between college students, weakening the learning effect of Marxism.

For example, in Marxism, the elaboration of nature has "the existence of nature is the premise of human activities", according to which college students can combine the current "industrial upgrading on environmental protection", "the occurrence of natural disasters", "the spread of disease" and other events on the concept of the coordinated development of human and nature in-depth analysis, so as to find a feasible solution for the real life because of human activities on the nature of a series of difficult problems to give their own views, which can also deepen the understanding of the Marxist view of nature in practice.

3.3. Actively innovate and think about political education activities

The study of Marxism by college students can also be deeply understood through the ideological and political education activities organized by teachers. Therefore, teachers need to combine the academic situation to provide students with correct guidance, so that they can be inspired from the ideological and political education activities, so as to cultivate the good quality of college students.

For example, in order to enhance the students' patriotic consciousness, the Marxist College of a university carried out a special "thematic thinking and political education activities" on September 3, 2020, inviting the whole school teachers and students to watch the "Eight" patriotic film together, and with reference to the background of the film's creation, to produce a comprehensive understanding of the history of China's anti-Japanese war, and then re-examine the spirit of hard work advocated in Marxism in the movie. At the same time, teachers can also form "museum visits" according to the students' learning achievements in Marxism, such as "September 18 Museum" and "National Museum", so as to form a profound understanding of Marxist truth.

3.4. Enrich Marx's teaching methods.

In the past, college students' cognition level of Marxism

is not high because the traditional teaching methods adopted by teachers are less applicable to contemporary college students. Under the background of the new era, the contents of college students are more diverse, and if they rely solely on the forms of "writing board books" and "oral explanations", it is difficult to ensure that students are willing to delve into Marxism in their boring study.

Based on this, teachers can make full use of multimedia technology and Internet technology to create a rich and interesting teaching environment for students, and use "role-playing" and "situational teaching" to mobilize students' enthusiasm for learning, so that they can form a profound understanding of Marxism in "simulated scenes". At the same time, teachers can also use the "group discussion method" to encourage students to discuss their views on Marxism with each other in the group, thus creating favorable conditions for college students to learn Marxism well.

4.CONCLUSION

To sum up, college students, as the main spreaders of Marxism, can have a positive impact on the training of high-quality talents if they can master the characteristics of Marxism and understand its connotation. Therefore, from the deep-seated reading, the combination of theory and practice, innovative thinking and political education activities, rich teaching methods and so on, for college students to correctly study Marxism to provide a clear direction, making it a reserve force for the cause of national revitalization.

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Research on the Public-Private Partnership Mode Application in the construction of Characteristic Towns

Yu Chen

Chongqing Aerospace Polytechnic, Jiangbei, Chongqing 400021, China

Abstract: In recent years, with the grand implementation of the national rural strategy, the development of characteristic towns is in full swing, and the investment and development mode of characteristic towns has become a hot topic of discussion. This paper discusses the necessity of PPP mode in characteristic towns, and introduces the application status of PPP in characteristic towns from three dimensions: the reform of PPP mode in the country's supply side, the positive role in the construction and application of characteristic towns, the problems encountered in the application, and the development direction in the future.

Keywords: Characteristic town; PPP mode; Release management service

1. INTRODUCTION

The characteristic town is not a small town in the general sense of administrative division unit, nor is it an industrial park. It is a gathering platform of technology, industry and community. It integrates the functions of industry, culture, tourism and community in accordance with the concept of innovation, coordination, green, open and shared development. As an exploration of the structural reform of the national supply side, the characteristic town is neither a built town, an industrial park, an economic development zone and a tourist area, nor a simple superposition of the above four functions. Fundamentally speaking, the characteristic town is a new form of economic transformation and upgrading [1-5].

The characteristic town project is comprehensive, complex and unique. Under the background of the increasing financial pressure of the government and the low efficiency of the traditional mode, the attempt to apply the PPP mode to the projects of characteristic towns has attracted more and more attention, and has become a boom in the development of characteristic towns. Through the introduction of private enterprises and private capital, it is beneficial to realize the diversification of investment, construction and operation entities of characteristic towns, improve the overall risk control ability of the construction of characteristic towns, so as to alleviate the pressure of the government on finance and debt, and enhance the comprehensive benefits of the construction of characteristic towns.

2. THE NECESSITY OF PPP MODE IN THE CONSTRUCTION OF CHARACTERISTIC TOWNS

PPP is the abbreviation of public private partnership, which means that the government and private enterprises

reach a franchise agreement based on the starting point of providing products and services, and form a partnership of "benefit sharing, risk sharing and whole process cooperation". The advantage of PPP is that it can make all parties of cooperation achieve more favorable results than expected by individual actions: less financial expenditure of the government and investment of enterprises Capital risk is lighter. It is a project operation mode in public infrastructure. Under this mode, private enterprises and private capital are encouraged to cooperate with the government and participate in the construction of public infrastructure.

Under the situation of slowing economic growth, high debt scale of local government and increasing financial pressure, the traditional construction mode has some problems, such as too single source of funds, lack of compensation mechanism and incentive mechanism, low efficiency of small town operators, lack of innovative thinking and advanced management experience. Therefore, changing the development mode of characteristic towns, broadening financing channels and introducing funds, technology and management of social capital have become the key to the construction of high-efficiency and high-quality characteristic towns. Under the bottleneck of the traditional construction mode of characteristic towns, the role of PPP mode in introducing social capital into project financing and construction of characteristic towns is reflected.

3. THE POSITIVE ROLE OF PPP MODEL IN INVESTMENT ACTIVITIES

One is efficiency tools. Improve quality and efficiency, let professional people do professional things. Through the introduction of private capital, especially enterprises with industry background and professional technology, the use of advanced management means and technology of private enterprises can make the future operation of characteristic towns more high-quality and efficient. Second, reform tools. So that PPP can not only play a role in public service innovation, but also play an important role in the reform of various systems and mechanisms. Third, governance tools. Compared with other countries, China's PPP has given the connotation of governance tools, which is actually the cooperation between the government and the market, which is the specific requirement of China's national conditions. To deal with the new governance mode of government and market co governance is the requirement of deepening reform, simplifying government administration and delegating

powers, and liberating management and service, which endows PPP with a specific mission.

4. DIFFICULTIES OF PPP PROJECTS IN CHARACTERISTIC TOWNS

With the comprehensive development of characteristic town construction, PPP projects in local characteristic towns inevitably fall into some difficulties in the planning and construction, which also restrict the application and development of PPP mode in characteristic towns

4.1 The scope of cooperation subject is too narrow

The social capital side of PPP project in characteristic towns is mainly state-owned enterprises and central enterprises. However, there are some problems in the operation of small towns, such as insufficient innovation ability and outdated management mode. The purpose of characteristic town to broaden financing channels through PPP mode is achieved, but the purpose of improving management and technology level is often failed.

4.2 The application field is relatively single

The application of PPP mode in characteristic towns is mainly concentrated in the field of infrastructure construction. In the industrial construction, industrial chain development and tourism resources excavation of characteristic towns, the application of PPP mode is not much, industrial upgrading and industrial integration are impossible to talk about, and the improvement of quality and efficiency of PPP mode is a mere formality.

4.3 Insufficient government awareness

The concept of giving full play to the role of social capital in PPP mode has not yet penetrated into the consciousness of the government. Although the PPP project of characteristic town has the participation of social capital, when the government introduces social capital to participate in characteristic town project, it is more to expand financing channels, and has not paid enough attention to the role of social capital in the industrial cultivation and operation of characteristic town, the life service of small town residents and tourism development. From the above three aspects, it is not difficult to see that the problems encountered in the process of PPP model promotion of characteristic towns are obvious universality, namely, state-owned enterprises and central enterprises are the main, construction is more important than operation, financing is less than efficiency.

5. THE DEVELOPMENT TREND OF PPP MODE IN THE CONSTRUCTION OF CHARACTERISTIC TOWNS

The problems encountered by PPP mode in the construction of characteristic towns have become the bottleneck restricting the development of characteristic towns, and are also the key points of PPP mode reform of Characteristic Towns in the later stage. All these need the government and social capital to give enough attention and reflection. Combined with the current development of small towns with Chinese characteristics, the future development of PPP projects in characteristic towns will show the following trends:

5.1 Further inheritance of excellent experience

Based on the existing model and existing development,

the characteristics of PPP projects in characteristic towns will be maintained for a period, and the original beneficial experience will be retained and further improved. Therefore, the characteristics, especially the advantages, of PPP projects in characteristic towns will continue to be maintained and partially improved in a period.

5.2 More diversified participation modes

With the release of the list of characteristic towns one after another, the diversified trend of characteristic towns is obvious, and the application of PPP mode in characteristic towns will also present more characteristics. Due to the different characteristic industries of different characteristic towns, PPP mode will be integrated with different industries in the construction of characteristic towns, and the scope of application of PPP mode will be diversified.

5.3 Increasingly standardized external environment

In response to the call of the central government, governments at all levels have formulated more comprehensive and detailed policy documents to promote the construction and development of new urbanization and characteristic towns. The policy environment of PPP projects in characteristic towns is increasingly standardized. At the same time, in order to coordinate the smooth implementation of PPP project financing in characteristic towns, the government will make use of its own advantages to cultivate and introduce a group of professional talents who are familiar with PPP projects and investment and financing, and strengthen the reserve of PPP talents in characteristic towns. In addition, the government will focus on providing preferential tax policies and financial support to reduce the investment cost of social capital, gradually build a financial system corresponding to PPP projects in characteristic towns, expand the loan strength of banks and increase loan interest subsidies.

5.4 More reasonable internal division of labor

Under the background of loose policy environment, the government will transfer more benefits in PPP projects of characteristic towns, and the proportion of social capital in total investment will be further increased. With the PPP project of characteristic town gradually going to the later stage of operation and maintenance, it will strengthen the attention to the operation ability of social capital side, and gradually increase its application in the fields of characteristic industry construction and industrial chain development, tourism resources mining and utilization, tourist service and resident service.

6. CONCLUSION

Through PPP mode, social capital can be widely absorbed, which can not only reduce the government's burden, but also broaden the financing channels to realize the sharing of interests and risks between the government and social capital. Whether from the theory or from the perspective of policy orientation, it is feasible to adopt PPP mode in characteristic towns. Therefore, the PPP mode operation of characteristic towns can, on the one hand, enable PPP projects of characteristic towns to obtain sufficient social funds, so as to alleviate the financial pressure of the government. On the other hand, the use of advanced

management means and technology of private enterprises can make the future operation of characteristic towns more high-quality and efficient. At present, PPP mode has not been widely used in the construction of characteristic towns. To vigorously develop the application of this mode in characteristic towns, the government needs to provide more support from the aspects of policy, law, tax and finance, so as to further promote the construction of characteristic towns.

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Application of Network Resources in College Computer Teaching

Weigang Hou

Department of Computer Science, Xi'an Aeronautical University, Xi'an 710077, Shaanxi, China

Abstract: With the continuous progress and development of information technology and network technology, people ushered in the new era of network era. The application of network resources and network technology in college computer teaching plays an important role in promoting the teaching level of computer and cultivating students' computer application ability. This paper discusses the application of network resources in college computer teaching.

Key words: Network resources; Colleges and universities; Computer teaching; Innovative application

1. THE IMPORTANCE OF NETWORK RESOURCES IN THE IMPLEMENTATION OF COMPUTER TEACHING IN COLLEGES AND UNIVERSITIES

The most obvious advantage of network resources is the sharing of information and data. In the computer teaching of colleges and universities, teachers can quickly acquire teaching information resources with the help of network resources, enrich teaching contents effectively, broaden students' horizons, let students receive various teaching information and resources, so as to create a comfortable and efficient computer information network classroom for students, and help and guide students to integrate information resources effectively. The effective breakthrough of the key and difficult points of computer technology will eventually improve the students' ability of computer theory application and practical operation, and train students to become computer talents in the new era. At the same time, the use of network resources in classroom can break through the limitation of time and space in traditional computer teaching, reserve more abundant time for students to study independently, and enhance their desire for independent exploration and ability to learn independently [1-3].

2. APPLICATION STRATEGY OF NETWORK RESOURCES IN COLLEGE COMPUTER TEACHING

2.1 The application of network resources in the classroom lead-in link can effectively mobilize students' enthusiasm for independent participation

As the beginning stage of computer course teaching in Colleges and universities, classroom introduction link can play a connecting role. Teachers can not help but attract students to participate in the teaching activities of the network, which can attract students to participate in the teaching activities. On the one hand, teachers can create rich network resource information data for students by using diversified network resources and channels, and create a good and broad learning environment for students. In general, teachers should effectively combine the teaching content and learning tasks of teaching

resources with the ability training courses such as practical operation training and innovative design in the process of creating students' network information resource database; on the other hand, teachers should add more interesting and attractive in the process of creating and making network resource database. The plate and content of force. For example, on the program design of the game board, the simulation design of the network plate and the design of the personal home page plate. In addition, when teachers carry out computer related classroom teaching, they can also use network resources for auxiliary teaching. For example, in the process of learning "computer network structure", teachers can find out some videos and pictures related to teaching content from network resources for students to appreciate and learn. At the same time, they can also transfer relevant expert explanations and computer network structure development vision to students in real-time and dynamic way, so that students can fully understand the computer network structure the construction of knowledge, enhance students' computer knowledge reserves, enhance the network resources application of computer efficient classroom introduction effect.

2.2 The application of network resources in classroom teaching can enrich classroom teaching mode and improve teaching quality

The core of computer teaching is the teaching process. If teachers want to let students learn more knowledge in the limited teaching class, and enhance the effectiveness, efficiency and scientificity of teaching class, they must adopt effective teaching methods. Under the traditional computer teaching mode in Colleges and universities, teachers generally use passive teaching methods to guide students to learn teaching knowledge, which greatly reduces students' enthusiasm and initiative in learning. The enthusiasm of main participation in teaching activities makes the teaching quality of computer courses in Colleges and universities not significant enough. The application of network resources in computer teaching classroom can effectively improve the disadvantages of traditional teaching mode and supplement the deficiencies of teaching content and form [2]. Therefore, teachers should give full play to the advantages of resource database in the practice of computer teaching course learning, and use network animation video to show dynamic visual effect for students and increase different learning experience. For example, when learning "office software", if the knowledge and content in the textbook are explained to the students only, the students have difficulty in understanding it, the whole computer course teaching appears dull, and the students'

learning enthusiasm is seriously reduced. In order to enable students to master and apply office software better and faster, teachers can make use of network resources to let students understand and master the practical operation ability of office software more diversified, and help students master more office software application skills. In addition, students can master and consolidate the teaching knowledge through the network resource database created by teachers and the existing information resource database on the website, so as to effectively expand students' learning knowledge. However, it should be noted that there are a lot of unknown sources and mixed information in the massive information of network resources, which can easily lead to wrong guidance to students. Teachers should do a good job in students' behavior norms and guidance, help students establish correct and positive awareness of network information security, actively resist and reject bad network information resources, and absorb excellent and healthy information resources.

2.3 The application of network resources in the review after class can enhance teaching interaction and create a new normal of teaching

After class review is an indispensable link in the computer teaching process, which can consolidate and test the students' practical ability of learning and mastering computer knowledge. Teachers use network resources in the computer review after class, which can help students to review efficiently and achieve the learning effect of unity of knowledge and practice. When carrying out computer teaching practice activities, students should pay attention to the cultivation of students' computer operation ability, give full play to the students' dominant position in teaching. According to the law of students' physical and mental development, computer knowledge learning ability and practical application ability, the transformation and innovation of learning network work and network evaluation teaching method should be carried out through students' learning process and homework completion. It can adjust the students' learning time in class and after class in real time, enhance the online and offline communication of students' computer learning, and reduce the fear and anxiety of students for new knowledge learning as far as possible. At the same time, with the help of network

resources, students can also carry out one-to-one online activities and exchanges with teachers, experts and tutors. When encountering the important and difficult knowledge and problems of computer, they can seek help at the first time, so that students majoring in Computer Science in Colleges and universities can review teaching knowledge pertinently [3]. In addition, in addition to using network resources for information feedback, so that students can better master and use network information technology, teachers should also actively encourage students to explore themselves and develop learning habits, share their own learning experience and application skills, and strengthen the learning exchange between students. Teachers should also actively carry out the teaching forum, so that teachers in all schools can realize the networked and dynamic academic exchange and teaching practice sharing, and realize the new normal of modern computer teaching.

3. CONCLUSION

To sum up, the application of network resources in college computer teaching is an important embodiment of teaching reform, but also an inevitable trend of social development in the new era. Under the background of the new era, the use of network resources can not only greatly improve the overall quality and effect of computer teaching, but also effectively mobilize students' enthusiasm for autonomous learning, enrich students' learning horizon, and effectively promote the overall development of students.

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A Study of Situational Teaching Methods Applied in Tourism English Teaching

Fang Li

Guangxi Science & Technology Normal University, Liuzhou, Guangxi Zhuang Autonomous Region, China

Abstract: Through Second Language Acquisition Theory and Situational Cognitive Theory considered as guides, this research adopts questionnaires, interviews, and classroom observation as the research tools. Some effective measures are come up with afterwards. Then the results of the survey are analyzed by using statistical methods. The results of the research show that in the creation and process of situational teaching, learning interest and enthusiasm of the subjects have been significantly improved; the expressional ability of students to speak the scene language has also been enhanced; relationship between teachers and students in the classroom, interaction between students and students has become more active, etc. It is a good combination of professional learning and situational experience. According to the results, a conclusion has been drawn. This paper points out that in order to improve the rationality of the creation of situational teaching. Due to research conditions, there are limitations and problems of the experiment research to be solved. With respect to the problems and limitations existing in this study, the author gives three suggestions for the future relevant studies.

Keywords: Tourism English; Situational; Teaching Method

1. INTRODUCTION

In this chapter, it firstly introduces the background of this research, and then illustrates the purpose and significance. Finally, it lists the organization of this thesis.

This thesis consists of six chapters. The main contents of each chapter are stated as follows:

The introduction in Chapter One presents STM and the background of the research briefly, which focuses on the purposes and significance of the study on HVTET [1-7]. Chapter Two is literature review which deals with the definitions of STM and HVTET in detail. Besides, it describes the relationship among STM and HVTET as well. Then, the researches on STM at home and abroad are introduced. The theoretical bases for this research are also mentioned in this chapter.

Chapter Three presents Research process and design, including hypothesis and Research Questions, The Subjects, Instruments and data collection.

In Chapter Four, a systematic data analysis and its results and findings are presented objectively.

Chapter Five brings the major research findings and teaching implications.

The summary is shown in the last chapter - Chapter Six, then, the recommendations for future researches in this field are mentioned.

2. LITERATURE REVIEW

ACADEMIC PUBLISHING HOUSE

In this chapter, some important terms concerning STM teaching and needs analysis will be defined and explained for this study. This chapter is a brief review literature including researches on STM at home and abroad.

2.1 Researches on STM Abroad

The application of direct and indirect related literature has not been retrieved about the STM in higher vocational tourism English teaching. But through official website and scholars of domestic colleges and universities abroad, we can find some related researches of scene teaching methods, they can induce the foreign studies of STM, mainly includes the following aspects:

2.1.1 STM research in Britain

STM is proposed and studied by Britain's Hornby in the 1920 s. Hornby claimed that new pattern and new vocabulary items should be dealt with firstly before chapter introduced, and emphasis that the introduction should be combined with classroom context, the meaning of new words and context of the introduction should be combined with the classroom scenes, so as to make them match.

2.1.2 STM research in Australia, New Zealand

Australia's George Pittman, and his colleagues first fully used the STM in practice. In the 60 s, it was promoted the use successively in Australia, New Zealand and the Pacific territory. Pittman and his colleague Gloria Tate developed this theory deeply, and then they compiled a set of teaching materials.

2.1.3 STM research in Canada

In the 70 s, an update STM research has been widely used in Canada school that using official languages. Be a language teacher, STM research was considered as a required course of language. In recent years, the STM got further development, and there have been some more flexible teaching techniques and link set.

2.2 Researches on STM at Home

At present, the domestic relevant STM in the application of the tourism English teaching research has not been retrieved directly related information. In China Hownet to retrieve data from 2001 to 2012, seized 11 master's theses about STM, in which five articles written in English; Journal 19 papers, of which about the application of the STM in college English teaching has 6 papers, used in tourism English teaching has two papers, in the middle school English teaching application has four articles, content of the research are mainly concentrated in the following aspects:

2.2.1 Research on understanding of STM

Xiao-yun Ma (2010) thinks that STM refers to teaching methods through that teachers purposefully introduce or create a specific scene in the teaching process, the main

body of the scene is vividly with an certain emotional color, as the to stimulate students to participate in the mood, guide the student to understand and grasp knowledge and skills, inspire the enthusiasm of students' thinking, cultivate emotional awareness, exchange information between teachers and students, and develop the psychological function of students.

Li Aihua (2011) argues that STM means that educators create a series of related scenarios during teaching according to the teaching goal; the scenarios must be specific and vivid. The specific image and the language description can make educates form representation in their mind, and then effectively arouse the non-intelligence factors of educates, arouse their learning enthusiasm, so as to guide them on the whole understanding and the language using.

2.2.2 Research on importance of STM

Xiao-yun Ma (2010) argues that situational teaching can make students use all kinds of knowledge freely, learn to improvise response communicative ability, overcome the psychological barriers in the experience, cultivate and strengthen students' interests and enhance students' tourism professional knowledge and the effectiveness of learning English.

Xia Zheng (2009) argues that the STM brokes traditional teaching methods of extreme intelligence; its characteristic is a combination of talking, acting and feeling. The core of STM is stimulating the emotion of students.

2.2.3 Research on application of STM in English teaching

Ke Fangmei (2010) argues that we can create language scenes in English class through visual tools, entities and role-playing games.

WangYu(2008) on the basis of Cognitive Theory, he discusses in detail a kind of distributed multimedia application of situational teaching form, its researches is from the theoretical basis, design idea and the requirements of teachers. He believes that multimedia situational teaching mode will become the new direction for exploration method of teaching English.

2.2.4 The study of STM theoretical basis

Li Aihua (2011) analyzes basis theoretical of STM from the Angle of Psychology, Pedagogy, and Linguistics, according to the Cognitive Theory, Constructionist Theory and Krashen's Understanding Input Theory.

3. RESEARCH DESIGN

Firstly, this chapter briefly presents the research questions, and then introduces the subjects. Secondly, there are three research instruments used in this chapter, they are questionnaire, interview and classroom observation. Thirdly, it describes the procedures of data collection.

3.1 Research Questions

Three research questions are designed below:

3.1.1How is the teaching effect of STM applied in tourism English teaching in higher vocational colleges?

3.1.2 What changes have taken place on the subjects after the teaching experiment?

3.1.3What are the existing problems in STM applied in tourism English teaching?

2. Research Subjects

The subjects of this research are two natural classes

majoring in applied English and teachers teaching Tourism English in Liuzhou Teachers College. There are totally 82 subjects; they are 76 students and 6 teachers. At the beginning of the term, 76 students are divided into two equal classes; there are equally 38 students in each class. Class 1 is chosen as the Experimental Class, and Class 2 is the controlled class. The English levels of two classes are roughly balanced. All the students finished the tourism English learning within one term; they conducted a questionnaire at the end of the tourism English learning. And then 8 of them were chosen for the face to face interview after questionnaire survey, 6 teachers are the experienced English teachers working for this college and they were chosen for the face to face interview.

3.2 Research Instruments

In order to collect objective data and information, a teaching experiment and three instruments are applied in this research: questionnaire, interview and classroom observation. Two questionnaires (see Appendix 1 and Appendix 2) respectively for two classes are separately used, and three interviews (see Appendix 3, Appendix 4 and Appendix 5) are conducted among teachers and students for getting qualitative information, and then a classroom observation is conducted among the students of the Experimental Class. And questionnaire is the most important research instrument in this study, while interview and classroom observation are used as supplementary tools.

3.3 Procedure of the Teaching Experiment and Data Collection

3.3.1The Teaching Experiment

It took one term for the author to finish the teaching experiment. It lasted from September 3, 2015, until the end January, 2016, a total of 16 weeks. These two classes were taught by the same teacher, using the same version of materials, namely "21st Century tourism Practical English Course" Academia Press published the 2010 edition, edited by Professor Zhao Boogie. The only difference is that the two classes used different teaching methods. It carried on STM teaching in Class One, and Class Two used the traditional teaching method. The teacher used the traditional teaching method in Class 2(Controlled Class). In Class 1(Experimental Class), the author gets the nature of the STM and learns principle of the STM.

4. RESEARCH RESULTS ANALYSIS

This chapter is divided into three sections. The first section is results analysis of questionnaires. The second section is results analysis of interviews. The third section is results analysis of classroom observation. According to the contents of the Class Observation Record Form, it describes student's changes and classroom atmospheres changes. Through results analysis of three sections mentioned above, the author will summarize the effects of STM used in TEC.

4.1 Questionnaire Results Analysis

76 students were invited to do the questionnaires in this research. As a result, 76 copies of questionnaires were completed and returned. There are total five parts of both questionnaires. At the end of TEC's learning, two

questionnaires are separately for Experimental Class and Controlled Class, and then get a detailed result due to the collected data. In this section, they will be analyzed one by one.

According to the results of ten tables, and based on the theory of Second Language Acquisition Theory and Situational Cognitive Recognition Theory, studying scenes play an important role in teaching and learning, so some tourism English teachers try their best to combine theory with practice, try to take rich and colorful teaching ways to "situational teaching", to stimulate students' interests in learning and make students play main body status fully.

4.2 Interview Results Analysis

An unstructured interview was conducted with 6 major teachers and 8 students majoring in Tourism English face-to-face. The interview questions were designed to further explore the factors in questionnaires, involving the following dimensions: attitudes towards the STM teaching, ways to promote the major skills, suggestions on STM teaching.

4.2.1 Interview Results with the Teachers

In the interview, all the teachers majoring in Tourism English spoke frankly about their opinions on the present situation of application of STM teaching and teaching skills, and then they have given some important suggestions on how to improve the effect of STM teaching and how to promote the teachers' application of situational teaching.

From the feedback of the interview results with major teachers, according to the content of Appendix 3, they reflected the present situation as that: Firstly, most teachers think that there are beautiful looks of major students in this college, but they lack of major cultivation and practice; Secondly, many teachers believe that situational teaching has a deep influence on Tourism English study; Thirdly, more than a half of teachers agree that through the Tourism English teaching, professional knowledge and professional quality of students have been promoted highly, but they still need to improve their abilities of oral English and communication skills; Fourthly, there are many factors that can affect STM using.

4.2.2 Interview Results with Students

A group interviews were conducted among 8 students who are from the participants in two classes in the period of teaching practice. From the feedback of the interview results with students, according to the content of Appendix 4 and Appendix 5, they reflected the present situation of STM teaching as that: firstly, the enthusiasm of most of students is growing rapidly; secondly, many students are beginning to be interested in Tourism English study; thirdly, the students have more confidence to open their mouth to communicate with others in English; fourthly, comprehensive skills of application language are growing more rapidly.

At the same time, the students also give the teachers some suggestions on STM teaching as follows:

4.2.2.1 Teachers should create a real teaching scene, which can help students fully devote to learning activities

can make students existing knowledge experience the real life and ways of thinking lively, make students experience the teaching everywhere in life and construct their knowledge actively.

4.2.2.2 Teachers should design a main line around the teaching contents and throughout the whole class, and then divide this main line into some small tasks, so this form can really serve the content.

4.2.2.3 Teachers should explore the text content deeply and design senses, tasks and requirements of the reasonable situation, let the students give full play to the imagination and creativity to let students themselves create some scenes and cultivate students' innovation awareness.

4.2.2.4 When creating the scenes, the teachers must think of the interesting of the situational scenes, fully mobilizing students' enthusiasm and fun in the learning process, making the positive learning behavior effectively continue

4.3 Classroom Observation Results Analysis

According to the contents of Appendix 6, the author keeps the records after visiting the class lessons. The results are as follows:

4.3.1 The themes of situational designation are reasonable and suitable, such as a welcome speech, a farewell speech, receiving guests in the airport, introducing an ancient building and so on.

4.3.2 The activities of the classroom are richness, when do a role play, the students can play different roles, such as waiters in the restaurant, doormen in the hotel, tour guides in the Travel Agency and tour guests in the tour group.

4.3.3 The forms of the situational are diversified. The students can visit a scenic spot in a real place; they can offer services in the situational scenes; they can also introduce a interesting place using multimedia materials.

4.3.4 The effects of STM applied in the classroom become better. At the beginning of the TEC, most the students felt nervous, after several weeks, the atmosphere become relax, and the students can open their mind, enjoying the classroom lively.

5. MAIN FINDINGS AND SUGGESTIONS

In this chapter, the author will summarize the main findings basing on the results of the research analyzed in Chapter 4, and then give some suggestions.

5.1 Main findings

Based on the results of the research analyzed in Chapter 4, the main findings are summarized as follows:

5.1.1 The changes of the students and the effects of classroom teaching.

5.1.1.1 After a semester of English studying, the students have more confidence to speak English.

5.1.1.2 In the Tourism English class, the teacher designed a vivid scene.

5.1.1.3 The shortage of STM teaching.

5.1.1.4 The situational teaching design is not rigorous enough.

5.1.1.5 Situational teaching goals and teaching content setting is not reasonable enough.

5.1.1.6 Establishment way of situational teaching is too

single.

5.1.1.7 The positions and behaviors of the teachers and the students are not proper enough.

5.1.1.8 Situational teaching evaluation is not roundly enough.

5.2 Suggestions

According to the major findings mentioned above, some suggestions are put forward as follows:

5.2.1 Designation of situational teaching should be more scientific and reasonable.

5.2.2 Situational teaching should be based on the goal and content of English teaching.

5.2.3 The scene creation ways and skills should be used scientifically.

5.2.4 The status and behaviors of teachers and students in the situational teaching should be changed reasonable.

5.2.5 Situational teaching evaluation should be diversified.

6. CONCLUSION

6.1 Summary

Basing on Second Language Acquisition Theory and Situational Cognitive Theory, this paper discusses how to use the STM in tourism English teaching. It is verified that the application of STM is more suitable for the tourism English teaching than traditional teaching method according to the result of teaching experiment. The research conclusion is as follows:

Firstly, the STM realizes the diversification of teaching forms. It will never create a vivid teaching scene while using traditional teaching methods. During STM teaching, it requires the teachers to find a way and ideas, make full use of creating scene.

Secondly, the STM can effectively arouse the students' interest in English learning. The creating situational scene inspires students' enthusiasm and interests in English learning, effectively takes the students away from the boring environment and monotonous memory of classroom in which the teacher uses the traditional teaching methods.

Thirdly, the STM can help students play the main body roles in classroom. It gives full expression to the students that they are the main bodies in the classroom. It fundamentally changes the teaching modes of which main characteristics are the book knowledge, teacher is the center and teacher's teaching is the main teaching way.

Fourthly, the STM is to promote the teachers' abilities. It increases the interaction between the teachers and

the students, and the interactive activities can be completed smoothly, it not only brings great encouragement and a sense of accomplishment, but also helps to train and improve teachers' abilities.

Fifthly, STM can improve the students' English skills of comprehensive application. In the situational teaching, the use of different teaching methods requires the students to give full play to various language skills to understand and create scenarios, so as to fully improve their comprehensive ability to use English.

6.2 Suggestions for Future Researches

With respect to the problems and limitations existing in this study, the author gives three suggestions for the future relevant studies: Firstly, the teachers need to improve the creation and design process of situational teaching continuously, that make the results become more unidirectional; Secondly, the teachers need to improve the integrity of teaching contents continuously, that make the results become more comprehensive; Thirdly, the teachers need more time and cycle, and more number of the experimental objects, that can make the exploration of the results become more objective.

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Analysis Of "Finance +" Talent Training Mode of Internet Finance Major

Jian Li

ShanDong Institute of Commerce and Technology, School of Accounting&Finance, Jinan 250014, Shandong, China

Abstract: The development of Internet financial guidance program adheres to the fundamental task of moral education, highlights the type and characteristics of vocational education, adheres to the orientation of market-oriented, service-oriented development and employment promotion, improves the education mechanism of combining morality and technology, work and learning, and educates all staff, the whole process and all-round education, deepens the integration of production and education, school enterprise cooperation, and promotes teachers, teaching materials and teaching methods Reform, cultivate and carry forward the spirit of model worker, labor spirit and craftsman spirit, build a talent training system with comprehensive development of morality, intelligence, physique, beauty and labor. Based on the investigation of talent demand and the analysis of professional ability, it is necessary to closely contact the demand for technical and skilled personnel in enterprise posts, set up teaching contents scientifically, reflect Shandong characteristics, and strive to promote the development of financial industry and regional economic construction, and serve as the new and old driving force Transformation and economic and social development to cultivate more high-quality technical and skilled personnel.

Keywords: Internet finance; Finance +; Talent cultivation

1. DEVELOPMENT STATUS AND FUTURE DEVELOPMENT TREND OF INTERNET FINANCE INDUSTRY

1.1 Internet financial enterprises are developing rapidly and covering a wide range of areas

With the rise of the concept of Internet plus, Internet finance has entered into people's life. Many Internet financial products, the network lending platform and the crowd financing platform and the third party payment method have emerged as the times require, which greatly facilitates people's life. Internet finance has caused a great impact on traditional finance, and has triggered a significant change in the traditional financial marketing mode. Internet finance, with its strong advantages and irresistible development trend, has attracted the attention of the industry. Its development potential not only promotes the traditional banking industry to carry out the Internet layout, but also provides new channels for the sales and promotion of insurance, funds and financial products, as well as promotes the e-commerce industry to fully integrate with the traditional financial industry and explore new service modes Profit model has important significance. With the gradual diversification of industry participants, each round of innovation shoulders the dual

task of creation and abandonment. When users feel the mode revolution brought by Internet finance, they will also face a series of changes brought about by new things. The huge development potential of the industry determines that more funds and resources will flow to this industry rapidly, and the financing advantages of traditional industries will be further reduced. In addition to this, inclusive finance will become the main direction of development. Internet finance is more conducive to the development of Inclusive Finance to make up for the lack of financial services; Internet finance is also conducive to play the role of private capital and guide the standardized development of private capital; Internet finance can meet the needs of e-commerce and expand social consumption; the development of Internet finance helps to reduce costs and improve the efficiency of fund cultivation; it also helps to promote financial industry Product innovation to meet the diversified needs of customers [1-2].

1.2 The development of Internet finance is uneven and needs to be standardized

Although the Internet financial industry develops rapidly, there is a great crisis behind the rapid development. Due to the lack of supervision, many P2P platforms "running away" and the collapse of crowdfunding platforms have triggered the trust crisis in the Internet financial industry, which has brought hidden dangers to the healthy development of the Internet financial industry. In the first half of 2019, a series of measures were issued by the "one bank, three conferences" to strengthen the supervision of the Internet financial industry, laying a good foundation for the sound development of the Internet financial industry. On April 14, 2016, the State Council organized 14 ministries and commissions to hold a video conference to launch a nationwide special rectification of Internet Finance for a year. The central bank, China Banking Regulatory Commission, China Securities Regulatory Commission and China Insurance Regulatory Commission will respectively issue special rectification rules in the fields of online payment, online lending, equity crowdfunding and Internet insurance, and individual ministries and commissions are responsible for two separate rectification plans. In 2017, the supervision of financial sector remains strong, with multiple measures taken simultaneously, and a series of intensive regulatory measures have enabled the "de real to virtual" industry to return to the track of serving the real economy, and Inclusive Finance has made great progress. The more stringent, more detailed and more comprehensive regulatory policies release a strong signal: compliance is a necessary prerequisite for the development of the platform, and is the cornerstone of the development of

Internet finance. After the previous barbaric development, the core competitiveness of the Internet financial platform is no longer simply "high interest rate", but the degree of standardization of the platform, which will become an important way for the platform to attract investors and enhance user stickiness. Wechat marketing promotion has appeared in our life. At present, the filing has become the only place for mutual gold platform to achieve standardized development. Who can become the first batch of successful mutual gold platform will be able to occupy the first mover advantage, which will become the strength embodiment of platform winning and surpassing. In short, in the future development trend of Internet finance, the practice of compliance is very important. At any time, the development of enterprises should adhere to the principle of compliance as the primary development principle, strengthen risk management and control, and improve the ability to identify and resolve risks. Only in this way can we help to practice corporate social responsibility and go more steadily and further on the road to Inclusive Finance.

The government support for the Internet finance industry is increasing. The support of the government will undoubtedly give this emerging industry a shot in the arm. In the future development planning process, the government will continue to promote more comprehensive laws and regulations to constantly improve the industry norms. The development of the Internet finance industry will continue to be standardized, and the development environment will be healthier and more orderly. The reshuffle of the Internet financial industry is bound to help the further development of the Internet financial industry, ushering in a significant historical opportunity for the development of the Internet financial industry.

1.3 There is a great shortage of Internet financial talents
At present, China's Internet finance industry is developing rapidly under the influence of enterprise innovation, government guidance and consumer choice, and has initially built a new financial industry system full of vitality and vigor. As the innovation "junction" of traditional financial industry and information industry, the development of Internet finance theory and practice has spawned a huge demand for compound high-end financial professionals in the information age. And with the combination of massive database and data processing, it brings infinite improvement ideas and development space for network financial service innovation. In the era of big data, Internet Finance highlights the essence of competitive service industry. Continuously improving the service quality and updating the service mode is the business theme of Internet Finance in the future. Under the support of gradually mature and powerful information network technology, in the face of increasingly fierce industry competition, actively improve the ability to serve customers, in order to continuously consolidate the core competitiveness. It can be predicted that more comprehensive network financial services and more abundant financial product innovation will become the industry competition norm. At this stage, with the rapid

development of Internet finance, China is in the stage of large demand for talents in the Internet financial industry. From the perspective of the development trend of the Internet financial industry, the future may usher in the blowout of talent demand in the Internet financial industry.

At the "press conference on the construction of Internet financial talent training system" jointly sponsored by Zhongguancun Internet Finance Research Institute and Renmin University Press of China, experts at the meeting said that due to the special employment demand, the market supply is seriously insufficient. In the next 5-10 years, the talent gap of China's Internet Finance industry will reach more than 1 million, which restricts the development of Internet finance Bottleneck. According to this authoritative information, we can see that the training of Internet financial talents urgently needs a complete training system. As the training of modern financial talents is still oriented to traditional finance, how to deal with the transformation of financial industry and how to cultivate new talents to adapt to the development of modern financial industry has become a hot topic.

2. THE DEVELOPMENT OF VOCATIONAL EDUCATION OF INTERNET FINANCE IN SHANDONG PROVINCE

2.1 Enrollment of Internet finance major

With the continuous deepening of financial reform in Shandong Province, financial vocational education in Shandong Province has also ushered in a golden period of development. As the Internet is a new major in 2017, only five colleges and universities in Shandong Province have set up internet finance major. Enrollment is mainly based on general recruitment and school enterprise cooperation. The enrollment scale of Internet finance has stabilized at about 300 in recent three years, and with the increasing demand for financial technology talents, more and more colleges are preparing to open Internet finance major, which puts forward higher requirements on how to cultivate more Internet finance professionals with quality and quantity.

2.2 Talent training mode of Internet Finance

Internet finance is a complex specialty, which not only needs to master the relevant knowledge of traditional finance, but also needs to master the knowledge of financial technology, such as financial big data, Internet programming, artificial intelligence, and other related fields. The traditional talent training mode is difficult to cultivate excellent internet financial talents. It is difficult to integrate the existing talents training resources of higher vocational colleges. Through the investigation, we propose the "Finance +" talent training mode, that is, integrating the resources of relevant colleges of the University, equipping teachers with big data analysis, computer programming, artificial intelligence, and other related teachers to jointly cultivate Internet Financial exhibition talents.

Shandong province Internet finance professional talent training mode is still based on the traditional mode, that is, the school as a single training subject, according to the school's social talent demand standards for talent training

program design, the implementation of classroom theory teaching, and through the school training courses to cultivate skills, the last semester through off campus internship to train students' relevant professional post quality and ability. Under the call of the national school enterprise cooperation in running schools, although some schools are exploring the ideas and methods of school enterprise cooperation in financial management major there is no complete school enterprise cooperation talent training mode.

3. SUGGESTIONS FOR THE DEVELOPMENT OF INTERNET FINANCE

Through investigation and analysis, the orientation of Internet finance major in Three-year Higher Vocational Colleges in our province is to cultivate all-round development of morality, intelligence, physique and beauty, have a certain cultural level, good financial professional ethics and humanistic quality, master the relevant theoretical knowledge of traditional finance and Internet finance, the basic principles of computer information technology and e-commerce, and have the

Table 1 Main financial positions and responsibilities

Name of occupation post (Group)		Job responsibilities	Pay level
Core job group	Online lending Manager	(1) Use various Internet means to tap customer resources and promote and market products (2) Receive customers and introduce related products to customers accurately (3) Do a good job of pre loan due diligence, be able to skillfully use various methods to conduct field investigation on customers, understand the risk points of customers, and write relevant reports (4) Review customer information, fill in and guide customer to sign loan contract (5) Timely post loan management to collect overdue loans (6) Sorting and filing of customer information	The initial salary is 2000-4000 yuan.
	Internet insurance marketing specialist	(1) Contact customers through Internet and other channels to increase customer information and channels (2) Collect customer information, accurately locate customer insurance demand and gap (3) Familiar with insurance products and recommend customers' products reasonably (4) Do due diligence to ensure the authenticity and accuracy of insurance information (5) Familiar with the online insurance business approval process and assist in insurance claim settlement	
	Stockbroker	(1) To attract customers and develop business (2) Provide securities and futures trading services for investors, and help customers to open accounts through the Internet (3) Introduce the nature, characteristics and risks of securities and futures, trading rules of the exchange and relevant laws and regulations (4) Provide investors with stock, futures and other securities investment analysis report (5) According to the financial status, career prospect, age and risk attitude of investors (clients), we can draw up investment plans for investors, and help them determine investment objectives, securities types, investment methods, investment cycles and investment opportunities suitable for investors	
	Internet Financial Manager	(1) Using various Internet means, mining customer resources, promoting and marketing products (2) (2) Actively and objectively recommend suitable financial products to customers (3) (3) Collect information and establish a stable relationship with customers in an appropriate way	

ability to market Internet financial products Basic skills and Internet financial product development and other major technical skills, for the traditional financial industry and Internet payment, online lending, equity crowdfunding, Internet financial management, Internet credit reporting and other Internet financial industries, can be engaged in the positions of network lending manager, Internet insurance customer manager, Internet fund product marketing and other jobs Technical talents.

3.1 Professional positions and responsibilities

Through the survey of enterprises and graduates, it is found that the core employment positions of students are mainly network lending business manager, Internet insurance marketing post, securities broker post, Internet Financial Manager position, etc. Among the core jobs, the initial employment is mainly concentrated in the sales posts of various financial enterprises. Other jobs are mainly sales posts of various enterprises. Some students are engaged in accounting and office clerks. According to different jobs, job responsibilities are different.

3.2 Professional qualification certificate

According to the requirements of enterprises for graduates' professional ability and quality, graduates of

Internet finance major are suggested to hold the qualification certificates of securities industry, futures industry, health wealth planning and fund industry.

Through many data research, it is concluded that due to the trend of diversified operation in the financial industry, the requirements for students' comprehensive ability are higher and higher. At the same time, in order to enhance the competitiveness of graduates, students are

encouraged to obtain the primary certificate of economic professional technical qualification and the primary certificate of accounting professional technical qualification.

Table 2 Vocational qualification (vocational skill level) Certificate

Serial number	Examples of vocational qualification (vocational skill level) Certificate	Grade	Certification unit
1	Professional qualification of banking professionals*	primary	China Banking Association
2	Qualification of securities and futures practitioners*	primary	China Securities Association
3	Health wealth planning☆	intermediate	Taikang Luojia (Beijing) Institute of science and technology, Ministry of Education
4	Life insurance claims☆	intermediate	Zhongbao Huijie education consulting (Beijing) Co., Ltd., Ministry of Education
5	Analysis of Actuarial Practice☆	intermediate	China Association of actuaries, Ministry of Education
6	Intelligent valuation data collection and Application☆	intermediate	Zoomlion Education Technology Co., Ltd., Ministry of Education
7	Big data financial analysis☆	intermediate	Beijing Shouguan Education Technology Group Co., Ltd., Ministry of Education

3.3 Curriculum support vocational ability

The requirements of financial enterprises for graduates have changed from simple financial vocational skills to high-quality talents with excellent comprehensive quality. Enterprises believe that the ability of language

communication and expression, the application of common office software and team cooperation are essential and important skills in work. The analysis of the professional ability training of financial management major is as follows.

Table 3 Core competence analysis and core curriculum allocation

Job group	Typical tasks	vocational ability	Curriculum
Online lending Manager	After signing the loan, follow up the due diligence	Financial marketing ability, communication and expression ability, credit business ability, investigation and analysis ability, psychological endurance ability, team cooperation ability	Basic knowledge of finance, economics, online credit practice, Internet financial marketing
Internet insurance marketing specialist	In the insurance exhibition industry, customer financial and insurance demand analysis, basic information collection and review in the process of insurance underwriting, field survey in the process of insurance claims, etc	Insurance marketing ability, communication and expression ability, business ability, investigation and analysis ability, psychological endurance ability, team cooperation ability	Basic knowledge of finance, Internet financial marketing, Insurance practice, Internet insurance
Stockbroker	Market development and business development, customer account opening procedures, daily customer maintenance	Financial marketing ability, communication and expression ability, securities and futures professional ability, market analysis ability, psychological endurance ability, team cooperation ability	Basic knowledge of Finance, Securities investment practice, Internet Financial Marketing, Internet Securities
Internet Financial Manager	Guide the diversion of customers, recommend financial products, and handle disputes	Communication and expression ability, financial marketing ability, team cooperation ability, emergency handling ability	Basic knowledge of Finance, Internet Financial Marketing, Internet Banking, Internet financial management

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Design and Practice of College English Writing Ability Training Mode Under Network Environment

Sixuan Li

School of International Education and Humanities, Xi'an Kedagaoxin University, Xian 710109, Shaanxi, China

Abstract: In order to cultivate college students' writing ability under the network environment, it is necessary to make full use of the existing network resources and platforms to create a suitable writing environment for college students. This paper puts forward some measures to design and practice college students' writing ability under the network environment, hoping to give full play to the advantages of the network era and provide support for the improvement of College Students' writing ability.

Keywords: Network Environment; College English; Writing Ability; Training Mode; Design; Practice

1. INTRODUCTION

Using network technology to cultivate college students' writing ability is the necessity of education modernization, which can fully show the advantages of the network era and effectively improve the writing ability of college students. In this process, teachers should give full play to their own guiding role, so that college students can actively participate in English writing training, and evaluate the performance of students, so that college students have a certain understanding of their English writing ability, and take measures to improve their English writing problems.

2. THE DESIGN OF COLLEGE STUDENTS' WRITING ABILITY TRAINING MODE UNDER THE NETWORK ENVIRONMENT

To design the training mode of College Students' writing ability, we should carry out level education according to relevant standards. First, based on the teaching concept of blended education, effective classroom education should be carried out, and English writing education should no longer be limited in the classroom. English writing related content can be integrated into classroom culture and some extracurricular activities, so as to make college students' writing ability training more selective [1]. In addition, in the process of classroom teaching, we can also use a variety of teaching methods to create a suitable teaching atmosphere. Under the traditional mode, teachers organize college students to carry out English writing training. Students have no choice but to write around a certain topic, lacking enthusiasm for English writing. Therefore, in the process of classroom teaching, it is necessary to break the restrictions and give college students more freedom to choose, so that they can actively participate in English writing training and improve their English writing ability.

Second, we should build a special online platform for

teaching. The most important task of online teaching is to let students feel the charm of English writing learning and participate in English writing training enthusiastically. The emergence and development of the network has changed the traditional learning mode of college students and can provide more learning choices for college students. However, there should still be primary and secondary. The reason why college students carry out English writing training is to improve their ability to express in English. In the process of teaching English writing, we should focus on the theme of teaching. From the current situation to carry on the analysis, at present, the better software of Cultivating College Students' English writing ability includes intelligent evaluation system, cool marking network, etc. Therefore, we should make full use of it in English writing.

Third, we should connect online teaching with offline teaching. It is inevitable for teaching development to connect online and offline teaching. Whether it is the teaching concept, teaching objectives, teaching methods, we should focus on the cultivation of College Students' English writing ability. In teaching, teachers can create a suitable atmosphere, so that students are affected by emotions and put into writing. The network platform can provide conditions for teachers to create an atmosphere. The classroom can help teachers and students to communicate. In this case, teachers should use the network platform to enable students to actively participate in writing training, and hold related writing activities in offline teaching, so that online and offline teaching can be carried out at the same time and give full play to the effect.

3. PRACTICAL MEASURES

3.1 Develop appropriate writing plan

Based on the analysis of the current situation of English writing training in China, we can find that the eight-step training mode is used in the cultivation of College Students' writing ability, hoping to cultivate students' application ability in eight aspects such as words, grammar and sentence patterns. However, in the process of practical teaching, teachers should realize the important role of students' autonomous learning, improve students' autonomous learning level, and use the writing scheme scientifically and reasonably. Only in this way can students' writing ability be improved. For this reason, the whole process of writing training should be planned. Teachers can give some guidance to college students with the help of online teaching before they do English writing.

After class, teachers can make students recognize their problems in the process of writing and choose a writing style that is suitable for them.

3.2 Provide small scale model library for students

In the process of teaching English writing, teachers should start from the reality of students, build a special model library, and constantly supplement it to provide support for the smooth development of teaching. Under the network environment, English resources can be divided into two types: the first type is the resources collected and obtained from the network; the second type is the resources from students. In the process of constructing the model library, teachers and students should integrate teaching resources and obtained resources, use some interesting popular science articles or papers as much as possible, and evaluate the cooperation of college students from a systematic and comprehensive perspective, and display the scores of students in detail, so as to make students clear themselves In the process of writing problems, timely take measures to rectify.

3.3 Building a special writing place

After the construction of the corpus, colleges and universities can provide a special platform for students to carry out writing training, so that students can form a correct understanding of English writing and participate in English writing training. Therefore, colleges and universities must pay attention to the construction of corpus. In the process of constructing the corpus, we should collect some common and authentic language materials. Students can use more daily language as a collection of samples, and explain some of the patterns in English writing, to help students solve the problems in the process of English writing. Therefore, teachers should provide students with some examples of the application of English language in the corpus, so that students can make clear some usage methods and conditions of English grammar and sentence patterns in the process of collecting and searching materials, so as to improve their

English writing ability [4]. It should be noted that the English language is not immutable, and more new words will appear with the change of time. Therefore, when constructing the corpus, teachers should establish a connection with the Internet, constantly update and supplement it, so that students can master the latest vocabulary and apply it. This can provide favorable conditions for the cultivation of College Students' English writing ability, Make it more smoothly to meet the needs of the development of college students in the new era.

4.CONCLUSION

If colleges and universities want to enhance the writing ability of college students with the help of the network, they must start from the reality of College Students' writing, scientifically and reasonably apply the network resources, innovate the traditional teaching mode, enable the students to turn passive into active, actively participate in English writing training, and effectively improve their English writing level.

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Accounting Curriculum System Under the Background of Integration of Production and Education of Accounting Major

Lu Qian

School of Economics and management, Jiangsu College of Tourism, Yangzhou, Jiangsu, China

Abstract: At present, accounting major is an important way for higher vocational colleges to strengthen school enterprise cooperation and construct modern education reform. Under the background of the integration of production and education, the accounting major can better carry out theoretical teaching and practice activities, so that the accounting major can better serve the local economy. This paper analyzes the problems existing in the accounting curriculum system of Higher Vocational Colleges under the background of industry education integration, and provides ideas for the construction of accounting curriculum system under the background of industry education integration.

Key words: Accounting major; Industry education integration; System reform

1. INTRODUCTION

At present, the rapid development of economy in the era, accounting major has been gradually attached importance to by higher vocational colleges. In order to make accounting profession meet the requirements of the times. The system reform of accounting curriculum in Higher Vocational Colleges makes the accounting curriculum system develop better under the background of integration of production and education, and make accounting profession more practical and improve its work confidentiality. It is also necessary for higher vocational colleges to deepen the integration of production and education, so that the reform of teaching system can be better implemented, the construction of its professional connotation can be more perfect, and the core competitiveness of accounting specialty can be improved.

2. PROBLEMS IN PRACTICAL TEACHING OF ACCOUNTING MAJOR IN HIGHER VOCATIONAL COLLEGES

In order to make the teaching system of accounting major reform smoothly, it is necessary to improve the quality of accounting practice teaching in Colleges and universities, so as to improve the efficiency of personnel training. At present, many colleges and universities in China have begun to carry out accounting practice teaching, and have carried out a lot of reform on the teaching system, but there are still many problems in the practice teaching of accounting major, such as:

2.1 The goal of talent training is not clear enough

Through the investigation of higher vocational colleges, it can be found that many colleges and universities do not

seriously investigate the accounting major, the training methods of accounting professionals are too backward, and the setting of training objectives is too general, which also leads to the accounting major unable to meet the requirements of the industry transformation, making students' professional ability, quality, knowledge and other conditions unable to cope with the current job Position, the actual requirements of the post produced deviation. This also leads to the practice teaching can not establish the goal, makes the practice teaching link can not be carried out scientifically and reasonably, but also makes the students have a serious lack of hands-on ability [1].

2.2 The practice teaching system is not perfect

Nowadays, many higher vocational colleges have not carried out the practice work comprehensively. Most colleges only carry out the practice teaching system according to the current situation of their students, and have not designed the accounting practice mode and practice project, which makes the practice content unable to meet the work needs of enterprise accounting posts, which also leads to the students' Graduation unable to carry out relevant work. Some colleges and universities only pay attention to textbook knowledge and practice the knowledge points of textbooks repeatedly, but ignore the integration of professional skills, which makes practice teaching ineffective.

2.3 Teachers' practical skills are not high

Because the accounting industry itself has a high degree of confidentiality, which also leads to many teachers can not in-depth understanding of the content of enterprise practice, so that teachers can not timely grasp the latest changes in the accounting industry, accounting profession can not be integrated into the accounting industry, accounting profession can not judge the post work.

2.4 The evaluation of practice teaching is not reasonable

Nowadays, the evaluation of practice teaching in many colleges and universities is not reasonable enough. It only makes a summative evaluation on practical teaching, and does not assess the students' ability of cooperation, innovation and entrepreneurship. Moreover, the evaluation pays too much attention to the assessment of teachers, which makes colleges and universities often ignore the subjectivity of students and makes enterprise guidance unable to play a role.

3. THE CONSTRUCTION OF ACCOUNTING MAJOR IN PRACTICAL TEACHING

3.1 Precise positioning of learning objectives

If universities want to make the accounting practice teaching well developed, we should conduct a comprehensive investigation and Study on the industries, enterprises, units, vocational education and other aspects. And the investigation work needs to be carried out once a year to ensure that the vocational colleges can accurately locate the training targets, and also need to let the accounting profession combine with the industries such as "Internet plus" and "big data". This ensures the advanced and scientific nature of the personnel training, so that the students who are trained can meet the needs of the post.

3.2 Make clear the construction of accounting practice teaching system

Higher vocational colleges want to construct the teaching system of accounting major courses, it should deepen the integration of production and teaching, so that accounting can cooperate with schools and enterprises. It also needs to adhere to the teaching task of people-oriented, put the cultivation of students' professional ability in the first place, so that the content of practical teaching can better meet the needs of posts. Higher vocational colleges should also carry out practical training simulation in the school to let students learn. Students can experience the whole process of off campus post work, so as to improve students' professional ability, so that they can get comprehensive improvement, and also enable students' innovative thinking to respond to changes in the accounting industry [2].

3.3 Construction of teaching system

3.3.1 Higher vocational colleges can carry out reasonable teaching practice according to the students' cognition of the post and the law of career growth, divide the practical teaching into multiple semesters, complete the teaching plan one by one, and carry out different stages of practical training for different semesters, so that students can improve their ability to deal with bills and cost accounting. Finally, the comprehensive ability of students can be improved.

3.3.2 Higher vocational colleges should also innovate the education mode, so that the practice teaching can be better integrated into the teaching, so that students' ability of "entrepreneurship and innovation" can be improved accordingly. Higher vocational colleges can also establish training bases to provide better practice places for students, so that students' innovation and entrepreneurship ability can be combined with practical teaching, so as to improve students' thinking of "innovation and entrepreneurship" and enable students to get better development.

3.4 Ways to strengthen practical teaching

In order to carry out the reform of accounting curriculum system under the background of industry teaching integration, higher vocational colleges should strengthen the practical teaching methods, so that the practice methods can be effectively integrated, so that students' knowledge and skills can be fully trained, so that accounting students can find motivation from learning and improve the teaching effect of accounting specialty [3].

3.5 Establishment of practice teaching platform

In order to make the accounting major develop better in the context of industry education integration, higher vocational colleges should establish relevant platforms for accounting teaching practice, so that the practice teaching can be more diversified, and the training bases, associations, enterprises and other platforms can be integrated together, so that the practice teaching platform can have more comprehensive resources, so that the teaching platform can be from the Scale management becomes quality management. Colleges and universities should also carry out a reasonable division of labor on the practice teaching platform, so that the effect of practical teaching can be better played, so as to improve the teaching quality of higher vocational colleges.

4. CONCLUSION

At present, China's economic development is very fast, which makes the cultivation of accounting talents unable to meet the social development. Higher vocational colleges should take the integration of production and education as the background, comprehensively reform the teaching system of accounting major, strengthen the cooperation between schools and enterprises, improve the quality of accounting personnel training, and make modern information technology and practice teaching mutually integrated, so as to improve the application of students' Sexual ability, so that students can better adapt to the needs of the post after graduation. Higher vocational colleges should also find the connection point between talent training and social needs according to the background of industry education integration, so that accounting talents can better meet the needs of economic development.

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Practice and Research on Training Mode of Innovative and Entrepreneurial Talents in Colleges and Universities of Traditional Chinese Medicine

Shaonan Shi

Department of Traditional Chinese Medicine, Shaanxi University of Traditional Chinese Medicine, Xianyang, Shaanxi 712046, China

Abstract: With the continuous growth of college students and the influence of economic and social transformation and development and other factors, the employment pressure of college students is increasing, at the same time, the market and social demand for innovative and entrepreneurial talents is increasing day by day. While strengthening the cultivation of students' professional skills and professional quality, colleges and universities of traditional Chinese medicine should actively respond to the national strategy of mass entrepreneurship and innovation, focus on training high-quality innovative and entrepreneurial talents, and provide compound talents for the development of national traditional Chinese medicine.
Key words: Colleges and universities of traditional Chinese medicine; Innovation and entrepreneurship; Personnel training; Mode

1. INTRODUCTION

The 21st century is an era of innovation and entrepreneurship. Mass entrepreneurship and innovation has become an important policy of the state and society. Innovation and entrepreneurship education is to face the future and take the cultivation of students' enterprising spirit, innovative ability and entrepreneurial spirit as the value orientation of education. It is a new educational concept and educational practice to adapt to the social and economic changes. As the main force of training talents of traditional Chinese medicine, colleges and universities of traditional Chinese medicine should actively undertake the task of cultivating innovative and entrepreneurial talents in the process of talent cultivation, actively explore more diversified and more channels to strengthen the effective path of innovation and entrepreneurship education for students majoring in traditional Chinese medicine, and strive to optimize and improve the training quality of innovative and entrepreneurial talents in Colleges and universities of traditional Chinese medicine in the new period.

2. THE CURRENT SITUATION OF THE CULTIVATION OF INNOVATIVE AND ENTREPRENEURIAL TALENTS IN COLLEGES AND UNIVERSITIES OF TRADITIONAL CHINESE MEDICINE

In recent years, innovation and entrepreneurship education is a kind of talent training guidance proposed

under the background of "mass entrepreneurship and innovation". It refers to the cultivation of compound talents with innovative thinking and innovative consciousness, flexible use of professional knowledge mastered, and relying on their own innovation and entrepreneurship skills to create a new situation and create new achievements in their own field. The cultivation of innovative and entrepreneurial talents has been set up in many colleges and universities for a certain period of time and accumulated a certain amount of experience. The cultivation of innovative and entrepreneurial talents has achieved important results in many specialties, especially in many science and engineering majors. However, it is relatively cold in medical colleges including Chinese medicine colleges and universities. However, the training of innovative and entrepreneurial talents in TCM colleges and universities has not yet formed a complete and mature education system, and has not really brought innovation and entrepreneurship education into the training system of traditional Chinese medicine talents. At the same time, most of the colleges and universities of traditional Chinese medicine lack the corresponding teachers of innovation and entrepreneurship, and most of the teachers who serve as the innovation and entrepreneurship education are counselors or teachers in charge of employment. Due to the lack of systematic theoretical knowledge and practical skills of innovation and entrepreneurship education, innovation and entrepreneurship education has not really occupied a place in Colleges and universities of traditional Chinese medicine, and has not really played an important role in the cultivation of talents of traditional Chinese medicine.

3. PRACTICE AND RESEARCH ON THE TRAINING MODE OF INNOVATIVE AND ENTREPRENEURIAL TALENTS IN COLLEGES AND UNIVERSITIES OF TRADITIONAL CHINESE MEDICINE

Analyzing the current research situation, it is not difficult to find that China's innovation and entrepreneurship education is at the initial stage. In the field of higher education, only a small number of colleges and universities attach importance to innovation and entrepreneurship teaching, and most of them focus on the cultivation of skilled and academic talents, with weak entrepreneurial consciousness. In order to realize the

"rooting" of innovation and entrepreneurship education in personnel training of colleges and universities of traditional Chinese medicine, we must actively learn from the advanced experience and practice of other colleges and universities in the process of carrying out innovation and entrepreneurship education, and fully combine the actual personnel training of colleges and universities of traditional Chinese medicine, and speed up the exploration of the effective path of cultivating innovative and entrepreneurial talents in Colleges and universities of traditional Chinese medicine under the new situation.

3.1 Top level design optimization talent training system

To explore the training system of high-level Chinese medicine talents, we need to further clarify the educational ideas, plan the direction of education, explore the educational methods and develop a practical value system of TCM education. As a social institution for cultivating talents, colleges and universities, due to their different nature and training tasks, formulate the talent training mode targeted, flexible and changeable in size, and meet the needs of high-level talents at multiple levels. However, they can only determine different training specifications from different experiences, traditions, reality, advantages and characteristics.

In order to train innovative and entrepreneurial talents in TCM colleges, we must first take innovation and entrepreneurship education as the guidance, and take optimizing the talent training system as the top priority. We should focus on integrating innovation and entrepreneurship education into the whole process of training Chinese medicine professionals, taking innovation spirit, entrepreneurship awareness and innovation and entrepreneurship ability as important indicators of students' teaching evaluation; we should integrate innovation credits into the training program of Chinese medicine talents, accelerate the exploration of innovative education talent training mode with practical ability as the main content, and construct the basic and professional training mode of innovative education talents Practical modular curriculum system of innovation and entrepreneurship, accelerate the cultivation of students not only have solid knowledge of TCM, but also have strong innovation and entrepreneurship awareness and ability, and then cultivate the composite talents in line with the development of modern Chinese medicine.

3.2 Improve quality by innovation and entrepreneurship activities

Practice has proved that the innovation and entrepreneurship competition is an effective way to cultivate the students' ability of innovation practice. In order to effectively improve the effectiveness of the training of innovative and entrepreneurial talents in TCM colleges and universities, colleges and universities should incorporate the activities and competitions of university students in the teaching system, accelerate the establishment of innovation and entrepreneurship competition mechanism, hold regular competition on innovation and Entrepreneurship of college students and activities such as "innovation and entrepreneurship

Salon" in the unit of academic year or semester, and continuously promote the college students majoring in traditional Chinese medicine Innovation and entrepreneurship education is institutionalized and standardized, and the competition phenomenon of students' learning and teachers' happy teaching is formed in campus. Meanwhile, teachers and even professors of relevant specialties can actively take relevant Chinese medicine as the carrier, actively attract students with strong innovation and entrepreneurship awareness and innovation ability to participate in the project Research, open the training project of innovation and Entrepreneurship of college students of traditional Chinese medicine, strive to promote the transformation and application of research results of traditional Chinese medicine, promote the cultivation of students' innovative and entrepreneurial spirit, and constantly improve their innovative and entrepreneurial spirit and practical ability. In order to fully mobilize the enthusiasm and initiative of all teachers and students to participate in the innovation and entrepreneurship competition, vigorously promote the co creation of teachers and students and the transformation of achievements, and further promote the cultivation of innovative and entrepreneurial talents, the University promulgated the administrative measures for college students' innovation and entrepreneurship competition of Shaanxi University of traditional Chinese medicine, clarified the reward mechanism of each event, and effectively activated the enthusiasm of teachers and students in promoting innovation and entrepreneurship education. Combined with the current college students' innovation and entrepreneurship projects involving the distribution of majors, disciplines and the actual work, a working group was established. The leader in charge acts as the leader of the working group, selects the professional backbone personnel as the team members, and encourages students to participate in scientific research and innovation activities, with a strong atmosphere and rich achievements. Based on the existing foundation, the students will deeply implement the innovation and entrepreneurship training plan for college students. The senior students will lead the lower grade students to cultivate their scientific research thinking and ability through the form of "passing on, helping and leading". At the same time, it will promote the landing and transformation of excellent projects, and cultivate and commend a group of college students as "stars of innovation and entrepreneurship". In 2019, Shaanxi University of traditional Chinese medicine was granted 31 national level innovative projects, 104 provincial level projects, 120 China's top 120 projects, 3 Shaanxi University's innovation and entrepreneurship education courses, 1 Shaanxi innovation and entrepreneurship education and training bases, fifth provincial Internet plus students' new business competition 6 provincial awards, 8 bronze awards, and second national Chinese medicine colleges and universities. There are 2 silver awards in the national finals of innovation and entrepreneurship competition, 1 second prize and 1 third prize in the regional competition of Shaanxi Province in the

Microsoft "innovation cup" global student science and technology competition, 16 awards in the 5th Shaanxi Provincial graduate innovation achievement exhibition, and 1 Textbook of College Students' innovation and entrepreneurship foundation course was compiled and published. With the help of all kinds of activities mentioned above, we can make students have stronger competitiveness, stimulate their potential in practice, cultivate their practical ability and improve their comprehensive quality.

3.3 training high-quality innovation and entrepreneurship teachers team

The effective construction of innovative and entrepreneurial talents training mode in Colleges and universities of traditional Chinese medicine is inseparable from a team of teachers with high professional quality and strong awareness of innovation and entrepreneurship [4]. Therefore, in the process of strengthening innovation and Entrepreneurship Talent Training Mode Innovation, the school should build innovation and entrepreneurship team as an important work to do well, and actively create a good innovation and entrepreneurship education environment. It is necessary to speed up the formulation and improvement of the management methods for the selection of key innovation teams in Colleges and universities of traditional Chinese medicine, and give key support to the key innovation teams; we should continue to adhere to the method of combining "bringing in" and "going out", establish a full-time and part-time innovation and entrepreneurship tutor team, effectively guide the deep integration of TCM professional education and innovation and entrepreneurship education, and enhance innovation and entrepreneurship According to the characteristics of traditional Chinese medicine and talent training objectives, we should give full play to the guiding role of the innovation and entrepreneurship tutor group, actively guide the student team to carry out innovation and entrepreneurship related practical activities, such as various innovation and entrepreneurship forums, lectures, visits, competitions, etc., and actively assist the cultivation of innovative and entrepreneurial talents in Colleges and universities of traditional Chinese medicine The construction and optimization of the model.

4.CONCLUSION

Under the background of "Internet plus", innovation and entrepreneurship education has become an important means to train high-level talents, promote social progress and development, and is a necessary choice to meet historical development. But at present, some colleges and universities regard the innovation and entrepreneurship

education as the training work for a few students with innovative medical willingness and entrepreneurial ideals, and do not integrate the innovation and entrepreneurship education into the whole talent training system of colleges and universities. The construction of innovative and entrepreneurial talent training mode in Colleges and universities of traditional Chinese medicine is an important part of continuously deepening the training mode of Chinese medicine talents, improving the quality of personnel training, and promoting the "connotative" development path of colleges and universities of traditional Chinese medicine. Colleges and universities of traditional Chinese medicine should strive to improve their ideological understanding, fully understand the important theoretical and practical significance of constructing the training mode of innovative and entrepreneurial talents in Colleges and universities of traditional Chinese medicine, realize the transformation from "minority" to "public", actively explore the effective path of cultivating innovative and entrepreneurial talents in Colleges and universities of traditional Chinese medicine under the new situation, so as to improve the quality of personnel training of Chinese medicine specialty.

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Research on The Cultivation of College Students' Identification of Socialist Core Values from The Perspective of Network Culture

Qihua Wu

Jingdezhen Ceramic University, Jingdezhen, Jiangxi 333403, China

Abstract: From the perspective of network culture, college students' values directly determine the future development trend and value orientation of society. Under the new environment, the socialist core values have the characteristics of variability, difference, and continuity. Strengthening the identity of contemporary college students to the socialist core values can effectively enhance the students' consciousness of practicing the core values in the new era, and boost the development and progress of society. This paper discusses the cultivation of College Students' socialist core values from the perspective of network culture.

Key words: Network culture; Socialist core values; College students; Sense of identity; Cultivation

1. CONSTRUCT THE IDEOLOGICAL AND POLITICAL CURRICULUM WITH VALUE HEIGHT AND VALUE ORIENTATION

From the perspective of network culture, in the cultivation of College Students' identification of socialist core values, it is necessary to strengthen the effective implementation of Ideological and political courses and ideological and political courses by teachers and students, and give full play to the educational objectives of classroom teaching. First of all, in the construction of Ideological and political course with high value, teachers should actively change the traditional teaching concept, effectively extend and enrich the course teaching knowledge and content with the help of network information resources and Internet technology, and effectively introduce the latest theories, achievements and policy analysis with the core socialist values into the ideological and political teaching classroom, so as to enhance the effectiveness of the course teaching. The main teaching objective is to cultivate students' innovative thinking ability and independent inquiry ability, correctly guide students to actively participate in teaching inquiry and practical research, and enhance the practicality and interactivity of curriculum teaching. Secondly, in the construction of value oriented curriculum ideological and political education, teachers should make full use of the ideological and political course materials, effectively excavate and use the relevant content and knowledge in the teaching materials, design the teaching content and form according to the students' interests and hobbies, the cognitive law of

physical and mental development, so as to make the subject spirit, value connotation and ideological and political education with socialist core values in municipal teaching Education elements effectively penetrate into the teaching practice activities, so that students in the subtle learning and edification process, constantly improve and supplement their own ideological value and spiritual sublimation. In addition, teachers should actively create a new curriculum system with interdisciplinary features, enhance the ideological value guidance of various professional courses and ideological and political courses in the same frequency and vibration, mutual integration and progress, effectively realize the identification of College Students' socialist core values, and cultivate the influence effect from ideological and political courses to ideological and political courses.

2. INNOVATING THE CAMPUS CULTURAL ENVIRONMENT AND EFFECTIVELY CONSTRUCTING THE MODERNIZATION OF UNIVERSITY CULTURE

As an important place for Poplar education, good campus cultural environment construction can effectively promote the cultivation of students' correct ideals, beliefs and values, and make students' behavior consciousness standardized and integrated. Therefore, the cultivation of College Students' socialist core values should be effectively combined with the construction of modern campus culture, so as to create a good learning and living atmosphere for students, so that students can effectively feel and experience cultural appeal and ideological shock when participating in daily life and learning activities, and fully show the functional Charm of campus culture [1]. First of all, focus on strengthening the spiritual and cultural construction of colleges and universities. In the process of cultivation, we should give full play to the role of cultural sports people in Colleges and universities, effectively strengthen the connotation of "three styles" construction, school running philosophy and school running objectives, effectively implement and implement the specific contents and requirements of the times of socialist core values in the new period, construct the highest level of campus spiritual and cultural construction, and realize the molding and correction of the excellent character of contemporary college students. Secondly, the innovation of campus cultural activities and forms. In this process, teachers should fully respect students'

individuality and differentiation, adhere to the "people-oriented" education concept, integrate the specific content and practical requirements of socialist core values into the practice of campus culture activities, and effectively attract and mobilize students' enthusiasm for participation and interaction in a diversified and interesting form of activity, so that students can be able to participate in daily life. We can feel the influence of excellent campus culture anytime and anywhere, deeply understand the organizational connotation of campus cultural activities; finally, strengthen the construction of software and hardware facilities of campus environment. In the process of construction, colleges and universities should actively advocate the concept of "harmonious and unified" campus culture construction, improve and optimize the software and hardware facilities inside the campus, and effectively meet the learning and living needs of students [2]. For example, in the landscape design of school buildings and campus squares, the unique campus cultural spirit and rich humanistic connotation are fully displayed. Under the background of this construction, the cultural environment of colleges and universities not only has practicability and aesthetics, but also has a comprehensive and systematic educational function. It reflects the excellent and positive socialist core values, so that college students can deeply understand the unique charm of socialist core values in the excellent campus cultural environment, and actively establish a correct outlook on life. Values and world outlook, cultivate students' noble quality and moral sentiment.

3. STRENGTHEN SOCIAL PRACTICE, AND EFFECTIVELY IMPLEMENT THE SCIENTIFIC DEVELOPMENT EDUCATION CONCEPT OF "PRACTICE EDUCATION AND UNITY OF KNOWLEDGE AND PRACTICE"

In order to truly realize the cultivation of College Students' socialist core values, we should not only pay attention to ideological education and emotional edification, but also strengthen social practice, so that students can fully develop their own values in practice. Therefore, colleges and universities should strengthen and enrich the social practice experience of college students, actively organize and carry out the educational work and practical activities of practical education, and take this as the main teaching carrier, and summarize the education link of social practice activities into the talent training plan of education and teaching, and effectively practice the unity of knowledge and practice of socialist core values [3]. First of all, colleges and universities should actively organize students to carry out and participate in various social practice activities. Teachers should give full play to the role of guidance and education in the teaching process, and actively advocate students to participate in the thematic practice research at the grass-roots level. For example, in-depth investigation and research should be carried out with the theme practice activities of social and economic development, improvement of people's livelihood, construction of urban and rural integration and cultural education, so as

to enhance students' full understanding of social situation and public opinion in the process of social development. To understand and master, to enhance the correct understanding of the socialist core values of college students, so that students in the process of participating in practice to constantly enhance their sense of social responsibility and social identity; second, colleges and universities should actively encourage students to participate in voluntary service and social public welfare activities, through poverty alleviation, helping the elderly and disabled, educational support, community services and so on. Pluralistic public welfare activities and volunteer services can give full play to students' Self-worth, constantly enhance their sense of social responsibility and belonging, enhance their sense of identification with socialist core values, and bring profound and educational ideological edification experience to students. Thirdly, colleges and universities should strengthen the organization and development of various thematic social practice activities, and fully respect them. Students' individual differences should be explored to explore students' personal professional advantages, solve practical problems for the society with their own professional strengths and advantages, enhance students' awareness of serving the society and others, enhance their social service ability and excellent professional ethics, so that students can continuously enhance their ideological identification and awareness of Practicing Socialist core values in the process of education. Practice executive power.

4. CONCLUSION

To sum up, college students as builders and successors of the socialist cause in the new period, their value orientation directly determines the value orientation of the whole society. Therefore, it is particularly important to grasp the value cultivation of students in the university period. Under the background of network culture, the essence of the cultivation of College Students' socialist core values is the identification of College Students' socialist core values. This paper analyzes the cultivation path in many aspects.

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Research on The Cultivation Path of Craftsman Spirit in Higher Vocational Education Based on Survey Data

Yufei Xie, Jing Cui, Mengdie Wang

Jiangxi College of Applied Technology, Ganzhou 341000, Jiangxi, China

Abstract: With the development of China's economy and society, the importance of "craftsman's spirit" has become more and more prominent. As the main educational institution for training technical talents, higher vocational colleges vigorously promote the exploration of the cultivation path of craftsman spirit in higher vocational education, which provides new ideas and directions for the reform and development of higher vocational education, and is the fundamental need of the national innovation driven development strategy. Based on the questionnaire survey of vocational students in a certain range, this paper analyzes the problems existing in the cultivation path of craftsman spirit in Higher Vocational Education from multiple levels and the countermeasures. **Key words:** Higher vocational education; Craftsman spirit; Training path

1. INTRODUCTION

In 2016, at the fourth session of the 12th National People's Congress, the premier pointed out in the government work report that "enterprises should be encouraged to carry out personalized customization and flexible production, cultivate the spirit of craftsmanship to improve quality, improve quality and create brands." "Craftsman spirit" appears in the government work report, which is refreshing. Some media have listed it as "ten new words" to interpret it. In order to meet the needs of the rapid development of modern economic society and make China into a manufacturing power, we should cultivate technical and skilled talents to meet the needs of modern economic and social development, and vigorously promote the exploration of the cultivation path of craftsmanship spirit in higher vocational education, which provides new ideas and directions for the reform and development of higher vocational education, and is the fundamental need of the national innovation driven development strategy.

2. THE ESSENCE AND CONNOTATION OF CRAFTSMAN SPIRIT

Craftsman spirit is not only a kind of professional spirit, but also a specific embodiment of professional ethics, professional ability and professional quality. It is a kind of professional value orientation and behavior performance of practitioners. It can be specifically understood as the key concepts of dedication, lean, focus and innovation. Dedication is a kind of professional spirit state of devotion, conscientiousness and responsibility produced by practitioners based on their awe and love for

their profession; lean is to strive for perfection, which is the professional quality of practitioners concentrating on each product and every process, striving for perfection and pursuing the ultimate; concentration is the spirit of patience, persistence and persistence with firm mind and focusing on details. Innovation is the innovation connotation of pursuing breakthrough and innovation. [2] These qualities and spirits are the aspects and excellent qualities that craftsmen must possess, and they are also the core of craftsman spirit. Craftsmanship spirit is an important yardstick of social civilization and progress, the spiritual source of making in China, the brand capital of enterprise competitive development, and the moral guidance of employees' personal growth. The spirit of craftsman is the spirit of creation, the spirit of quality and the spirit of customer first.

3. INVESTIGATE AND ANALYZE THE CURRENT SITUATION OF CRAFTSMAN SPIRIT TRAINING IN HIGHER VOCATIONAL EDUCATION

Through a random questionnaire survey of 600 students in a higher vocational college, the general understanding of the current situation of craftsman spirit cultivation in higher vocational education is obtained. The survey results and countermeasures are analyzed as follows:

3.1 What is the current school's emphasis on the cultivation of craftsmanship spirit?

Survey topics	Theoretical level	Practical level
Which aspect does the current school craftsman spirit cultivation emphasize?	70.8%	29.2%

Through the feedback of question 1 and reviewing the previous studies, we can find that they have provided many valuable suggestions and programs for cultivating craftsmanship spirit in higher vocational education, but there are still some deficiencies. For example, the current research focus of scholars focuses on the theoretical point of view, and many vocational colleges are also partial to the theoretical level of the cultivation of craftsmanship spirit. For example, 70.8% of the students think that the training focus of the school is the theoretical level, only 29.2% of the students think that the training focus of the school is the practical level, forming a sharp contrast. Therefore, there are many training methods in higher vocational colleges. Some scholars believe that cultural discrimination, social change, education system defects, improper school running mode and poor combination of

work and learning are the reasons for the lack of craftsman spirit cultivation in Higher Vocational Education in China.

We need to transform the theory into something of practical significance through practice, and require us to suit the medicine to the case, put forward specific plans, solve the existing problems, and provide suitable soil for the cultivation of craftsman spirit in higher vocational education, lay a good foundation and create a good atmosphere, So as to promote the integration of craftsman spirit and higher vocational education, improve the teaching quality and level of higher vocational education, and cultivate high-quality talents and technical talents.

3.2 How well do vocational college students understand craftsman spirit?

Survey topics	understand	know a little	Don't know much	Do not understand
Do you know the spirit of craftsman spirit?	27.8%	49.8%	17.5%	4.8%

The results of question 2 are as follows: 27.8% of the students "understand" the craftsman spirit, 49.8% of the students "know a little bit" about the craftsman spirit, while only 27.8% of the students have a good understanding of the craftsman spirit. From the survey results, we can see that the students in higher vocational colleges have a "one-sided" understanding of craftsman spirit, and their understanding of its connotation needs to be improved. This requires that our higher vocational colleges should strengthen the connotation of students' craftsmanship spirit, so that students can have a comprehensive and profound understanding of craftsman spirit.

3.3 Will you take the initiative to learn and understand the spirit of craftsmanship?

Survey topics	often	occasionally	never
Will you take the initiative to learn and understand the spirit of craftsmanship?	19.7%	72.2%	8.2%

According to the survey results of question 3, compared with high school students, students themselves have fewer courses and lighter learning tasks. As a result, some students who lack self-control are easy to develop lazy and negative behavior habits. 19.7% of the students often take the initiative to learn and understand the craftsmanship spirit, while the occasional students account for 72.2%. Moreover, some students are addicted to online games Since pull out all day holding a mobile phone to play games, swipe video, and in learning is not active, no motivation, usually do not work hard, only to pass the exam, lack of perseverance. In the face of setbacks and adversity, giving up these behaviors are the internal opposite of the pursuit of craftsmanship spirit, and are the factors that lead to students' one-sided understanding of craftsman spirit.

This requires students to correct their own attitude,

increase their learning enthusiasm and initiative, take the initiative to explore knowledge, strengthen self-control, constantly improve self-consciousness, and apply the intrinsic quality and spirit of craftsman spirit to study and life. For example, in the face of homework, internship and homework can not be dealt with hastily. Instead, we should strive for improvement and never give up until we fail to achieve the goal. We should also have the spirit of specialized research. This can not only improve our professional skills, but also better understand the craftsman spirit and eliminate "one sidedness". The school should integrate the craftsmanship spirit into the campus culture, through the related speech contest, exhibition and other campus cultural activities. To create a good atmosphere and environment for students to learn craftsmanship spirit not only enriches the students' amateur cultural life, but also broadens their knowledge, enhances their practical ability, and plays a positive role in promoting the formation of their craftsman spirit. For example, holding essay competition or speech activities related to craftsman spirit can improve students' quality and consciousness. The pursuit of quality and consciousness is also the important connotation of craftsman spirit.

Campus culture can make students further contact and learn craftsmanship spirit with rich forms. Teachers need teachers to put the craftsman spirit throughout the teaching process, simplify the complex theory, increase teaching interaction to solve problems for students, so that students can understand the comprehensive and profound craftsman spirit in the classroom.

3.4 In the cultivation of craftsmanship spirit, do you think the teaching staff is important?

Survey topics	Very important	Generally, it is optional	unimportant
In the cultivation of craftsman spirit, do you think the teaching team is important	90.7%	7.3%	2.0%

In higher vocational education, it is self-evident that the importance of cultivating the craftsman spirit of teachers is self-evident. 90.7% of the students think that the teacher team is very important in the cultivation of craftsman spirit, and 2.0% of the students think that the teacher team is very important in the cultivation of craftsmanship spirit. Because teachers are the guide for students to learn craftsman spirit, many students' understanding of craftsman spirit mostly comes from teachers, but at present, many higher vocational colleges do not have special training institutions and the training mechanism is not sound enough. Therefore, the establishment of a long-term and effective teacher training mechanism is the prerequisite and inevitable requirement for the development of craftsman spirit in higher vocational education. To let the craftsman spirit

take root in higher vocational colleges, teachers should first master the craftsman spirit and become a craftsman type teacher. They need to have professional dedication, improve teaching, be meticulous, diligent and selfless dedication Quality, take the initiative to shoulder the responsibility of inheriting and developing craftsman spirit, combine teaching methods with the connotation of craftsman spirit, and combine details and quality as craftsmen require for products, so as to improve teaching quality and quality, broaden and emancipate one's thoughts and horizons. It is bound to be less impetuous, more prudent, less opportunistic, more down-to-earth and less More focused, more utilitarian. Such a team of teachers can better cultivate high-quality talents and technical talents.

Secondly, higher vocational colleges should also make full use of their own resources to improve the training of teachers. For example, regular lectures on learning craftsmanship spirit should be held, and some "old craftsmen" who are excellent in education should be invited to share their teaching experience and experience. Secondly, they should organize to participate in some production links that can reflect the craftsman spirit, such as micro carving, fine carving and rice grain Calligraphy and painting, etc., is to carve characters and draw on small objects, and use knives instead of pens when carving. It is an ancient technology, and it organizes personal practice to experience the process of improving. We can also organize to watch some film and television materials, strengthen teachers' understanding of craftsmanship spirit, make the teaching team full of atmosphere and environment for learning craftsman spirit, so as to influence students imperceptibly, improve the innovative spirit and concept of teachers, enthusiasm and practical ability of teaching methods, and use the old to bring new concept, from more experienced, teaching experience Rich teachers lead the teachers who have just begun to work to improve the overall quality of the teaching team, and constantly improve the training mechanism of the teaching team.

3.5 Do you think it is necessary to innovate the curriculum for the cultivation of craftsmanship spirit?

Survey topics	be necessary	There is no need
Do you think it is necessary to innovate the curriculum of craftsmanship cultivation	92%	2%

Due to the cultivation of craftsmanship spirit, the curriculum still follows the traditional theoretical education. 92% of the students think that the innovation of the curriculum is very necessary. The lack of innovative curriculum will make it difficult for students to feel the fun of learning in the classroom teaching, reduce students' learning enthusiasm, which is not conducive to the development of craftsman spirit in higher vocational education, which requires teachers in higher vocational colleges, To keep pace with the times, keep up with the trend, improve their own sense of innovation, according to the characteristics of their own disciplines, targeted development of effective education

courses, individualized teaching, traditional curriculum innovation and development to inject vitality into the curriculum, can use the network platform, new media means of combination, bold attempt, continuous innovation of curriculum and education methods, at the same time pay attention to improve teaching Interest in learning, to make students interested in interest, interest is the best teacher, it will drive students to take the initiative to learn, so that the spirit of craftsmanship in the hearts of students. For example, combining traditional teaching methods with new media means, at present, students have a mobile phone, and mobile phone is an indispensable communication medium and an important way for students to understand external information. We can make full use of wechat, microblog, post bar and other apps, use app as teaching carrier, and release some knowledge of craftsmanship spirit on microblog and wechat platform Or the article can also shoot some small videos, so that students can use mobile phones to learn the spirit of craftsmanship anytime and anywhere. It can also guide interested students to exchange and discuss on platforms such as post bar or microblog, hold award-winning Q & A and other activities, and attach importance to the mode of combining online and offline.

Teachers can also make use of live online teaching and offline learning to consolidate the way students love to explain the course, which is easier for students to accept, so as to ensure the effectiveness of the course. For example, with the help of the current advanced VR technology, the VR technology and boring theory are combined to make the boring theory vivid and develop some puzzle VR games. For example, students majoring in automobile maintenance develop a VR game of engine maintenance troubleshooting and engine assembly, so that students can personally understand the connotation and application effect of craftsman spirit in the game, so as to have a deeper understanding of craftsman spirit, stimulate students' enthusiasm for participation and learning, improve professional skills, and enhance their hands-on ability, autonomy and creativity, To enhance the majority of students on the craftsman spirit training course knowledge of a new height, truly achieve the maximum effect of teaching courses.

3.6 Do you think the school's teaching infrastructure is perfect?

Survey topics	perfect	Imperfections need to be strengthened
Do you think the school's teaching infrastructure is perfect?	47.7%	52.3%

The teaching infrastructure of a school determines the quality and level of teaching. It can be seen from question 6 that many higher vocational colleges do not attach great importance to the cultivation of craftsmanship spirit, and the infrastructure needs to be strengthened. As a result, the cultivation of craftsmanship spirit has no special practice operation site, which makes students have poor practical ability and can not personally experience the

connotation of craftsman spirit. Therefore, higher vocational colleges should have special venues for craftsman spirit cultivation. For example, workshops can become the incubation base for students to learn craftsmanship spirit. First of all, higher vocational colleges should pay more attention to the cultivation of craftsmanship spirit, increase the investment in infrastructure for the cultivation of craftsmanship spirit, establish different workshops according to different majors and open them to students free of charge, and update workshop equipment in time. The school can also cooperate with enterprises to improve the infrastructure with the funds and equipment of enterprises, and enterprises can also obtain Directional training of talents to achieve a win-win situation, the enterprise's equipment and production process technology directly moved to the "workshop", so that students in the school learning process can zero distance contact with the enterprise's environment, equipment and production process technology, so that the students not only have a strong professional ability, but also because they are familiar with the enterprise, they can work directly without internship, which improves students' graduation After the employment rate and professional competitiveness also make students adapt to the future work environment to enhance the ability.

4.CONCLUSION

To sum up, through the survey results, we can know that in the cultivation path of craftsman spirit in higher vocational education, at the level of students, curriculum,

teachers and schools, there are some key problems, such as students' one-sided understanding of craftsman spirit, lack of innovation in curriculum teaching mode, imperfect teacher team training mechanism, and imperfect teaching infrastructure. Higher vocational colleges should speed up the transformation of cultivation focus from theoretical level to practical level, so that students can have a comprehensive understanding and understanding of craftsmanship spirit, start from themselves, strengthen the publicity of campus culture, create a strong atmosphere, establish and improve the training mechanism of teachers, create a group of craftsman teachers, and use new technologies such as information network and VR technology to keep up with the trend of the times and boldly try to innovate continuously In order to realize the organic integration and sustainable development of craftsmanship spirit in higher vocational education, the curriculum drives students to study actively, improve and follow up the infrastructure, and create workshops to temper "craftsmen".

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On the Teaching Experience of English Teachers to High Level Students

Fei Yao

School of International Education and Humanities, Xi'an Kedagaoxin University, Xi'an 710109, China

Abstract: The teaching of students with higher English proficiency has always been the focus of English teachers' discussion. How to teach students in accordance with their aptitude? How to pay attention to each different student in the same class? How to improve the progress of students with learning difficulties, and at the same time, make the excellent students feel the harvest? These are the focus of this paper.

Keywords: Six dimensions of English teaching; CEFR language ability; Learning dimension

1. COMPARISON AND DIFFERENCE BETWEEN EXCELLENT STUDENTS AND POOR STUDENTS

Students with learning difficulties refer to those students with poor academic performance in the class, especially for English, which accounts for a large number. This kind of students are often not clear about the purpose of learning, lack of self-control ability, do not form good learning habits, and strong dependence.

Compared with this kind of students, the excellent students, who can also be regarded as the higher English proficiency level in the classroom, generally show good language proficiency and learning habits in English [1-3].

2. CHARACTERISTICS OF STUDENTS WITH HIGHER ENGLISH PROFICIENCY

In the context of English learning, taking college students as an example, students with higher level or overseas life experience usually reach the language level of B1 (advanced class), B2 (high class) or even C1 (fluency level) of CEFR. CEFR (common European Framework of reference for languages) is a standard system used to evaluate and describe foreign language learners, which divides language learners into three different levels. For students with learning difficulties, it may be a little difficult to reach A2 (basic level), while students with higher level can easily reach intermediate or even advanced level.

First of all, this kind of students have good learning habits and strong learning ability, which makes them more confident in language learning, but sometimes it also means that they are embarrassed and hard to face the mistakes they occasionally expose in their learning. They may be relatively proficient in using the foreign language, but they may not have a very clear understanding of the structure and causes of the actual grammar and can not use English to express deep and complex ideas. At the same time, such students need to take overseas examinations such as TOEFL, IELTS and other language tests because they continue to further their studies. This kind of examination will improve the students' comprehensive ability of using language, and it also

means a more comprehensive test for these students who have higher English proficiency.

3. SEVERAL IMPORTANT DIMENSIONS OF ENGLISH LEARNING

In English learning, it is very important to improve the ability of the following aspects:

3.1 Grammar

For high-level English students, grammar is still the focus of their study. The only difference is that teachers should guide them to accumulate fixed collocations instead of blindly instilling rules. Because such students are already familiar with the grammatical rules, they have blurred the boundary between sentence and grammar in the process of English learning. Therefore, English teachers should help them pay more attention to the transformation of "sentence text" and pay attention to coherence and cohesion.

3.2 Listening

For this kind of students, the daily listening dialogue can not satisfy them. Therefore, English teachers should lead them to practice fast listening, learn different accents and take notes.

3.3 Oral English

Speaking, first of all, pronunciation. For better students, the accuracy of pronunciation is no longer their primary task and focus, but the imitation and selection of different accents, such as English and American sounds. At the same time, they have to learn some advanced words to match their language expression.

3.4 Reading

Teachers can encourage such students to read fast, and flexibly use some English reading skills and methods to master skills, such as "conclusion and generalization", to find the main theme of the article and summarize the general situation. There are also reading methods such as "fact and opinion" and "main idea and details".

3.5 Writing

This kind of students have mastered the basic English writing skills and abilities. Teachers should guide them to advance to academic writing and master some advanced writing vocabulary.

4. SIX DIMENSIONS OF ENGLISH TEACHING

For English teachers, several important evaluation dimensions of teaching are "facing the whole, autonomous learning, multiple interaction, combination of teaching and practice, technology application, goal achievement" and so on.

"Facing the whole" means that teachers should pay attention to every student in the classroom and give them personalized guidance. In English classroom, teachers should design some interesting interactive activities to

increase the connection with students and stimulate students' interest in learning. This way is not only for ordinary students, but also for students with higher English ability.

"Autonomous learning" means that in a classroom like university, students should learn how to learn autonomously, but rely more on teachers. Higher level students in this aspect of learning consciousness is not necessarily better than ordinary students, there may be an advantage mentality. However, teachers should actively guide such students to choose suitable learning materials and learning directions, stimulate their subjective initiative, and make them feel the love of English learning again.

"Multiple interaction" is not only the interaction between teachers and students, but also the interaction between students and groups. English teachers should organize students to carry out group work, student presentation and other learning forms according to the teaching mode of foreign universities. We can also let high-level English students and ordinary students form a group to learn together and make progress with each other.

"Combination of teaching and practice" and "technology application" refers to laying a solid foundation in the process of English teaching, and taking one against the other, while flexibly using various kinds of multimedia equipment such as PPT and physical teaching aids to promote teaching and activate the classroom atmosphere. The final "teaching goal" should be achieved naturally under a series of teaching designs. Feedback and induction is also an indispensable link, through summary and reflection, in order to improve the next teaching.

5. PROBLEMS AND CHALLENGES FACED BY ENGLISH TEACHERS

In the face of advanced English students, many English teachers may encounter some difficult problems raised by such students, so they are at a loss and even doubt their teaching level. As a college English teacher, I have the same feeling. However, teaching is a process of common progress with teachers and students, so English teachers should put their attitude right, enrich their professional knowledge and improve teaching level.

Secondly, such high-level students may not be interested in the learning contents of low-level English students in the same class, because they are not at the same level as ordinary students. At this time, as English teachers, they should teach students in accordance with their aptitude, assign different classroom tasks and stimulate their interest in learning.

This kind of students will also be tired and slack at this stage because of their long-time English learning. English teachers should constantly urge, encourage and guide them to explore the blind areas in English learning, understand the limitations of their own English learning, and explore their deeper potential.

6. HOW TO IMPROVE THE TEACHING LEVEL FOR SUCH STUDENTS?

Compared with other students, teaching this kind of students should have some differences in teaching

First, stimulate their initial interest. In English, it is often said that "step out of comfort zone", so for these advanced English students, it is equally important to get out of the comfort zone of the language. Compared with students of the same age, they are obviously much ahead in language learning, which often leads to complacency and stagnation. At this time, teachers must do a good job in guiding.

Secondly, teachers should guide students to express more complex ideas in English, so that they can have deep communication. At the same time, they should cultivate their cultural awareness, that is, the logical thinking behind the language (critical thinking, etc.). And improve the accuracy of their English language expression.

7. CONCLUSION

Continuous learning and summary is the only way for English teachers, especially for the teaching of high-level English students. Teachers and students learn from each other and achieve each other. As English teachers, they should constantly improve their professional quality and explore new teaching methods to deal with many problems in teaching.

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Research on Patriotic Sentiments of Returning Scientists in the 1950s

Tingting Yuan

Sichuan University of Science & Engineering, Zigong, Sichuan 643000, China

Abstract: Patriotism is the deepest national endowment of Chinese scientists, as well as the most core content of the scientist's spirit, which is embodied in the heart of the motherland, firm faith, persistent pursuit, selfless dedication and serve the people's socialist ideal and the mission to realize the great rejuvenation. The formation of patriotism is the product of the unity of objective environment and subjective cognition. It has always played an important role in guiding the spirit and supporting the value of scientists' majors, research fields, efforts in innovation, and income generation from scientific and technological achievements. We will make an in-depth study of the patriotism of returning scientists in the 1950s and cultivate scientific and technological talents for the new era.

Keywords: Patriotism; Spirit of The Scientist; Time Value

1. INTRODUCTION

China has both opportunities and challenges of the changing world. Although the historical stage of development is different, the patriotism of scientists is needed at all times. No matter when we were born, no matter where we are, we will actively participate in the development of various national undertakings and draw closer to the spirit of returning scientists in the 1950s, understand the reality of returning scientists during this period, read these scientists' patriotic deeds. With the help of new thinking, new ideas, new media and new methods in the new era, the patriotic spirit of returning scientists in the 1950s will be inherited to create a clean and upright patriotic atmosphere. The country has no small matter. In the specific life between the lines of the patriotic feelings of the new era to reflect the feelings of the older generation of scientists; To the feelings of the motherland to defend the great rivers and mountains; Devote yourself to the great dream project with feelings.

2. THE RETURN OF SCIENTISTS IN THE 1950S

In the 1950s, new China was just founded. The Communist Party of China has taken over the country and fulfilled its century-old dream of national independence and people's liberation. But the fruits of the victory of the revolution were not achieved in an easy way, but in a spiraling process. China has moved from the old democratic revolution to the new democratic revolution, and through the socialist revolution, socialist construction, and socialist reform and opening up, we will draw a beautiful blueprint for China in the new era. On October 1st, hundreds of thousands of people gathered in Tiananmen Square to witness the historic transformation of China. But we have to analyze the current situation in our country after the euphoria, the prospect is still full of

hope, full of hope. However, in the 1950s, China was experiencing and facing unprecedented challenges. Since the war of resisting the United States and aiding North Korea, western capitalist countries led by the United States blockaded China and adopted the sanction mode of "Cold War" against China, initiating the process of "peaceful evolution". At the same time, China's domestic political situation and economic development were still grim, with the undercurrent of counter-revolutionary forces surging, and the risk of "grey rhinos", such as the collapse of the national economy and the lack of livelihood of the people, still existed, which would seriously affect the consolidation and development of the new people's democratic regime [1-2].

2.1 The changing international situation

The dominant position of Britain existed for hundreds of years in the world history. It was not until the 19th century that several advanced capitalist countries in Europe and America completed the second Industrial Revolution that the world entered the age of electricity. The United States and Germany were the latecomers, giving full play to their "late-mover advantage" and building a relatively advanced industrial system in their own countries. The United States, in particular, became the most advanced capitalist country in the world after 1860. Because the European countries had completed the industrial revolution, the European powers started to dominate the world, take market and battle for control of resources, the first world war broke out, after 1914-1918, Britain suffered heavy losses in the war, and its comprehensive strength and international status were seriously affected. The United States and Japan stepped up their export of trade products to China, showing a sharp trend of development and a growing gap with Britain. Until an economic crisis swept through the United States and Europe, the industrialization of the world into the Great Depression, the catastrophe. The economic crisis never healed, and world War II, which lasted seven years, began with the German attack on Poland. The scale and loss of the war was far greater than that of the First World War, and it also created opportunities for the reconstruction of the world order. The world was divided into two military blocs opposing each other, and the "Cold War" pattern was formed. China's foreign policy in the 1950s was "one-sided", falling towards the Soviet socialist countries, but not giving up the right to independence. The United States and China officially established diplomatic relations on January 1, 1979, after more than two decades of estrangement following China's 1950 war against the United States and its aid to Korea. By the end of the 1950s, relations between China and the Soviet Union had broken

down, the Soviet Union unilaterally broke off contracts and withdrew experts, and China's nascent science and technology business was limited to gridlock. In the face of the "nuclear blackmail" of western capitalist countries, China must carry forward the "Daqing spirit". In 1956, we issued the call of "marching toward science" to overseas Chinese scientists. After experiencing numerous obstacles, many overseas scientists eagerly returned to their "hometown" and devoted themselves to the construction of the important instruments of the country, creating favorable conditions for China's industrialization and modernization.

2.2 The situation of the impoverished country

After the founding of new China, we were faced with the task left over from the new-democratic revolution and the consolidation of the state power of the people's democratic dictatorship. In 1952, the land reform and anti-township movement were completed, the national economy was restored, and the state-run economy was established and became the leading force in the entire national economy, providing a material prerequisite for the transformation of the Chinese revolution from new democracy to socialism. At the end of 1956, the socialist transformation was basically completed. The establishment of the socialist system in China marked the country's entry into the socialist society. However, China's specific national conditions determine that we are and will remain in the primary stage of socialism for a long time to come. The current principal contradiction in society has set a new goal for us: to concentrate on the development of the productive forces. Comrade Deng Xiaoping has a famous exposition on the development of productive forces: "science and technology is the first productive force". But the '50 s China in science and technology research and development and use of relying mainly on foreign countries, independent research and development ability is weak, especially the shortage of research and development personnel quantity and quality of science and technology, it is to improve the productivity, the construction of industrial powers of the biggest constraints. So, in the domestic scientific and technological personnel and the shortages of real cases, the need to have always cherished patriotic feelings of a batch of overseas study scientists regardless of their own interests gain and loss, decisively in the motherland needs most, regardless of family decline high treatment abroad, took off his coat, put on a simple, solemn Chinese tunic suit back to respectable, kind, lovely country.

3. TRACING THE PATRIOTIC SENTIMENTS OF RETURNING SCIENTISTS IN THE 1950S

The list of scientists who came back in the 1950s is endless. Although they have different majors, different fields of work, and even different degrees of contributions to science and technology, there is a kind of resonance among scientists, which is the love of the motherland, is a piece of children's devotion to their mothers. Since the state Top Science and Technology Award was established in 2000, most of the 22 winners have been scientists who have returned from overseas study. This shows that the returned scientists of the 1950s are a special whole,

whose dreams are reflected in the dual choice of science and patriotism, return and mission, national interest and personal interest. In the two returning tides, which both covered the shadow of the Cold War, undoubtedly witnessed the influence of the cold War ideology on China's scientific development, and also revealed the inextricable links between scientists, science and technology and politics.

3.1 The patriotic feelings of the founding father of "two bombs and one star"

A total of 23 scientists have won the honor of "two bombs and one star", They are Cheng Kaijia, Wang Xiji, sun jiadong, zhou guangzhao, yu Min, qian xuesen, Wu Ziliang, Chen Fangyun, Yang Jiachi, Peng Hengwu, Zhu Guangya, Huang Weily, Wang Dahang, TuShouE, Chen Nengkuan, Ren Xinmin, Wang Kanchang, Deng Jiaxian, Zhao Jiuzhang, Yao Tongbin, Qian Ji, Qian Sanqiang, Guo Yonghuai. Of the 23, only Yu Min and Qian Ji did not study abroad. Twenty-one scientists studied abroad, mainly from Britain, the United States, France, Germany and the Soviet Union. More than half studied in the United States. Given the number of returning scientists in the 50 s and returned on motivation group, by guo yong-huai managed "rocket" fathers and other scientists returning process research, looking for the '50 s largest source returning scientists, what makes them give up all, choose the homecoming, set foot on this piece of barren land 50 s? The deepest and greatest motive force comes from the love of the motherland and the ardent hope of serving the motherland.

"Everyone has died since the dawn of time, so let our hearts shine through history." Guo Yonghuai, an outstanding applied mathematician and mechanic in China, has been engaged in aeronautical engineering research for a long time, and has made outstanding achievements in the internationally recognized PLK method. He is the only aerodynamicist posthumously awarded the "Two Bullets and one Star" medal as a martyr. He was born in an ordinary rural family in 1909. At the age of 24, he was admitted to the Physics Department of Peking University and became a student of professor Rao Yutai, an outstanding optician. But as the Japanese imperialists began their attempt to destroy China, Guo saw too many killings and saw the hope of rejuvenating China from the weakness of the enemy. Only a strong military force could resist imperialist aggression. He abandoned optics to study fluid mechanics. In 1938, he took part in the British "boxer indemnity" study abroad exam, in order to be admitted, but in the next year to prepare for study in Britain, ocean just boarded the ship guo yong-huai saw Japan passport visa, crazy when the Japanese invaded the land, guo yong-huai and tore up the passport in dozens of students of the ship and gave up this opportunity to study abroad. A year later, he enrolled in the Department of Applied Physics at the University of Toronto in Canada, earning a master's degree. In 1941, he entered The California Institute of Technology to pursue his doctoral degree. During this period, he chose the sound barrier, the biggest problem restricting the development of the aviation industry, as his research

focus. In 1945, he and his best friend Qian Xuesen put forward the famous concept of upper critical Mach number, which successfully broke through the sound barrier problem that troubled the development of aviation industry. He entered Cornell University in 1946 and was favored by the US army. Because of Guo Yonghuai's statement to the university, he was blacklisted by the US government. "I come to your university for the time being, and I will return to my motherland at the right time". Waiting for the opportunity, Academician Guo Yonghuai, after many twists and turns, broke through the obstacles of the US government, returned to his motherland with his wife in 1956 after 16 years of separation, and started the arduous quest of "It is our responsibility to revitalize China". Unfortunately, Guo died in an airplane accident in 1968. It is worth noting that in the charred chest of Guo Yonghuai's body is intact top secret information, in order to complete the long-cherished wish of a strong military power, he wrote a magnificent chapter with his patriotic feelings and the spirit of living and forgetting privacy and dying fearlessly. Returning scientists with patriotic sentiments like Guo Yonghuai all chose to return to their motherland in the 1950s, which is a collective reflection of the spirit of Chinese scientists. Patriotism, innovation, truth-seeking, dedication, synergy and other spiritual connotations are nurtured in China's great scientific and technological cause. The most important and essential is the selfless patriotism for the motherland. Great men make great feelings, and great feelings make great works.

4. VALUES OF THE PATRIOTIC SPIRIT OF RETURNING SCIENTISTS IN THE 1950S

Chinese Academy of Sciences in 2017, the scientific spirit is defined as "inheritance and doubt critical attitude, respect for science, advocating rational inquiry at the same time, ready to deny those seemingly norm is constrained by the limit of assertion, accept those seemingly eccentric actually contains the scientific connotation of view, does not admit of any immutable doctrine, think that there is the endless frontier science."

^[1] in 2018, the academy of engineering Du Xiang wan in the spirit of the Chinese scientists symposium scientists spirit will be summarized as "the first is the scientific spirit of the pursuit of truth, be practical and realistic attitude, to be true, the good and beautiful pursuit and rigorous style of study, research work which permits a little careless, to be honest, to be honest, do LaoShiShi. Second, the soul of science lies in innovation. Innovation-driven development is an important national strategy, and scientists should never be satisfied with their existing knowledge, capabilities, technologies and products. Promote social progress through scientific and technological innovation. Third, scientists should have a sense of patriotism, a sense of social responsibility and a historical mission."^[2] Patriotism is the essence of China's excellent national culture. Love for the motherland can be turned into a small stream, flowing into the great rivers and mountains of the motherland and into the heart of every Chinese child. The feeling of patriotism is the deepest national endowment of the scientist's spirit, and it is also the fertile soil for the growth of the scientist's

spirit. One flower stands out in the peony only in The Chinese earth to show the most brilliant posture; A simple and honest cute giant panda can only feel the warmth of home in a Chinese garden.

New China has experienced 70 spring, summer, autumn and winter, after three leaps, Chinese science from scratch to strong, to achieve a stand up, rich, strong continuous running, each relay is a review, a mission of inheritance and open a new stage of long-distance running. At the risk of his life, Qian Xuesen returned to China, which he missed day and night, in order to promote The development of China, witness the great miracle of China and leave behind the spiritual wealth that The Chinese people are proud of. He once said: "Science has no boundaries, scientists have national boundaries". It is because of the continuation of the spirit of scientists that the 21st century has witnessed another wave of people returning to their homeland. A number of people, like Comrade Huang Danian, have given up their superior living conditions abroad, returned to China without turning back for research, and actively promoted the development of socialist science with Chinese characteristics. There were also a group of respectable, lovely and amiable people who lit up the dream of great rejuvenation with their practical actions. Many young people died in this land and gave up their best youth. Therefore, the scientist-spirit with patriotism as its core has its exuberant vitality and the value of The Times. In the fifties, the patriotism was mainly embodied in the spirit of serving the people and serving the country faithfully. The scientific spirit of being pragmatic and perfect; Meet difficulties head-on, indifferent to the dedication of fame and wealth; The spirit of cooperation featuring wide consultation, Shared benefits and joint contribution; Unwilling to be left behind, strive to the top of the innovative spirit. The connotation of these five aspects is not isolated, they are closely linked with each other, complement each other, are inseparable organic unity, together constitute the spirit of patriotism of The Times feature. Carrying forward the spirit of patriotism in the new era is conducive to cultivating socialist builders and successors who are morally, intellectually, physically, physically, aesthetically, and intellectually. It will help enhance the depth and breadth of Innovation and creativity in China and promote the progress of science and technology in all walks of life in China. It is conducive to carrying forward the spirit of collectivism and providing value guidance and action guidance for the early realization of the Chinese dream of great rejuvenation. It will help China to have a say in the world, take the initiative, take a firm political stand, demonstrate cultural confidence, safeguard the motherland's territory and realize the great cause of national reunification at an early date.

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Analysis on the function of Outward-Bound Training in Higher Vocational Physical Education

Hansheng Zhang

Jiuquan vocational and Technical College, Jiuquan, Gansu 735000, China

Abstract: In order to improve students' physical quality and ensure their health, the school has paid enough attention to physical education teaching in practical work. In the teaching reform, higher vocational colleges actively promote the reform of physical education, in order to improve the proportion of physical education teaching and promote the level of physical education. In the past physical education, teachers only carried out physical education according to the teaching objectives required by the school, which led to the whole classroom work falling into a dull atmosphere. Teachers and students lacked enthusiasm for physical education teaching, which reduced the level of physical education teaching to a certain extent. Outward bound training can enrich the content of physical education classroom teaching, activate the atmosphere of physical education, and exercise students' sports ability. Therefore, higher vocational colleges should actively try to carry out outward bound training in physical education teaching. **Key words:** Outward Bound training; Higher vocational physical education; Function analysis

1. INTRODUCTION

In higher vocational schools, students' professional ability is the first in teaching and training, but it gradually realizes the important role of physical education in improving students' quality in the development. Therefore, vocational schools are constantly improving the position of physical education in teaching, in order to improve the level of physical education and promote the overall development of students. The expansion training is an effective means for the school and teachers to improve the students' physical education quality. Teachers should make full analysis of their role in the actual work, and take targeted measures to practice on the basis of clear their role, so as to ensure that the physical education can play its own role in the development of students [1-2].

2. ANALYSIS OF THE FUNCTION OF OUTWARD BOUND TRAINING IN HIGHER VOCATIONAL PHYSICAL EDUCATION TEACHING

2.1 it can effectively cultivate students' sports values

Before the outward bound training, the teacher should carry on the effective analysis to its function, according to its function carries on the use to the outward bound training work, thus enhances the expansion training development level. In the process of social development, sports values have changed greatly. In the past, the sports

value is to improve the students' physical quality, which can be achieved in the classroom. In the modern sports values, while exercising students' body, they pay more attention to the influence on students' ability and thought, and require students to have lifelong learning sports and competitive spirit. In the outward bound training, teachers can infiltrate the spirit of these aspects, so as to realize the cultivation of students' Sports Values.

2.2 enriching teaching methods has positive significance for students' development

In the past higher vocational physical training work, teachers will require students to complete the body movement, to achieve the physical exercise of students, but in the integration of outward bound teaching methods for physical education courses, will enrich the physical education classroom teaching methods, pay attention to individual students, in order to promote the overall development of students. In the traditional physical education classroom, teachers will guide all students in the class to complete the unified action, will not carry on the targeted training to the student's ability, but in the outward bound training work, the teacher will discover the student movement insufficiency in time in the training, and corrects, and carries on the influence to its thought, thus realizes the targeted teaching. For example, in volleyball teaching, teachers can use the way of two people learning together to guide students to learn the knowledge of passing the ball, and expand training with the knowledge of passing, so that students can improve their abilities under the rich teaching methods.

2.3 it can meet the needs of students' development law and cultivate their professional ability

In higher vocational schools, schools and teachers pay more attention to the cultivation of students' professional ability, so as to ensure that students can have a skill, and that students can quickly adapt to their own social posts after graduation. Students of different majors have different development rules in the knowledge they want to learn. Therefore, in the process of Outward Bound training, physical education teachers can cultivate different abilities of students. After defining the comprehensive ability and professional ability required by different majors, the professional ability of students can be cultivated pertinently, so as to realize the substantial improvement of students' learning ability and promote the all-round development of students. For example, in the P.E. Curriculum of nursing students in higher vocational schools, teachers can increase their

physical strength by means of back and forth running, pull-in and so on, so as to improve their professional ability.

2.4 explore students' potential ability and encourage them to be brave in challenges

Each student has its own characteristics and strong internal potential. However, in the past physical education teaching, the guidance of intelligent machinery to students for action training can not stimulate students' personal potential, resulting in students' inability to recognize their own strength and reduce the ability development role of higher vocational schools. In the process of Outward Bound training, teachers will guide the students to contact the knowledge which has not been touched in the physical education curriculum before, and guide the students to practice a certain sport repeatedly. In this way, the students will find their own abilities in the outward bound training, help the students to establish certain self-confidence, encourage the students to challenge the knowledge and work they have not been exposed to, and then create for the students Create more opportunities.

3. THE SPECIFIC APPLICATION STRATEGY OF OUTWARD BOUND TRAINING IN HIGHER VOCATIONAL PHYSICAL EDUCATION TEACHING

3.1 teachers should master certain knowledge of Outward Bound training

After making clear the role of Outward Bound training, higher vocational schools should take certain countermeasures to strengthen the use of Outward Bound training, so as to ensure that outward bound training can give full play to its role. The leader of Outward Bound training is teachers, and students need to complete outward bound training according to the guidance of teachers. Therefore, higher vocational schools should require teachers to actively learn more knowledge of Outward Bound training, so as to ensure that teachers can improve the quality of Outward Bound training through the use of professional knowledge [2]. Teachers should not only master the relevant knowledge, but also have strong practical ability, and integrate the expanded knowledge into the teaching work through teaching skills. In addition, teachers should make outward bound training plan through the analysis of students and the requirements of teaching objectives, so as to ensure that students can complete the content learning of Outward Bound Training under the plan set by the teacher.

3.2 promotion of teaching concept

The promotion of teaching concept is the basis of supporting outward bound training. Only by changing the thinking can we effectively improve students' ability. There are some differences between Outward Bound

training and traditional teaching. Teachers, schools and students should actively change their ideas, accept outward bound ideologically, and ensure that the outward bound training can be carried out on schedule. Teachers and schools should make clear the goal of physical education teaching, pay enough attention to the cultivation of students' physical quality, and ensure that teachers and schools can accept and try to expand the training work.

3.3 outward bound training is consistent with teaching objectives

In the teaching work, teachers should be clear about the teaching objectives of their own teaching work, not blindly pursue the use of Outward Bound training, but should combine the outward bound training with the classroom teaching content to ensure that the outward bound training is consistent with the teaching objectives, so as to make the students become the talents needed by the social development and lay a good foundation for the future development of the students. In addition, in the teaching of physical education in higher vocational schools, teachers should prevent the phenomenon of Outward Bound Training floating in the form, ensure that the expanded training can play its due role and constantly improve students' learning ability.

4.CONCLUSION

Carrying out outward bound training in higher vocational physical education can help students to have a correct understanding of physical education teaching, form correct sports values in the process of Outward Bound training, enrich students' spiritual world, make students learn sports knowledge according to their own development law, stimulate students' internal ability, and improve their professional ability. In the implementation process of Outward Bound training, teachers should pay attention to improve their mastery of knowledge of Outward Bound training and provide professional guidance and help for students. Moreover, teachers should ensure that outward bound training is consistent with teaching objectives and improve the level of physical education through Outward Bound training.

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Research on The Practice of Project-Oriented Teaching Reform in Higher Vocational English Under Internet Plus Perspective

Min Zhang

Jiangsu Maritime Institute, Nanjing 211170, Jiangsu, China

Abstract: Under the new situation, there are many new situations and problems in the process of talent cultivation in higher vocational colleges. It is urgent to explore and optimize the talent training mode with new ideas and ideas to improve the quality of talent cultivation in higher vocational colleges. Project based teaching is one of the successful experiences in the teaching reform and the optimization of personnel training mode in Higher Vocational Education in recent years. As a public basic course commonly offered in higher vocational colleges, higher vocational English teaching is necessary to introduce project teaching method gradually in teaching practice, and focus on promoting the reform of English teaching in Higher Vocational Colleges under the "Internet plus" background. Continue to improve the quality of Higher Vocational English teaching.

Key words: Internet plus; Higher Vocational English; Project-based teaching reform; Practice

1. INTRODUCTION

Project based teaching is a teaching mode with the purpose of cultivating applied talents in higher vocational education, supported by professional ability, carried by work projects and aimed at achieving employment. It is internally consistent with the training objective of applied skilled talents in higher vocational education, because it has become one of the important directions of teaching mode reform in Higher Vocational Education in recent years. With the deepening of the development of educational informatization, the English teachers in higher vocational colleges should speed up the theoretical research and practical exploration of the reform of Higher Vocational English project teaching under the perspective of "Internet plus", and constantly improve the quality of English Teaching in higher vocational colleges [1-2].

2. THE ACADEMIC CONNOTATION OF PROJECT TEACHING IN HIGHER VOCATIONAL EDUCATION

The development of Higher Vocational Education in China is closely related to the economic development of higher vocational education. With the in-depth development of China's market economy, higher vocational education has become an important source of cultivating high-quality applied talents in our country, and has played an important role in promoting the economic and social transformation and development. In this context, we should speed up the optimization of the talent training mode of Higher Vocational Education

Based on the work process orientation, and explore the application-oriented higher vocational education to meet the needs of economic and social development in the new period The education and teaching mode of talent training has become one of the important objectives of the reform and optimization of higher vocational talents training mode, and project-based teaching has entered the field of vision of higher vocational education teaching reform with its distinctive characteristics of professionalism and application, and has made breakthroughs in theoretical research and practical application.

The so-called project-based teaching refers to the optimization and innovation of the traditional curriculum teaching mode in higher vocational colleges, focusing on the cultivation of applied talents as the goal, students as the main body, market and occupation demand as the guidance, application ability and basic quality training as the core, project task as the driving force, promoting the organic combination of classroom teaching and practice, throughout the whole process of student training Teaching mode, and to promote the teaching content, teaching methods, teaching evaluation system and other aspects of reconstruction, effectively improve the quality of education and teaching. In short, the project-based teaching mainly focuses on the work process, takes the completion of a certain project as the teaching goal, and selects and organizes the implementation of the teaching content. In the context of this teaching mode, students will really become the main body of teaching. The organization and implementation of the curriculum content breaks the previous disciplinary and knowledge-based vertical system structure, and promotes the horizontal development of professional knowledge and vocational skills In order to further improve students' professional awareness and professional ability, so as to lay a solid foundation for students' future employment.

3. "INTERNET PLUS" PERSPECTIVE OF THE PRACTICE OF PROJECT ORIENTED ENGLISH TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES

In recent years, the pace of teaching reform in Higher Vocational Education in China has been accelerating. New teaching modes, such as project-based teaching, which are more in line with the objectives and laws of vocational education personnel training, have entered the higher vocational classroom, greatly improving the quality and level of talent training in Higher Vocational Education. However, it should be noted that such

teaching mode is often applied to various professional basic courses and professional core courses. However, the traditional teaching mode is still widely used in public courses such as English teaching. The students' participation in class is not high, the level of learning motivation is poor, and the classroom teaching theory is serious. Under the current "Internet plus" perspective, how to implement project-based teaching in Higher Vocational English teaching, speed up the pace of English teaching reform in higher vocational colleges, and strive to improve the quality of English teaching, should be one of the realistic classroom teaching thoughts of the broad front-line teachers.

3.1 To improve the project-based teaching design with information technology as the carrier

Instructional design is the premise and foundation of the project based teaching reform of Higher Vocational English under the "Internet plus" perspective. Before carrying out project teaching, English teachers should seriously study the contents of teaching projects and improve the project teaching design. In the process of teaching design, teachers should focus on the selection and optimization of teaching content. According to the different majors of students and the practical application of possible jobs in the future, teachers should reasonably select teaching contents and optimize and reconstruct them. After completing this stage of work, teachers can use multimedia information platform such as class wechat group to release teaching training in advance. The content and corresponding micro class video and other teaching resources are provided for students to preview and conduct preliminary learning before class, so as to clarify the confusion and difficulties in the learning process.

3.2 Implement English project teaching with information technology as the carrier

Teaching implementation is the key and core of project-based teaching. At this stage, teachers should show students learning objectives, and reasonably group students according to their English foundation, learning interest and other aspects, so that students can complete teaching objectives by participating in team cooperation. For example, for the students majoring in marketing in higher vocational colleges, they should select the project tasks in daily and foreign business, such as selling a certain commodity to foreign friends, set the project teaching objectives, display multimedia video courseware, and train students' English listening, speaking and communication ability in groups, so that students can exercise their workplace English communication ability while completing the project

objectives. In this process, teachers should pay more attention to the rationality of team grouping. On the basis of respecting students' willingness, they should conduct comprehensive evaluation according to students' English learning foundation, interests, learning ability, gender and communication ability, and arrange heterogeneous and homogeneous learning teams within groups, which is the key to implement project-based teaching.

3.3 Carry out project-based communication and discussion with information technology as the carrier

This stage is mainly carried out in the second half of the course. Teachers mainly check the completion of each learning team's project tasks, carry out individualized guidance for each group's completion status and problems in the process of completing the project. At the same time, the common problems of students in the process of completing the project are intensively tutored. At the same time, the information platform is used to arrange the homework after class to carry out the project. Extension is completed by students after class and timely communicate and solve problems existing in the process with teachers through the information platform. The main purpose of this stage is to consolidate the knowledge learned, and further consolidate and improve in the after-school stage.

4.CONCLUSION

In short, the project teaching reform of Higher Vocational English under the perspective of "Internet plus" is one of the reliable paths to optimize the current English teaching structure and improve the quality of teaching and learning in higher vocational colleges. The majority of English teachers should strengthen the research and Reflection on the project-based teaching mode in the daily teaching process, actively use the means of teaching information, and constantly promote the application effect of project-based teaching mode in English Teaching under the background of informatization, so as to promote the steady progress of English teaching reform.

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Research on the Present Situation for Tour English Teaching in Higher Vocational Institutes and Suggestions

Jie Kong

Department of Tourism Management, Wuxi Vocational Institute of Commerce, Wuxi, Jiangsu, China

Abstract: With the development of international tourism, it's increasingly important for the students in vocational institutes to master a foreign language. For the most part, Tour English is taught for students majoring in Tourism Management. Although it is a great demand of tourism industry and emphasis is paid by vocational institutes, the teaching effectiveness is not always satisfying. So it is well worth a discussion about the case.

Keywords: Vocational Institutes; Travel English; Teaching

1.INTRODUCTION

With the continuous development of foreign-related tourism activities, the requirements of professional quality of practitioners have been further promoted. One of the most important aspects is the higher requirement of mastering a foreign language. Much attention has been paid to professional foreign language teaching in many Higher Vocational Institutes. Travel English is usually opened as one of the required courses for the students who major in tourism management. During the process of teaching, schools have paid much attention, teachers have accumulated some experience in teaching and students also have made considerable effort, but the teaching effect toward this course is not always satisfying. Although most students can pass the terminal examination and become an employer in tourism, but not many of them can apply English as a tool in their work. Employers often have to retrain these so called professional students. This shows that there are still many problems in tourism English teaching in higher vocational Institutes [1-4].

2.CHARACTERISTICS OF TRAVEL ENGLISH TEACHING IN HIGHER VOCATIONAL INSTITUTES

The English level of the students is one of the key elements which determine the effect of tourism English teaching. It is hard to imagine that the students who are not good at English can learn Travel English very well. Practicality is another characteristic of tourism English Teaching in higher vocational Institutes. For students who will engage in tourism industry, they will have more opportunities to use foreign languages, especially English. The higher the level of English, the greater possibility of improvement they will have. Thirdly, the teaching contents of travel English are complex. The skills about guide service, travel service management, hotel service and management are all included. In addition, students have to master the knowledge about history, culture,

architecture, art, religion, food and so on. No wonder it's hard to increased the effect of travel English Teaching in Higher Vocational institutes.

3.ANALYSIS ABOUT TRAVEL ENGLISH TEACHING AND STUDYING

About teaching arrangement. The courses of Tour English are usually opened in one or two semesters in most higher vocational institutes. A few schools will open the course in three or more semesters. Students will have four classes per week. Such arrangement will not guarantee the teaching and studying time and it will directly affect the effectiveness of teaching. During the semesters without English courses, few students will keep on learning Tour English.

Table 1 Course of travel english opened in some higher vocational institutes

Institute names	Semester(NO.)	Class No.
Wuxi Vocational Institute of Commerce	1	4
Nanjing City Vocational Institute	2	3
Guanxi City Vocational Institute	1	4
Guandong Scientific Vocational Institute	2	4
Guangdong Foreign Language Art Institute	1	4
Hengdiang Movie and Television College	1	4

About the selection of teaching content. The selection of teaching content is varied and the standards are not unified either. The difficulty of the degree Higher vocational institutes and teachers do not always take into account the differences between students in selecting teaching content. Textbooks on Tour English are also varied. All of these make it more difficult for teaching and learning as well.

About teachers. Most teachers who teach Tour English in higher vocational institutes engaged in teaching directly after graduation. Although they have mastered English language skills, most of them lack the experience of engaging in tour industry. In the process of teaching, it may be difficult for them to from the perspective of industry demand. There is a lack of teachers from tour

industry and expert teachers.

About teaching methods. The teaching methods applied by teachers who teach Tour English may be single. Some teachers apply the methods such as combined teaching of theory and practice, multimedia, scene simulation and so on, but simple classroom teaching is difficult to achieve ideal teaching effectiveness. Students seldom have the real chance to use English.

About teaching resources. Tour English is a required course for Major of Tourism Management in higher vocational institutes, but it is not listed as the core course. Therefore, the investment to Tour English is not as much as other professional core courses. Less attention is paid to English teacher training. Only a few higher institutes have built the teaching resource platforms of Tour English. The low frequency of using the platforms is another problem we need to solve.

About assessment methods. Most higher vocational institutes combine the written and oral examinations in Tour English teaching. Most students will pass the terminal examination of the course. It can be understood as that teaching goal has been achieved, but the actual fact is that few students can really use English as a tool while working in travel industry. The imperfect assessment system will directly influence the teaching effectiveness.

About students. The ability, attitude of students in higher vocational institutes toward English learning are not so satisfying. Some students don't realize the importance of learning Tour English well. Some students lack confidence in learning Tour English. Some students are not willing to learn Tour English actively, independently and purposefully. All these make the teaching and learning of Tour English difficult.

4.SUGGESTIONS

4.1 Strengthening the Cultivation of Teachers

The teaching ability and level of teachers will directly affect the effect of the teaching of tourism English in higher vocational institutes, so much attention should be paid to the cultivation of teachers. Higher vocational institutes should encourage teachers to practice in tourism enterprises, send teachers to study abroad, create a relaxed condition for the personal development of teachers, improve teachers' teaching enthusiasm, encourage teachers to carry out teaching reform and innovation and so on. The assessment of teachers' teaching should also be strengthened. It is also necessary to employ the experts in the tourism field as the external teachers.

4.2 Setting Reasonable Teaching Objectives

Higher vocational institutes should carry out widely industry research, combine the requirements of the industry with the methods of teaching and the actual situation of students to set reasonable teaching objectives. The objectives of Tour English are set usually as follows: knowledge objectives: after learning Tour English, students should master corresponding professional tourism knowledge, new words and expressions; Ability objectives: students should achieve self-teaching ability, be able to carry out tour reception and service work in English, possess the ability of listening, speaking, reading and writing. In fact, such objectives for students who

major in tourism management seem somewhat high. But in order to adapt to the demands of the development of the society and the tourism industry, these objectives are not really high. It is not desirable to reduce the teaching objectives of the course to cater to the students.

4.3 Selecting Suitable Teaching Methods

During the teaching of Tour English, teachers should adopt a variety of teaching methods and try to get the students involved in. The role-play teaching method is quite desirable. Of course, teachers should pay attention to those whose English is not good and often encourage them. Teachers can arrange for students to visit hotels, travel services and scenic spots, invite industrial experts to give lectures to students. Teachers can also carry out the English singing contest, Tour English knowledge competition, professional vocabulary contest, English tour guide presentation contest, English speech contest, set up English corner and encourage students to use English for communication.

4.4 Selecting Suitable Teaching Content

The teaching content of tour English should focus on the work of the tourism industry. Although tour English mainly focuses on the basic necessities of food, accommodation, travel, tour, shopping and entertainment, attention should be paid to the specific job the students will engage in after graduation. Teachers should teach students how to teach themselves after class, how to widen their vision in Tour English learning.

4.5 Setting up Teaching Resource Platform

The establishment of tourism English teaching resources platform will enhance the teaching effectiveness greatly. Of course, lots of manpower and financial resources are also needed. The teaching resource platform should be conducive to the teaching of teachers and the learning of students. The content should be rich, innovative and practical. At the same time, teachers should maintain and renew the platform.

4.6 Perfecting the Assessment System

The assessment of Tour English should include both teachers and students. The assessment should be comprehensive, reasonable, fair and scientific. Teacher should adopt flexible and diverse forms to assess the students besides a paper.

4.7 Combining professional certificates with teaching

Teachers should combine professional certificates with Tour English teaching. It can not only improve the practicality of the course of Tour English, but also can improve the pass rate for professional certificates. Such certificates are: English Tour Guide Certificate, Tour Leader certificate, Hotel English Certificate, etc.

In short, to improve the teaching effectiveness of tour English vocational institutes needs the effort of schools, teachers and students as well.

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Innovative Teaching System of Physical Fitness of Higher Vocational Physical Education Based on Blended Learning

Jiaying Li

Guangxi Agricultural Vocational College, Wuzhou, Guangxi 53000, China

Abstract: This paper mainly analyzes the value of the application of mixed teaching mode in Higher Vocational Physical Education. At the same time, according to the current situation of physical education in higher vocational colleges, this paper discusses the innovative teaching strategies of physical fitness in Higher Vocational Colleges Based on blended learning. It is committed to strengthening students' interest in physical exercise through innovative teaching methods, carrying forward sports spirit and cultivating excellent character while strengthening students' physique, so as to promote the implementation of talent cultivation strategy in higher vocational colleges.

Key words: Blended learning; Higher vocational colleges; Physical education teaching

1. INTRODUCTION

In the new period, the education system is constantly reformed and a more comprehensive talent training goal has been formulated. Driven by the brand-new education concept, physical education teaching has gradually been paid attention to, and the vocational teaching mode of physical education in higher vocational colleges is also constantly optimized. However, due to the influence of traditional education mode, physical education teaching has not been implemented scientifically. It is necessary to introduce mixed teaching mode in the teaching process, which has a far-reaching impact on the improvement of education quality[1-2].

2. THE VALUE OF APPLYING BLENDED LEARNING METHOD IN PHYSICAL EDUCATION OF HIGHER VOCATIONAL EDUCATION

In recent years, physical education vocational physical education has been widely valued, both teachers and students are fully aware of the importance of physical exercise for the development of physical and mental health. Higher vocational colleges have gradually defined physical education as the key work, which provides favorable conditions for the orderly development of physical education. However, influenced by the traditional education mode, most students do not pay enough attention to physical education. The inherent physical education mode of professional physical education can not well attract students' attention, which is not conducive to improving the effect of physical education. At the same time, the students in higher vocational colleges are not proficient in mastering learning methods, and lack of autonomous learning

ability. The study of cultural subjects has made students overwhelmed, let alone physical education. In the case of heavy homework, students focus on the study of cultural courses, ignoring physical exercise. This is also a major challenge faced by the physical education teaching in higher vocational colleges. The introduction of hybrid learning mode helps to improve the students' interest in learning, and can also focus on the physical teaching content. It is very important to carry out physical education teaching combined with blended learning method. It plays a positive role in improving the quality of physical education, promoting students to learn sports spirit with healthy physique and accumulating cultural knowledge.

3. INNOVATIVE TEACHING STRATEGY OF PHYSICAL FITNESS OF HIGHER VOCATIONAL PHYSICAL EDUCATION BASED ON BLENDED LEARNING

3.1 Enrich teaching resources

In order to fully mobilize the effectiveness of physical education, teachers in higher vocational colleges should fully mobilize students' physical training. At the same time, we should pay attention to enriching teaching resources, adhering to the concept of blended learning, extend the existing physical fitness teaching content, change the traditional single physical training content, so as to mobilize students' learning enthusiasm and create conditions for the improvement of physical education teaching level in higher vocational colleges. At the same time, higher vocational physical education teachers should start from their own education concept, make clear the main position of students in the process of physical education teaching, expand the traditional teaching resources, strengthen the effect of students' exercise with rich teaching content, and promote students to integrate into the physical education classroom. For example: physical education teachers can use the network media to collect teaching materials, and can use the video of sports competition as teaching guidance video. Through the analysis of the athletes' movements in the competition, the students can understand the main points of the movements and carry forward the sports spirit. To cultivate students' excellent sports quality, so that students can go forward bravely when they encounter difficulties in the future, so as to achieve the teaching goal of physical fitness of professional sports.

3.2. Innovating classroom teaching mode

Based on the blended learning, the traditional classroom

teaching mode should be changed, and the innovation point can be determined by analyzing the advantages and disadvantages of the current classroom teaching. Especially for the students in higher vocational colleges, the new teaching mode can attract their attention, which has far-reaching significance for students to develop good sports habits. At the same time, under the new media environment, students receive a lot of sports information from the network. Some students are very interested in sports programs, but they can't feel colorful sports activities in the school physical education class, which weakens students' confidence in sports activities. In this regard, physical education teachers should stand on the students' point of view, pay attention to the innovation of classroom teaching mode, and give the students of higher vocational colleges a very attractive sports classroom experience, so as to promote the orderly development of physical education teaching. For example, teachers can guide sports action with multimedia equipment in the teaching process, and can also make full use of the network to find sports teaching action guidance video. Let students receive vivid physical education teaching content, and then have a strong interest in the new classroom teaching mode, and create favorable conditions for the improvement of students' Sports literacy.

3.3. Creating a diversified and mixed learning environment

The creation of a multi mixed learning environment is also an effective way to innovate physical education teaching in higher vocational colleges, which is helpful to the improvement of classroom teaching effect and the cultivation of students' sports spirit. Creating differentiated blended learning in different environments helps to adapt to the learning characteristics of Vocational College Students in the new era. Not only that, the creation of hybrid learning environment can stimulate students' sports potential, but also play an important role in the application of network technology. For example: physical education teachers can optimize the physical exercise environment and transfer part of the physical education classroom teaching content to the network. Whether it is wechat platform or QQ communication software, it can be used as the learning environment of sports knowledge. Teachers can edit the theoretical character sports knowledge into documents and send them to the exchange platform. At the same time, they can take turns to punch out the knowledge points to strengthen the students' learning quality. Then the focus of classroom teaching is on exercise, so as to improve the effect of classroom teaching and strengthen students' Sports literacy.

3.4. Respect students' differences

In the process of physical education, teachers should pay

attention to students' performance and fully understand their sports advantages and potential. At the same time, we should respect the differences of students and understand the different receiving characteristics of each student in sports learning. The next step is to establish differentiated teaching mode. Although teachers can not create one-on-one physical exercise plan for students, they can also divide students into several categories within the collective, and then carry out differentiated physical education teaching. This has a positive effect on the high-quality development of physical education teaching, and is conducive to the teacher's leading and guiding role, so as to cultivate excellent sports talents on the basis of respecting students' differences. For example: physical education teachers can use network technology to count the students' love of sports in higher vocational colleges, and then adjust the content of sports class according to the actual situation. Students can be classified according to their sports preferences, and the curriculum arrangement of volleyball, basketball, football and aerobics can be established. And through the network platform of home school communication, students can have more choices of courses, which can be targeted to cultivate professional talents, which has far-reaching significance for students' career development, so as to play the value of hybrid sports teaching mode.

4.CONCLUSION

In a word, the introduction of mixed teaching method is helpful to improve the teaching effect of physical education. Based on the continuous innovation of network technology in the new era, the combination of traditional teaching mode and network teaching can stimulate students' interest. It can also effectively innovate the physical education teaching mode, add vitality to the physical education teaching and strengthen the teaching effect. Higher vocational physical education teachers should actively create a mixed mode of physical education to promote the continuous optimization of physical education.

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The Application of Blended Learning Mode in English Classified Teaching in Higher Vocational Colleges

Jun Ma

Zibo Vocational College, Zibo 255314, Shandong, China

Abstract: The positive integration between information technology and curriculum teaching is one of the significant characteristics of school education reform in the information age. The mixed teaching mode is one of the representative concepts and practical education models integrating information technology and modern education. At present, the mixed learning mode is gradually entering the classroom of universities and primary and secondary schools, and has a revolutionary impact on the presentation of teaching content, students' learning methods, teaching methods and teacher-student interaction methods. Higher vocational English teachers should consciously and selectively adopt this teaching mode in the daily classroom teaching process, so as to effectively improve the quality of Higher Vocational English Teaching in the new era.

Key words: Blended learning; Vocational English; Stratified teaching; Application

1. INTRODUCTION

With the continuous acceleration of the integration of information technology and modern education and teaching, more and more new teaching models based on information technology begin to emerge gradually and are adopted by the majority of educators in practice to solve the outstanding shortcomings and shortcomings of the traditional teaching mode for a long time, and constantly improve the quality of Education and teaching. The mixed teaching mode is a typical representative of these teaching modes 1. It is of great theoretical and practical value to explore the application of blended learning in English classified teaching in Higher Vocational Colleges for optimizing the current English Teaching in Higher Vocational Colleges and speeding up the process of teaching reform.

2. THE THEORETICAL CONNOTATION OF BLENDED LEARNING

The core of the so-called blended learning is "mixing". The so-called hybrid learning is to change the traditional offline course teaching mode, break the original curriculum teaching system according to the education and teaching objectives, and combine with the actual needs of students' learning, adopt the hybrid learning of combination of online and offline, students' preview before class, classroom learning and after-school expansion, so as to improve the learning time It can be said that blended learning meets and adapts to the actual needs of the current domestic education and teaching

reform, and is conducive to changing the disadvantages of "full class" and "walking in step" in the traditional teaching process, and the traditional theoretical knowledge content can be passed through online teaching resources The method allows students to preview in advance before class, so that there will be more time for teachers and students to interact and answer questions in class. It will further enable students to deepen their understanding and grasp of the course content, promote the combination of theoretical knowledge and practice, further enhance students' initiative and participation in learning, and realize personalized learning. More importantly, blended learning can level online teaching The advantages of Taiwan can be brought into full play, such as the convenience of online teaching platform interaction, the intuitive courseware display and the real-time communication between teachers and students. It can also play back the course for students to review knowledge, which is of great benefit to the teaching work, so as to effectively improve the quality of education and teaching [1-2].

3. THE APPLICATION OF BLENDED LEARNING MODE IN ENGLISH CLASSIFIED TEACHING IN HIGHER VOCATIONAL COLLEGES

The specific application of blended learning mode in English classified teaching in higher vocational colleges should follow the general mode of blended learning. At the same time, according to the actual needs of Higher Vocational English teaching, it should be used in the specific teaching process according to local conditions

3.1 Build a network teaching platform and define learning tasks

In the process of applying blended learning mode to English Teaching in higher vocational colleges, teachers should first strengthen the design of blended teaching, which is the premise and foundation of blended learning. Specifically, in the teaching design stage, the main tasks of teachers are to analyze the teaching objects, focus on the understanding of students' Online Autonomous Learning, analyze whether they have the conditions for mixed learning; strengthen the analysis of teaching content and teaching environment; clarify the design of teaching objectives and teaching evaluation, and establish and improve the English teaching network platform. At present, with the in-depth development of education informatization, many higher vocational colleges have set up their own network teaching platform. Before carrying out the mixed teaching mode, teachers should first select

and reorganize the MOOC resources in the MOOC resource library according to the actual needs of Higher Vocational English teaching, and organically link the selected and restructured MOOC resources with the school network teaching platform, and push them to students, secondly, on the basis of active in-depth analysis and grasp of students' English learning basic situation, teachers should release the list of autonomous learning tasks to students through wechat group and other ways, and clarify the specific learning objectives, learning methods, evaluation standards and other contents for students to carry out the self-determination before class with tasks and goals. Learning, complete the task of autonomous learning, focus on the teaching of the key and difficult content of learning.

3.2 Students conduct online learning and interactive communication

After students have made clear the relevant learning tasks and objectives, they can use their time to log in the network teaching platform to view the learning tasks, understand the objectives, requirements and precautions of online learning, and then enter the autonomous learning stage. In this process, students can use the network learning platform to carry out self-learning, and at the same time, they can also use network learning. The seminar, homework and social networking software provided by the learning platform can interact with other students, discuss the learning problems, and find out the difficulties and puzzles in the learning process.

3.3 Teachers conduct offline teaching, focusing on answering questions and solving doubts

Offline classroom teaching mainly relies on teachers to organize relevant teaching. At this stage, teachers mainly collect common learning problems encountered in the process of autonomous learning for students, sort out and analyze the collected learning problems, and then organize students to group learning in the form of group learning. In this process, teachers are responsible for the creation of classroom atmosphere and the maintenance of learning order. Meanwhile, in this process, teachers can give personalized guidance to students' personality problems and puzzles, so as to help students better eliminate and master the knowledge they have learned. For example, in the first mock exam of English listening and Speaking modules, students can learn autonomously under Introductions and Greetings module. After

conducting online exercises, teachers can organize cooperative discussions on the specific vocabulary and grammar of students in this process, and conduct personalized guidance to help students grasp the teaching content of this course.

3.4 Teachers should evaluate learning and strengthen knowledge development

After completing all the teaching tasks related to the course, the teacher should evaluate and feedback the teaching of this class, especially the students' learning. At this time, the learning group should be taken as the unit, and the evaluation and feedback should be carried out according to the degree of knowledge mastery and problem-solving ability. The final learning evaluation should integrate the online learning and offline learning and give the final evaluation. At the same time, according to the learning content of this class, appropriate after-school expansion homework should be arranged for students to use the network learning platform to study independently after class, so as to further consolidate the knowledge they have learned.

4.CONCLUSION

In a word, blended learning mode is one of the reliable ways to optimize teaching mode and improve teaching quality under the background of information age. It has positive significance in the process of English classified teaching in higher vocational colleges. At the same time, this teaching mode puts forward higher challenges to teachers' information-based teaching ability and students' information-based learning ability, especially students' self-management. To improve the ability of teaching control, we should use blended learning mode in the process of English teaching according to local conditions.

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The Exchange and Development of East Asian Music in the Era of "New Fusion" - Taking China and South Korea as an Example

Xiaofeng Wu

Nanchang Normal University, Nanchang, Jiangxi 330032, China

Abstract: New media realizes the integration of media resources and Internet resources. In music communication, with the help of new media system, cross regional and cross nationality music communication mode can be built. This paper takes the music exchange mode between China and South Korea as the research object, and discusses the current situation of East Asian music exchange and development in the new media era. On the basis of finding out the problems, this paper discusses the ways to improve the quality of music communication and development with the help of new media channels, so as to realize the efficient communication of East Asian music culture circle.

Keywords: New Media; East Asian Music; Cultural Exchange

1. INTRODUCTION

The new financial media mode is to further realize the reasonable integration of various resources with the help of the Internet system on the original financial media system, so that more people can understand the information according to the specific or non-specific mode of communication. The new media age has played an important role in the exchange and discussion of various forms of literature and art. In terms of the current development mode, there are some problems in the music of China and South Korea, such as fixed communication objects and unsmooth communication paths, which need to be solved scientifically.

2. THE EXCHANGE AND DEVELOPMENT OF EAST ASIAN MUSIC IN THE ERA OF "NEW FUSION"

2.1 Poor communication channels

The communication channels are not smooth in two aspects. One is that no professional media channels have been established. There are geographical differences between different countries, which hinder the communication and development efficiency of East Asian music. For example, in the process of music exchange between China and South Korea, the market of both countries only has a more comprehensive understanding of some pop music. But for traditional music and national music, there is less communication between them, and in many years of media publicity and film and television publicity, they have fixed views on each other's music mode. [1-2] The other is that the use of various methods in the communication process is not clear. It is precisely because of the use of the wrong methods that the communication and development results will eventually

be different from the expected goals.

2.2 Music Type Single

At present, the communication process of East Asian music mainly shows that the music type is too single, focusing on the level of pop music. For example, the impact of Korean music on China's music market is women's group, which has a higher popularity value. The Chinese music market has been impacted by the Korean market for a long time. The domestic musicians do not pay attention to innovation, but just create according to the original development mode. In addition, the theme of music creation gradually narrowed, mostly reflecting the feeling of being unable to extricate oneself from lovelorn, which led to the current pop music becoming a disaster area of the thought of "moaning without illness".

2.3 The purpose of the communication is unclear

In the communication and development of East Asian music, there is no unity in the current communication process. In other words, the purpose that has been built at present is only an imaginary purpose in the ivory tower, which does not have the widespread acceptance of the people. For example, in the specific exchange process, the purpose of summary is to better learn the music culture of other countries in the East Asian cultural circle. But the final mode of communication is to let Korean women's Troupe or Chinese solo singers sing in other countries. In fact, the final knowledge has formed an advertising effect, not to promote the culture, or a kind of personal publicity for related singers. At present, whether from the perspective of business or from the perspective of purpose, they are actually more inclined to advertising.

3. THE METHOD OF COMMUNICATION AND DEVELOPMENT OF EAST ASIAN MUSIC IN THE ERA OF "NEW FUSION"

3.1 Communication Channel Construction

The construction of communication channels includes the construction of external channels and internal channels. The construction of external channels mainly refers to the construction of related channels between exchange countries, such as in the process of music culture exchange between China and South Korea. Chinese and Korean delegations must establish a unified thinking path and realize the export of music culture through the construction and use of network platform. In addition, we should also strengthen the introduction of the traditional music mode, not just pay attention to the advertising effect.

For the construction of internal channels, we should

independently explore the connection system between traditional music mode and modern music mode. For example, the traditional folk songs of our country are inexhaustible music wealth, such as the singer Tan Weiwei's "Huayin laoqiang shouts". Although there is a high degree of similarity between Qinqiang and modern rock, its root is the traditional music mode of our country. If the song can be exchanged, it will naturally attract young audiences better, and at the same time, it can show our traditional cultural thinking. It should be noted that in the current domestic music market, a large number of so-called ancient songs occupy a large market share. However, this kind of songs are mostly groaning without illness. In foreign exchange, we should prevent such low-quality songs from appearing.

3.2 Music Type Extension

The expansion process of music type requires equal and mutual trust between the two parties involved in communication. And according to their own music types and music resources, reasonably add the traditional music mode, or upgrade and transform the music mode. For example, in the specific communication process, the music of communication is our folk song "the river flows water". In a musical program, Gong Lina and tenger sang two versions of "river running". These two versions have caused a great stir on the foreign video website YouTube. Many bloggers have analyzed the specific singing performance and the music quality of the two singing furniture from the perspective of professional music. In East Asian cultural exchange, we can add background introduction, lyrics translation and other information to let more people understand the creation background of this song. In addition, professional musicians from other countries can also make analysis videos to promote more young audiences to improve their understanding of music literacy. It can be said that in the mode of music exchange, a mode of singing by singers in one country and analyzing singing by singers or musicians in another country has been formed, so as to realize the pattern of mutual learning, communication and influence between music.

3.3 Determination of communication purpose

To determine the purpose of communication, we need to abandon the original false and empty purpose of

communication, at the same time, we need to properly eliminate the advertising effect, and build a comprehensive communication system from the source of art, art mode and artistic quality, so that the national music groups participating in the exchange can better learn foreign culture. [2] In the process of external publicity, it is mainly for Internet users, which requires that we can really understand the core needs of Internet users. For example, through the analysis and understanding of entertainment forms, we can better drive ordinary people to learn relatively professional and boring music theory. For example, for the above mentioned "river flowing", in the specific communication process, the artists of both sides can have face-to-face communication, so that participants can better understand other types of singing, and make innovation on singing mode. For folk propaganda, it is mainly through the establishment of professional evaluation video score, so that the ability of musicians can be improved, so that ordinary people can understand the basic music knowledge.

4.CONCLUSION

To sum up, the current situation of music communication and development in East Asia is that communication channels are blocked, music types are too single, and communication purposes are not clear. The existence of such problems will lead to the communication and development of music blocked. In the process of solving such problems, we should establish professional music evaluation video and music release video with the help of Internet channels. At the same time, singers can establish face-to-face communication mode, better understand other singing methods and make innovation.

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On Gorchakov's Diplomatic Practice during Alexander II's Reign

Ningning Yu

History Department Qiqihar University, Qiqihar, Heilongjiang 161006, China

Abstract: Gorchakov was a famous Russian diplomat in the period of Tsar Alexander II. He has been in charge of the Ministry of foreign affairs for 25 years. Through the diplomatic practice of reorganizing the Ministry of foreign affairs, formulating the policy of "cultivating the strength and storing the best", abolishing the neutrality of the Black Sea and improving Russia's international status, he has reversed the unfavorable situation of Russia, enhanced Russia's international reputation, and had a far-reaching influence in the history of Russian diplomacy.

Keywords: Gorchakov; Diplomacy; Practice

1. INTRODUCTION

The political system in the period of Russian Empire was characterized by typical closeness. The Czar was in the absolute core position, and other social factors were almost excluded from the decision-making process. "In the era of open-minded autocratic secret diplomacy and cabinet diplomacy, the people can not suppress the changeable imperialism of Petersburg. The Tsarist government exercised even greater power in foreign policy decision-making than other autocratic monarchs or constitutional policy makers in Europe in the era of imperialism." [1] However, in Russia, which lacks power sharing mechanism and highly centralized diplomatic decision-making mechanism, Alexander II still fails to cover up the light of gorchakov, a diplomatic elite. Gorchakov presided over the work of Russian Foreign Ministry for 25 years, throughout the reign of Tsar Alexander II. His diplomatic practice of "firm but not ineffective" not only helped Russia get rid of the influence of Crimean War, but also enhanced the prestige of the Empire, revived the Russian national prestige, and remained famous in the history of Russian diplomacy.

2. REORGANIZATION OF THE MINISTRY OF FOREIGN AFFAIRS

Gorchakov was born into a noble family and was well educated. In his early years, gorchakov, as a second-class diplomat, went to small European countries and accumulated a lot of experience in diplomatic struggle. After Alexander II took over the throne, gorchakov was first promoted to the post of Russian ambassador to Vienna, and then was entrusted with the responsibility of foreign minister. Gorchakov was erudite and astute, and his experience in sending to small European countries made him understand the diplomatic strategy of European powers and accurately infer the diplomatic trends of various countries. He was an important diplomatic minister that Alexander II relied heavily on. After assuming the post of foreign minister, gorchakov reformed the Ministry of foreign affairs in terms of

institutional setting and personnel system, which improved the professionalism and ability of Russian diplomatic circles, and laid a solid foundation for Alexander II's diplomatic achievements.

Within the Ministry of foreign affairs, gorchakov set up a committee under the chairmanship of the foreign minister, the general office of the minister, four regional departments and three operational departments. At the same time, two subordinate archives were established, namely the central archives of St. Petersburg and the central archives of Moscow. In addition, since 1861, gorchakov organized the publication of the official journal of the Ministry of foreign affairs, the Yearbook of the Ministry of foreign affairs, which mainly published important documents on Russia's foreign policy. In terms of the employment system of the Ministry of foreign affairs, gorchakov made effective adjustments, requiring Russian diplomats to have higher education experience, be proficient in two or more languages, and have a good knowledge of history, geography, international law and other professional knowledge. In the selection of diplomatic personnel, gorchakov used a large number of Russian diplomats in order to strengthen the national characteristics of Russian diplomacy, gradually offset the influence of the "Foreign Gang" in the Russian diplomacy of the former dynasty, and frequently rotated Russian representatives abroad. After that, until the period of Nikolai II, there was no great change in the Russian Ministry of foreign affairs, but with the expansion of the scope of foreign expansion, Russia's foreign agencies increased.

3. TO FORMULATE THE POLICY OF "CULTIVATING TALENTS AND STORING UP TALENTS"

After gorchakov became the Russian foreign minister, he asked the Russian government and the public to summarize and analyze the Russian foreign policy in the period of Peter I and Ekaterina II, and on this basis, he put forward the diplomatic program belonging to Alexander II's era, namely the "gorchakovism" diplomatic route praised by later generations. In terms of diplomatic purposes, gorchakov advocated that diplomacy should serve Russia as a powerful country. After the Crimean War, Russia must face the negative impact brought by the defeat. Russia can no longer continue to expand its territory and take out Haikou as it did in the past. The main purpose of Russia's diplomacy is to create a good international environment for domestic reform and economic development when its national strength is declining. Therefore, in his report to Alexander II, gorchakov made it clear that for the sake of Russia's

security, for Russia's important role in international politics, and even for the establishment of universal peace, Russia must first carry out domestic reform, which is related to Russia's future. "If the domestic economy goes bankrupt and is in disorder, Russia can not make foreign policy To play a positive role [2]. Obviously, gorchakov's view is farsighted. Russia should not continue to expand in Europe. It is no longer in Alexander II's era to open up its territory and make contributions. This view is of great significance in the history of Russian diplomacy, which has changed the interpretation of national interests by Russians and Russian diplomatic departments. "Russia does not shrink back, but nourishes its strength [3] 116". Russia's primary task is to complete the reform of serfdom, which is the basis of Russia's foreign policy. In terms of diplomatic principles, gorchakov advocated two principles, namely, the supremacy of reform and the maintenance of political balance. In gorchakov's view, Russia's focus is on domestic reform, and foreign policy should serve domestic reform. In terms of foreign relations, Russia should try its best to keep the balance of the European situation and avoid causing great losses to Russia due to the destruction of political balance. Therefore, Russia should never again sacrifice its own interests for the sake of other countries. From the 1850's to the mid-1970s, Russia remained neutral in a series of European wars such as France, Austria, Prussian and France, and tried to avoid direct conflicts with Britain. This diplomatic strategy not only keeps Russia out of the war temporarily, but also helps Russia absorb more capital and technology to promote the industrialization process.

4. ABOLISH THE NEUTRALIZATION OF THE BLACK SEA

After the Crimean War, the Treaty of Paris severely constrained Russia's southward strategy, and the neutral provisions of the Black Sea changed Russia's current situation in the Near East and the Strait since the 18th century. Therefore, Russia needs to seek opportunities to break through the influence of Black Sea neutrality in the competition of European powers. Gorchakov served as ambassador to Vienna during the hard years of Crimean War, which made him determined to revenge the treacherous Austria when he returned to St. Petersburg. In the 1860s, Russia gradually began to strengthen its ties with Prussia. In 1863, Prussia helped Russia suppress the Polish uprising, which opened the cooperation between the two countries in the 1960s. In August 1866, Russia and Prussian negotiated to amend the Paris peace treaty in St. Petersburg. During the talks, gorchakov made it clear that Russia wanted to bury the Paris Peace Treaty and hoped to get the support of Prussia. Prussia responded positively, expressing support for Russia's efforts to abolish the neutrality of the Black Sea, and hoped that Russia would remain neutral in the process of Prussian unification of Germany.

Russia's neutral policy played a key role in Prussia's leading German reunification. After the reunification of Germany, Prussia's support for Russia's abolition of the Black Sea neutrality restrictions was naturally put on the

agenda. In September 1870, Bismarck promised Russia "full support for Russia's abolition of the provisions in the Paris peace treaty that restrict Russia's fleet in the Black Sea and its neutrality in the Black Sea." [4] Facing the complicated European situation after the Franco Prussian War, gorchakov believed that the time was ripe and suggested that Alexander II take immediate action to remove the influence of the Paris Peace Treaty on Russia. On October 27, Alexander II convened a meeting of ministers to discuss the abolition of the restrictions on the neutralization of the Black Sea in the Paris peace treaty. The Tsar firmly supported gorchakov's proposal. On October 31, gorchakov sent a note to the signing countries of the Paris peace treaty, claiming that Russia could not consider the relevant provisions restricting Russia's sovereignty in the Black Sea to continue to be valid because of repeated violations of the treaty by European powers. The note shocked the European diplomatic community and aroused opposition from Britain and Austria. Britain opposed the Russian note, demanded that it abide by the principle of "any treaty can be changed only by international agreement", and claimed to fight for the sanctity of the treaty. Although the British attitude is tough, it is hard to say at this time. France is the main guarantor of the Paris peace treaty, but the failure of the first World War of sedang and the signing of the Frankfurt peace treaty with territorial claims as the main content made France have no energy to discuss the issue of Black Sea neutrality. Although Austria and Britain both expressed their opposition to Russia's note, there was not much space and choice in Austria's diplomacy at this time. The defeat of France, the realization of German unification led by Prussia, and the friendship between Russia and Prussia made Austria dare not confront Russia. Prussia expressed support for Russia's diplomatic note, believing that Russia's request to cancel "the most unsatisfactory provisions of the Paris peace treaty" is justified.

In January 1871, Britain, France, Russia, Austria, Italy and Turkey held a meeting in London. The meeting supported the proposal of Russia's diplomatic note, and a new agreement on the Turkish Strait was drawn up by the top seven. On March 13, the seven European powers signed the London Convention, which basically abolished the neutrality of the Black Sea and the provisions restricting coastal countries from owning warships in the Black Sea, and Russia restored its rights in the Turkish Strait. The signing of the London Convention is a great victory for Russia's diplomacy. Gorchakov realized the requirement of abolishing the neutrality of the black sea without a single soldier, and fulfilled the goal that Russia has been striving to achieve since 1856, which is the most brilliant achievement of Russian diplomacy since 1856.

5. SEIZE THE OPPORTUNITY TO ENHANCE RUSSIA'S INTERNATIONAL INFLUENCE

Gorchakov is good at taking advantage of various opportunities to participate in European affairs, so as to enhance Russia's international status. On April 8, 1875, the Berlin Post published an article entitled "war in

sight?"? >France, supported by International Catholic activities, was accused of preparing for war against Germany. For a while, the situation in Europe was tense again. In fact, Bismarck did not want to use force against France, but just wanted to prevent France from creating revenge and rearmament. On April 11, French ambassador lefro met with gorchakov in St. Petersburg, and gorchakov assured him: "Russia will do everything possible to suppress the impatience in Berlin and allow the idea of peace and moderation to prevail there." [5] On May 10, 1855, gorchakov and Alexander II arrived in Berlin. Gorchakov set himself as a representative of Europe and asked Bismarck to clarify the facts. In the end, gorchakov forced Bismarck to take back the clamor of "preventive war" against France and asked Bismarck to promise never to attack France. Before leaving Berlin, gorchakov sent a telegram to the Russian ambassador: "when his majesty left Berlin, he believed in the peace loving intention of maintaining peace, which is the dominant guarantee here." [6] Gorchakov's diplomatic action made Bismarck fall into the "dream of alliance" and greatly enhanced Russia's reputation. Russia once again played a mediating role in the European crisis. Gorchakov's diplomatic practice takes national interests as the highest principle, showing distinct characteristics. First, prudent diplomacy. Gorchakov believed that Russia could not face the joint siege from European powers because of its national strength. Therefore, in terms of diplomatic image, Russia should appear in European affairs with a low-key attitude, and should be "very cautious and avoid over publicizing" [7] 97. Second, put an end to ideological interference. Gorchakov believes that the "sacred rights of European countries are based on mutual relations that can coexist between them" [2]. Therefore, it is in Russia's national interest to transform the "Crimean system" in a peaceful way and get rid of the shackles of ideological factors. Third, alliance diplomacy.

In the 19th century, zhakov and Russia became a "great power" again. In 1860's, Russia and Prussia formed an alliance. Gorchakov believed that Russia's "serious and close cooperation with Prussia is the best, if not the only one." [8] Obviously, the purpose of the alliance is to safeguard Russia's national interests.

Gorchakov's diplomatic practice is famous for its reality and practicality. Russia used diplomatic means to obtain the interests that Nikolay I could not keep. In the complex international environment in the second half of the 19th century, Russia effectively safeguarded Russia's national interests and helped Russia through the most difficult period in diplomatic history, which is of great historical significance.

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The Application of Moral Education in The Training of Health Management Professionals in Higher Vocational Colleges

Ping Chen

Chongqing College of Electronic Engineering, Chongqing, China

Abstract: With China's education entering a new era, China's education model is constantly updated, and moral education is gradually accepted and adopted by many schools. Higher vocational colleges are important educational institutions for cultivating applied talents for the society, and students in higher vocational colleges are also in the key stage of growth. Therefore, moral education for students in higher vocational colleges is very important at this stage. Yes, with the continuous deepening of moral education in Higher Vocational Colleges in the new era, the relevant teachers of higher vocational colleges must take corresponding measures to integrate moral education into teaching work, so as to cultivate students' excellent ideological and moral character and personal quality, and take certain measures to solve the existing problems in Higher Vocational colleges scientifically and reasonably, so as to ensure moral education in higher vocational colleges. The development of the work helps students in Higher Vocational Colleges to develop good moral quality and form good spiritual quality. This paper takes the health management major in Higher Vocational Colleges as an example, analyzes the occasional work of health management professionals in higher vocational colleges, and makes a detailed analysis of the application of moral education in the training of health management professionals in higher vocational colleges, hoping to provide some enlightenment and help for relevant teachers in relevant colleges.

Key words: Moral education; Higher vocational colleges; Health management major; Personnel training

1. INTRODUCTION

With the deepening of the new curriculum reform education concept in China, all levels of education in our country have undergone fundamental changes. The focus of education in higher vocational colleges has changed from cultivating students' cultural knowledge and vocational skills to cultivating students' moral cultivation spirit and comprehensive quality of Ideological and moral character. At the same time of changing education methods, we also need to have a deep understanding of students' individualized characteristics, adhere to the new education concept of "taking people as text and everything for students" proposed in the new curriculum reform, correctly guide students' moral education behavior, and put forward targeted moral education methods to help students establish correct moral

education concepts and thoughts in their study and life. Moral values. Health management major is a specialized medical and health major. It pays attention to the cultivation of students' comprehensive development of morality, intelligence, physique and beauty. It requires students to have good professional ethics and humanistic quality, so as to better improve students' professional ethics quality, standardize students' comprehensive learning habits and moral behavior habits, and realize the health management of moral education in higher vocational colleges. The application of professional teaching work can improve the comprehensive quality of students majoring in health management in higher vocational colleges [1-3].

2. THE APPLICATION OF MORAL EDUCATION IN THE TEACHING OF HEALTH MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES

2.1 Change the focus of Education

Although the new curriculum reform has made work instructions and requirements for Higher Vocational Education in China, there are still some higher vocational colleges that do not really attach importance to moral education in the actual teaching work. Their teaching focus is still on cultural knowledge and professional ability. The proportion of moral education work is relatively low, and some teachers are carrying out moral education. Only responsible for explaining the knowledge points of moral education work to students, but not connecting it with students' study and life, only paying attention to the formalization of moral education work, lack of contact with reality, students' Ideological and moral quality and comprehensive quality can not be really improved, in the long run, boring teaching methods will make students lose interest in moral education. Therefore, teachers in higher vocational colleges should change the teaching methods of education, increase the proportion of moral education, increase the importance of moral education, and enhance the comprehensive quality and ideological and moral cultivation of students majoring in health management. In the actual teaching, combined with the actual cases and students' actual life, the moral education work is discussed in depth, so that the students in higher vocational colleges can actively connect the relevant concepts of moral education with the actual learning and life, so as to enhance students' interest in moral education and cultivate their ideological and moral level and comprehensive quality.

2.2 Teachers should pay attention to improve their moral

and ideological level

In order to make the moral education work of health management major in Higher Vocational Colleges better, teachers must also strive to improve their own moral and ideological level, observe students' daily life conditions through after class interviews, conduct a comprehensive and in-depth analysis of China's moral education work through advanced information technology, and innovate their own moral education methods according to the work dynamics, so as to improve their own moral education level. The efficiency of moral education can promote the comprehensive quality of students to the greatest extent. Teachers should also improve their moral and ideological level in daily life, strictly regulate and require their daily life, and edify students imperceptibly, so as to improve students' comprehensive quality perfectly. For example: the college can regularly organize moral education teachers, organize moral education seminars, summarize and innovate moral education work and moral education methods, and impart experience to each other, so as to improve the moral and ideological level of moral education teachers, so as to facilitate the class teacher to carry out better moral education work in the future teaching and enhance the acceptance of moral education work by students in higher vocational colleges. Interest and hobby, improve the ideological and moral level and comprehensive quality of vocational college students.

2.3 Add modern science and technology to moral education

In order to enhance students' interest in learning and stimulate students' learning enthusiasm and initiative in moral education, teachers can use information technology equipment to assist teaching work. In actual teaching, teachers can combine scientific and reasonable modern information technology to innovate the teaching methods of moral education, and create a positive learning environment and atmosphere of moral education. In order to enhance students' sense of participation in the classroom, so as to promote the exchange and interaction between teachers and students, enrich the form of moral education classroom, and effectively enhance students' learning enthusiasm, which is conducive to the smooth development of moral education of health management major in higher vocational colleges, and improve the learning efficiency of moral education for students majoring in health management in Higher Vocational Colleges [3]. For example: teachers can collect some materials and courseware videos about moral education

before class, and play them in class, so that students can quickly integrate into the learning environment, promote the rapid development of moral education, so that relevant teachers can fully and correctly guide students majoring in health management in higher vocational colleges, and improve the moral education of relevant students in higher vocational colleges Education level.

2.4 Cultivate students' comprehensive moral quality through practical activities

In order to cultivate students' comprehensive quality, in addition to imparting relevant knowledge of classroom theory to students, it is also necessary to deepen and guide students' comprehensive quality in combination with relevant practical activities. Teachers can organize compulsory teaching practice activities related to moral education of students according to the relevant situation of students, so that students can develop good ideological and moral quality, with real significance. On the sense of the importance of moral education and the value of its educational activities.

3. CONCLUSION

To sum up, the moral education of health management students in higher vocational colleges is in a positive stage. In the face of this situation, the relevant teachers in China should take relevant positive and effective measures to reform the moral education in schools, so as to promote the progress of moral education and the formation of students' correct values.

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The Application of Traditional Culture Translation in English Teaching

Hongyu Guo

School of Foreign Languages, Zhejiang Gongshang University, Hangzhou 310018, Zhejiang, China

Abstract: With the deepening of economic globalization, English, as a common language in the world, plays an important role in economic and cultural exchanges. College English teaching is increasingly valued by the state. At the same time, there are a lot of disadvantages when colleges and universities provide English professionals for relevant translation institutions. Students' English communicative competence is strong, but when they encounter problems related to traditional culture, they are often unable to spread traditional culture smoothly in international communication. In College English teaching, teachers often introduce western culture and weaken students' ability to translate traditional culture. Based on the analysis of the causes of aphasia in Chinese traditional culture, this paper puts forward some suggestions to enhance the communication of traditional culture in College English teaching.

Key words: Traditional culture; English teaching; Cultural output

1. INTRODUCTION

College English teaching is the key link of English education and plays an important role in the era of globalization. Since China's reform and opening up to the WTO, the participation in various international events has been continuously improved. College English major graduates have obtained broad development space, and they are proficient in language skills and accurate grammar. However, they are facing the situation of insufficient mastery of traditional culture while improving their language ability. Language is an important part of culture, and culture is the foundation of national survival. In the era of economic globalization, it is of great significance to strengthen the infiltration of Chinese traditional culture in College English for China to establish an international friendly image. At present, traditional culture aphasia is more obvious in College English translation teaching. This paper studies the application of traditional culture translation in College English teaching, discusses the penetration of traditional culture translation in College English teaching, enhances students' sense of identity with national traditional culture, strengthens the input of local traditional culture, and improves students' cross-cultural communication ability.

2. THE SIGNIFICANCE OF INTEGRATING TRADITIONAL CULTURE INTO COLLEGE ENGLISH TRANSLATION TEACHING

In recent years, under the background of the increasingly strong demand for professional talents in the social and economic development, whether students can go to the society smoothly has become a social concern. Colleges

and universities focus on the improvement of practical language skills, and it is more difficult for traditional culture to penetrate into English teaching. College English education is guided by the cultivation of cross-cultural communication talents. At present, the proportion of target language culture and mother tongue culture in College English teaching is unbalanced, and the thinking mode of contemporary youth groups has obvious Westernization tendency, which makes the inheritance of traditional culture in China a vacuum.

Western developed countries rely on their strong economic advantages, with the help of network movies and other cultural penetration, which makes college English teaching face new challenges. After the reform and opening up, China attaches great importance to English teaching, but usually gives priority to the cultivation of reading ability, while neglects the cultivation of writing and translation ability [1]. Traditional college English teaching focuses on vocabulary and other language methods, while the introduction of Chinese culture to practical English teaching is gradually marginalized. There is a lack of translation materials for non professional English courses in Colleges and universities. The penetration of Chinese traditional culture into English teaching is conducive to the spread of traditional culture in the world. With the enhancement of China's comprehensive national strength, China's threat theory and other adverse comments on China's popularity in the world, making foreigners do not understand China's culture. In order to eliminate the hostility of foreigners towards China, it is necessary to have special agencies to publicize and introduce Chinese culture.

Translation is a bridge between the East and the West in cross-cultural communication. Translation teaching plays an important role in cultivating students' English communicative competence. It is found that there are many problems in current English teaching, such as single teaching mode and insufficient teaching of translation theory. Translation teaching is limited to the fixed mode of classroom teaching. Teachers do not grasp the balance between theory and practice in teaching, and teach more translation skills. English teachers' professional quality and cultural reserves have an important impact on students' English translation learning. Due to the limited level of teachers, students' traditional culture translation ability can not be effectively cultivated. It is very urgent to introduce traditional culture into college translation teaching, which is conducive to improving students' intercultural communicative competence and meeting the needs of the society for

interdisciplinary talents.

With the development of the times, more and more attention has been paid to the cultural exchange between the East and the West. At present, in English translation teaching, teachers often neglect the cultivation of students' cross-cultural awareness, which leads to students' ignorance of traditional cultural knowledge. College English classroom should absorb the excellent western cultural knowledge and spread the traditional culture to the students. Only through the two-way communication between Chinese and Western cultures can students have a thorough understanding of traditional culture under the basic language, stimulate their sense of national cultural identity, cultivate a high degree of cultural consciousness, and become the inheritors of our national culture. It is necessary to carry out the infiltration of traditional culture in College English teaching, carry forward the traditional virtues, enhance the students' cross-cultural communication ability, and make them use English to express the contents of traditional culture.

3. HOW TO INFILTRATE TRADITIONAL CULTURE INTO COLLEGE ENGLISH TRANSLATION TEACHING

In traditional college English teaching, mastering English language form is the key point. Cultural content should not be ignored in College English teaching. Culture is the foundation of language. The introduction of western culture appeared in College English Teaching in 1980s. With the advancement of College English teaching reform, College English culture teaching has been affirmed. Many scholars have pointed out that it is difficult for Chinese culture to go to the world because of the aphasia of mother tongue culture and the prominent phenomenon of Western cultural hegemony in English culture teaching. In order to improve the aphasia of Chinese traditional culture, it is suggested that the teaching of College English translation should be strict from the aspects of teaching material content, practice setting and teaching class mode.

China is an ancient civilization country with a long history of 5000 years. As a great country with many nationalities, China has excellent traditional culture which is incomparable with many other countries in the world. Traditional culture should be introduced and inherited among college students with the help of the express train of English teaching. Chinese culture can take the opportunity to spread in the world, college students can bring Chinese culture to all parts of the world, they are the disseminators of Chinese traditional culture. Since the new century, the reform of College English Teaching in China has been advancing rapidly, and the types of CET-4 and CET-6 have undergone significant changes, but the content of College English textbooks is not rich in traditional culture [2]. It is necessary to reform the current college English textbooks. The contents of College English textbooks should be combined with Chinese and Western materials, including the cultural history of western countries, and the cultural materials of Chinese traditional culture and society. Students can

compare the similarities and differences between Chinese and Western cultures, and learn to master the skills of cross-cultural communication. So that students have an international perspective and become better ambassadors of Chinese culture communication.

At present, English language teaching materials in mainland China are mainly vocabulary grammar. Due to the lack of traditional cultural content in College English textbooks, after-school practice can not meet the requirements of the reform of CET-4 and CET-6, which is not conducive to college students' understanding of traditional culture. On the basis of the reform of the content of English textbooks, the proportion of translation exercises should be increased, with sentence translation as the supplement, and the content of translation should be consistent with the content of teaching materials. At present, many students who take part in CET-4 and CET-6 can't take the oral test, and some students are not qualified for the oral test. In the 21st century, dumb English can not meet the needs of the reality. The relevant departments should create conditions to let the students who take part in the College English examination have the right to participate in the oral examination. Both foreign IELTS TOEFL and domestic pets adopt the mode of oral test and written test. The oral English test of CET-4 and CET-6 should include Chinese traditional culture, so as to connect CET-4 and CET-6 with the reform of English teaching materials.

At present, the class mode of English Teaching in mainland China is relatively single. Some universities have AB class teaching, which has a negative impact on the teaching effect. Because college students come from all over the country, the difficulty of college entrance examination English is different. It is unfair to divide class AB according to the score of college entrance examination. Although class AB is divided into classes, because class AB uses the same teaching materials, even if the teachers adopt different teaching methods for class AB, the students with poor English level are difficult to adapt to the difficulty of teaching materials; the teaching effect of class AB is not obvious, and class AB students learn The gap of post English proficiency remains unchanged, which can be confirmed from the final examination results. College English teaching should be improved. It is necessary to break the simple class division mode of AB class and adopt 123 detailed levels. Students of all levels should use different textbooks. Students should increase the proportion of traditional culture in teaching materials. According to the different requirements of different majors, the goal of hierarchical teaching can be realized.

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Problems and Countermeasures of Human Resource Management System in Enterprises

Liu He

Hubei Vocational College of Bio-Technology, WuHan, Hubei, China

Abstract: Since the beginning of the new century, human resources have become the first resource to promote and activate high-quality development, which has been widely valued by all walks of life. With the continuous development of market economy in the new period, all kinds of enterprises pay more and more attention to human resource management in the process of development and growth, and the construction of human resource management system is gradually accelerated and improved. However, with the continuous improvement of market participation of enterprises in China, many enterprises' deficiencies and shortcomings in human resource management system gradually appear. How to keep up with the times It has become an urgent problem for many enterprises to speed up the establishment and improvement of the human resource management system in line with the development of the contemporary market economy and better activate the enthusiasm of the majority of employees.

Key words: Human resource management system; Problems; Countermeasures

1. INTRODUCTION

Enterprise human resource management system is the general term of a set of knowledge management systems established at the beginning of the establishment of an enterprise. It mainly includes a series of contents such as personnel selection, management, salary, resignation, etc., which can be called one of the most important management systems in the enterprise [1]. In the new era, with the continuous development of China's market economy, the malpractices of many enterprises in human resource management are gradually exposed, which has become a prominent short board for enterprises to enhance their market competitiveness. Therefore, major enterprises must speed up the improvement of human resource management system according to their own market positioning and long-term development needs, and strive to form all kinds of talent creation within enterprises It is a good situation in which vitality is bursting out in competition and the enthusiasm of office bearers is fully demonstrated.

2. THE PROBLEMS EXISTING IN THE HUMAN RESOURCE MANAGEMENT SYSTEM OF CHINA'S ENTERPRISES IN THE NEW PERIOD

2.1 The concept of human resource management is still relatively backward

The concept plays an important role in guiding and regulating the system construction. At present, many enterprises attach great importance to the construction of human resource management system at the beginning of

development, and establish a set of relatively perfect human resource management system, so as to better standardize enterprise personnel management, and strive to build an internal working mechanism with smooth government orders, orderly connection and coordination, and ultimately serve the realization of enterprise strategic objectives. Therefore, the ultimate goal of human resource management is to establish a relatively perfect human resource management system In order to achieve the strategic objectives of enterprises, but in practice, many enterprises still fail to realize the strategic significance of human resource management in the process of achieving the strategic objectives of enterprises. In many enterprises, especially small and medium-sized enterprises, human resource management department is only regarded as a routine department It is also some very routine work, such as labor management, wage calculation, target assessment and so on.

2.2 Emphasis on rigid management, ignoring the incentive and guidance of employees

Nothing can be accomplished without norms or standards. Enterprises adhere to the use of systems to manage people and manage affairs itself, but in reality, many enterprises attach great importance to the rigid management of the system in the construction process of human resource management system, emphasizing that the system standardizes the staff's work behavior and avoids employees' mistakes, and focuses on the goal of "retaining people", thus neglecting the effective stimulation and guidance of staff's work enthusiasm In essence, this has deviated from the original intention of the assumption of human resource management system, and to a certain extent, further aggravates the turnover and turnover rate of employees.

3. COUNTERMEASURES TO IMPROVE THE HUMAN RESOURCE MANAGEMENT SYSTEM OF ENTERPRISES IN THE NEW PERIOD

In the new era, enterprises should focus on the long-term development strategy of enterprises and strengthen the dynamic construction of human resource management system

3.1 Update work concept and strengthen system construction

In the new era, to strengthen the construction of human resource management system, enterprises must first start with the renewal of ideas, attach great importance to the value of human resource management and its basic significance in the process of enhancing the competitiveness of enterprises, and promote the human resource work to the height of enterprise strategic development [3]. In the process of formulating and

improving the human resource management system, we should not only stay at the level of "selection and cultivation". Second, we should look at this work with new ideas and new heights. We should start from the understanding of the value of human resource management, and not only build a human resource work system and system suitable for the long-term development of enterprises. In the process of improving the human resource management system, enterprises should focus on the backbone and key post talents, and try to avoid and reduce the brain drain of backbone and key posts.

3.2 Abandon efficiency first and stimulate employees' enthusiasm

Under the new situation, to strengthen the construction of human resource management system, enterprises should take into account the rigid management of the system, and put the people-oriented concept into the whole process of human resource system construction. Specifically, in the process of specific system construction, we should abandon the "efficiency first" concept held in the traditional personnel management process, and pay more attention to the scientific and efficient pursuit of human resource management And the pursuit of human nature. Human resource management should not only use the "whip" of the system, but also establish and improve the assessment and incentive mechanism for employees in this process, so as to stimulate workers to use knowledge to undertake more complex work, better complete their own work tasks, let human resource management return to the track of "escort" for workers, so that workers have more sense of gain and happiness.

3.3 Strengthen the team building and realize the specialization of human resource management

The construction of enterprise human resource management system and the smooth realization of the construction goal are inseparable from a human resource management team with excellent quality and fine style. Therefore, enterprises should attach great importance to the construction of human resource management team and select a group of high-quality human resource workers to participate in the enterprise human resource management in an all-round way Huawei has attached great importance to the construction of human resource management team since its start-up. Its human resource management follows the basic principle of "struggle oriented", which is also one of the important contents of Huawei culture. Huawei has been committed to building

an excellent human resource management team, and takes value creation and efficiency improvement as the core of Huawei's human resource management Among them, value creation is customer-oriented, focusing on the strategic perspective of Huawei's long-term development, retaining key talents with mature and perfect incentive mechanism, and timely introducing suitable talents in short supply for enterprises. Therefore, to some extent, Huawei's success is the success of its human resource management system and its human resource management team, This enlightens contemporary enterprises to attach great importance to the construction of human resource management team, and strive to realize the specialization and professionalization of human resource management.

4.CONCLUSION

In a word, human resource management system plays an important role in the process of effectively realizing the strategic objectives of enterprises and improving the market competitiveness of enterprises. In today's era, both large enterprises and small and medium-sized enterprises should attach great importance to the construction of human resource management system in the process of their own development. They should take the construction of human resource management system as an important starting point for the transformation and development of enterprises and enhance their competitiveness. They should firmly establish the idea that human resource is the first resource, and constantly realize the human resource management system to keep pace with the times and implement a more open policy More active and more effective human resource management policies, efforts to loosen the shackles of talent development, and help the development of enterprises.

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Application of Electronic Control Technology in Vehicle Engineering

Feng Jin¹, Wenxin Jin²

¹Department of Vehicle Engineering, Jiangsu Jiaotong College, Jiangsu, China

²School of Electrical and Mechanical Engineering, Jiangsu Vocational College Agriculture and Forestry, Jiangsu, China

Abstract: With the continuous development of social economy and science and technology, people's living standards and quality have been significantly improved, which promotes the effective improvement of the business volume of the social automobile industry. Therefore, it is necessary for the society to strengthen the management of the automobile industry to ensure the safety and stability of the development of the automobile industry. With regard to the development of vehicle engineering in modern society, it is necessary to increase the use of electronic control technology, which can effectively improve the effective transmission of internal information and data, so as to realize the management of vehicle control system and provide an important guarantee for the life safety of drivers. This paper mainly analyzes the application of electronic control technology in vehicle engineering, for reference only.

Key words: Electronic control technology; Vehicle engineering; Application

1. INTRODUCTION

The development of the domestic automobile industry is mainly affected by the domestic economic development. People have changed their attitude and concept of life, from the goal of well-off to the goal of high-quality life, and the automobile can replace the means of transportation to become an important mode of transportation, get rid of the social public transportation route and time limit, and promote the domestic automobile industry in the social market economy Stable development. Among them, electronic control technology is an important part of the development of the automobile industry. Improving the safety and stability of the car can effectively reduce the probability of traffic accidents, provide an important guarantee for people's life safety, and realize the harmonious development of social life.

2. MAIN TYPES AND DEVELOPMENT PROCESS OF ELECTRONIC CONTROL TECHNOLOGY

2.1 Types of electronic control technology

Electronic control technology mainly refers to the use of computer systems to effectively control the interior of the car, so as to achieve the effective combination of information technology and automobile industry, and realize the innovation and development of domestic automobile industry. Through the investigation of modern society, it is found that it can be divided into two forms to achieve different control effects in the application process. One is the open-loop control system, which mainly uses the computer system to manage the

data information inside the car. At the same time, the coefficient generated in the application process can not be processed, which will not have a huge impact. Therefore, the domestic automobile industry strengthens the use of this system. The second is the closed-loop control system, which mainly deals with the control data of the computer system, which can effectively improve the security and stability of the internal data of the system and realize the stable operation of the electronic control system. However, the professional and technical requirements for personnel are relatively high [1-3].

2.2 Control development of electronic control technology in Engineering

Electronic control technology in the engineering control process, mainly divided into data acquisition, control decision-making and implementation of control three aspects, so the need for all aspects of targeted processing and management, can improve the collection of key data, transportation and control processing, can effectively use the value and role of data, and finally use the operating system to achieve control operation, which is also electricity The development core of sub control technology.

3. THE MAIN TYPES OF ELECTRONIC CONTROL TECHNOLOGY IN MODERN VEHICLE ENGINEERING

3.1 Body control technology of vehicle engineering

In modern society, the use of key technologies in automotive engineering and the management of body control technology can effectively ensure the safety and stability of vehicle driving in the process of application, and in the application process of electronic control technology, it can carry out professional maintenance on the internal driving process of the car, so as to improve the quality requirements of vehicle driving, and at the same time, it also includes So as to reflect the real value of communication technology.

3.2 Vehicle attitude control of vehicle engineering

In modern society, the use of key technologies in automotive engineering can manage the driving state of the car in an all-round way. In the real society, the operation of the car in the society mainly includes turning, reversing, parking and other forms of operation. The electronic control technology is equivalent to the control system of the car, which can make accurate management of the overall system of the car and can effectively avoid it Avoid accidents, improve the safety of car driving.

3.3 Power traction control system of vehicle engineering

In modern society, the use of key technologies in

automotive engineering will directly affect the overall running state of vehicles in terms of power traction control repair. According to the investigation, it is found that control technology can effectively manage the engine of the vehicle and adopt ignition and other behaviors to realize the operation and start-up process of vehicles. At the same time, the management of the power traction control system can effectively avoid the traffic accidents that may occur in the operation process. It mainly uses the technology to make scientific judgment on the actual situation, and then carries out professional control on the automobile, which can effectively resolve the crisis and ensure the safety and stability of the vehicle driving, which has an important role in the development of the domestic automobile industry Use.

3.4 Automatic driving control system of vehicle engineering

In modern society, the use of key technologies in automotive engineering can realize the automatic driving control of vehicles, but it needs a lot of professional equipment for installation and complex management, such as cameras, sensors and other facilities. It can detect the internal and external environment of vehicles in an all-round way, and then complete the turning and acceleration according to the driving conditions of social roads Operation is helpful to improve the safety of vehicle driving and provide important guarantee for people's life safety [3].

4. FORMULATE EFFECTIVE MEASURES FOR THE APPLICATION OF MODERN ELECTRONIC CONTROL TECHNOLOGY IN VEHICLE ENGINEERING

4.1 Analyze the application of electronic control technology in engine

Electronic control technology also plays an important role in the internal facilities of vehicle engineering. As for the automobile engine, electronic control technology can complete the ignition, fuel injection and other operations in the engine equipment, mainly according to the information transmitted by the internal and external sensors of the car, and then make relevant operations, thus reflecting the important value of electronic control technology.

4.2 Analyze the application of electronic control technology in automobile body

The effective application of electronic control technology in automobile body. In addition, it can also provide information on the safety of the system, such as the safety information that the driver can provide in the operation of the system, such as the safety information that can be designed by the driver, and the language that can be used

to ensure the safety of the system It can guarantee the life safety of drivers.

4.3 Analyze the application of electronic control technology in automobile chassis

In terms of anti lock braking system, and the application of electronic suspension control system in vehicle chassis, it can be realized. Professional control and management from three aspects can effectively manage the speed, safety and stability of vehicles, and realize the safe driving and development of vehicles.

4.4 Analyze the application of electronic control technology in electric vehicles

The application of electronic control technology in electric vehicles can comprehensively manage the battery condition of vehicles. If there is insufficient power, the motor can be selected for auxiliary operation, so as to ensure the stability of vehicle operation and reduce the possibility of accidents.

5. CONCLUSION

To sum up, under the promotion of social economy and the continuous development of the times, the domestic car ownership continues to rise. Therefore, it is necessary to strengthen the research and innovation of automobile related industries to ensure that they can follow the characteristics of the times, so as to improve the economic benefits of the automobile industry and maintain the healthy development of social transportation. With regard to the construction and development of vehicle engineering in modern society, the use of electronic control technology can be increased, and the professional application of automobile engine, body, chassis and other aspects can be carried out. At the same time, the management and research of electric vehicles and special vehicles can be strengthened, which can effectively improve the safety of vehicles and reduce the probability of traffic accidents in social development, so as to maintain the society Will live a safe development.

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Exploration on teaching reform of Transportation Economics

Xiaohong Jin, Lihua Wang, Xin Li, Xianglun Mo

School of Mines, China University of Mining and Technology, Xuzhou, Jiangsu, China

Abstract: With the different situation of the times, teaching reform is urgently needed. This paper takes the course of transport economics as an example, discusses the necessity of Recessive Ideological and political education in the teaching process of professional courses based on the analysis of the main characteristics and contents of the course, and the problems and deficiencies in the traditional teaching process. According to the characteristics and psychological characteristics of individual and group students in the new era. It puts forward that the thinking map, constructivism and the other teaching methods are integrated into the professional classroom teaching to improve the learning effect.

Keywords: Teaching reform; Transportation economics

1.OVERVIEW OF TRANSPORTATION ECONOMICS

"Transportation economics" is a compulsory course of transportation specialty. This course mainly introduces the basic principles and methods of transportation economic analysis, the balance between supply and demand of transportation, transportation cost and price, transportation management and policy, and transportation sustainable development theory. This course is based on the basic principles of economics, requiring students to have a deep understanding of some basic principles and methods of economics, and then apply them.

2. PROBLEMS IN TRADITIONAL TEACHING

The traditional teaching method mainly focuses on students' learning at the professional level, while less attention is paid to the ideological and spiritual education of students. The disadvantage of this method is that students need to be highly conscious. For some students with weak ideological consciousness and poor self-discipline ability, they will not grasp the classroom knowledge firmly due to lack of learning motivation, and the learning effect will be relatively poor. Many teachers find it difficult to solve the problems in the teaching process. How to carry out the general secretary's speech, make all kinds of courses and ideological and political theory in the same direction, and form a better synergistic effect, requires teachers in teaching activities not only to pay attention to students' learning situation at the professional level, but also to pay attention to students' Ideological and spiritual education, and add implicit ideological and political education to the teaching of transportation economics, so that students can learn Under the premise of professional knowledge, students can better understand the relationship between the state, society and individual, and cultivate students' sense of

social responsibility and national honor. We should establish morality and cultivate people, correctly understand Chinese characteristics and international comparison, grasp the historical trend, and strengthen the "four self-confidence"; correctly understand the responsibility of the times and historical mission. Let students learn more at ease, work hard to create, understand the positive role of socialist core values for personal growth, in order to achieve the "two centenary" goals, realize the national rejuvenation of the Chinese dream, full of motivation for the socialist economic construction.

3. ANALYSIS OF TEACHING METHOD REFORM

The biggest characteristic of the information age is that information and data are easier to obtain. In fact, students have learned a lot of social hot information related to their major in advance by using the Internet in their daily life. Therefore, teachers should not only solve the isolated professional knowledge learned by students in textbooks, but also grasp the latest hot information of major, and timely put the theoretical knowledge in teaching activities and the current students' concerns Professional hot issues are organically linked together and inspire students to think deeply. To give professional explanation and guidance to the hot issues of students' concern, make students' learning memory of professional courses more profound, increase students' interest in learning professional courses, make the learning of professional courses more targeted and practical, and no longer so boring. At the same time, it enhances the students' sense of social responsibility and responsibility, unconsciously makes students learn knowledge deeply, quietly strengthens the cultivation of students' socialist core values, and truly achieves "moral cultivation and cultivation".

In order to cultivate more innovative talents, it is necessary to improve the traditional teaching methods. In the teaching of transportation economics, we mainly consider the application of mind map combined with constructivism theory.

The integrated mode of knowledge memory learning of mind map is a learning process composed of pattern, shape, color, dimension, text and other factors. Multiple factors work together to fully activate multiple functional areas of the brain and finally achieve absorption and understanding. While making their own mind map, each student also reflects their understanding of knowledge in their brain on the mind map, so that teachers can have a certain understanding of the relevance and understanding of each knowledge point. It is better than the traditional fragmented homework to understand the characteristics

of different students' mastery of knowledge, which is conducive to different teaching for students with different knowledge Guidance, so that learners master knowledge, trace can be found, cultivate learners good thinking habits. In fact, mind map teaching method is a more intuitive teaching method. Mind map can promote the free play of thinking, that is, creativity. It can play self thinking around every knowledge node, instead of using more energy to control thinking in a linear way of thinking to do the most basic forced memory. Mind mapping helps students to make implicit knowledge explicit. When students use knowledge in specific applications, they often need to peel off their own knowledge layer by layer in their thoughts, and then find the knowledge they want. Knowledge is not intuitive enough in the depth of thinking. The use of mind map memory allows students to have a network of thinking patterns in each knowledge node, and each point can be independently taken out to be related to each other, which promotes the explicitness of knowledge. Mind mapping can also be used to investigate students' mastery of knowledge. It can effectively judge how much each student understands the relevance of each knowledge point through different mind maps made by different students, which is more scientific and reasonable than random extraction of scattered knowledge in previous examinations. Mind mapping generally takes the theme as the center, connects each knowledge point and the center in an organized and hierarchical way, fully combines logical thinking with image thinking, and makes the left and right sides of the brain work. Finally, it strengthens the memory function of the brain and gives full play to the learning potential of the brain.

Constructivism teaching is to put students in the center of teaching activities in teaching activities, while teachers are only enlighteners to help students recognize and promote students' thinking in teaching activities. Students put forward new questions and hypotheses based on their own cognition and thinking. The real understanding is that the learners themselves construct themselves based on their own experience background, which depends on the learning activity process under specific circumstances; learning is a process in which students construct knowledge by themselves. Students do not passively accept the stimulation of information, but actively construct knowledge, according to their own experience

and knowledge External information is selected, processed and processed actively to obtain meaning.

Constructivism emphasizes that learners have formed relevant knowledge and experience in their daily life and learning, and have their own views and views on things. Even though some problems have never been encountered and there is no ready-made experience to learn from, when they find problems, they still rely on their own cognitive ability to explain problems and put forward their own assumptions. Therefore, in the teaching process, we should not ignore the students' existing knowledge and experience, and can not simply instill knowledge. Instead, we should take students' original knowledge as the starting point of new knowledge intervention, and guide students to construct new knowledge and experience from the original knowledge. Therefore, teaching is not only the process of knowledge transfer, but also the processing and transformation of knowledge. At the same time, teachers should pay attention to students' understanding of various knowledge phenomena, listen to students' views and ideas, and think about the origin of these ideas, so as to guide students to process and sort out knowledge.

Students can draw mind map independently and construct and put forward their own opinions and suggestions on learning activities when they have basically mastered learning elements and learning methods. Students draw their own construction of each knowledge point in the way of mind mapping, which makes the mastery of knowledge more comprehensive and profound, and lays a solid foundation for the self-transformation of knowledge and skills.

4.CONCLUSION

In the course teaching activities, the teacher cuts into the student's common concern question to carry on the discussion and the analysis explanation, and It can improve students' active participation, enliven classroom atmosphere, transfer social positive energy in the process of imparting knowledge.

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Landscape Design and Plant Landscape Application Innovation

Zixi Li, Hua Qin

Southwest University College of Horticulture and Landscape Architecture, Beibei, Chongqing 400715, China

Abstract: Plant landscape is one of the important components of the garden. The design of plant landscape affects the overall layout and planning of the garden, and plays an important role in promoting the aesthetic feeling of the garden. Therefore, it should be combined with the characteristics of plant landscape. This paper mainly studies and analyzes the application of the combination of landscape design and plant landscape from the aspects of species selection and planting mode, so as to make the landscape technology design more perfect and make the aesthetic and artistic of the garden stronger.

Keywords: Landscape design; Plant landscape application

1. INTRODUCTION

Garden plays an important role in the overall planning and development of the city. A good landscape design can reflect the natural and humanistic atmosphere of a city. Plant landscape is one of the most important core elements in landscape design. Plant landscape can reflect the life flavor of garden and the beauty of nature. In today's era, with the rapid urbanization process, people gradually realize that only harmonious coexistence with nature is a correct way. The combination of Botany and art and taking plant design as the specific direction of landscape design can make plants take on the function of landscape and create beautiful and harmonious plant landscape. Plant landscape is the main content of landscape design, the effective combination of the two can enhance the artistic sense of the whole garden [1-3].

2. ANALYSIS OF THE CHARACTERISTICS OF PLANT LANDSCAPE

With the continuous development of plant landscape science, plants have unique design and landscaping functions, and gradually present the design characteristics of plant landscape. The main characteristics are as follows: first, different plants are distributed in different geographical environment, and the distribution of plant landscape has regional differences. Second: there are many kinds and varieties of plants, and the distribution of plant landscape is diverse. In the process of combination and collocation, different types of plants will achieve different ornamental effects. Third: under the influence of the four seasons, the color and shape of plants will change, resulting in the design of plant landscape showing seasonality and variability. Therefore, we should fully understand the ecological attributes and physiological characteristics of plants, so that the same plant in different seasons, different types of plants show different ornamental effects, showing a variety of plant landscape.

3. SELECTION METHOD OF PLANT LANDSCAPE

ANIMAL AND PLANT SPECIES

In the garden design and planning, plant landscape plays an important role, in order to reflect the value of plant landscape, in the initial design, we should choose a good variety of plants.

First, we should make use of the characteristics of the natural environment to select the species of plants to be planted. There are a variety of plants in urban gardens, including shrubs and trees, but there are differences in geographical characteristics. Whether plants can survive after planting is also an important factor to be considered. For example, if the average temperature in the north is low, which is more suitable for the growth of pine needles and cypresses, these trees should be used as plant landscape. In the south, the air is humid and relatively warm, and broad-leaved and arbor plants should be selected for landscape. Therefore, it should be selected reasonably according to the specific climatic characteristics.

Secondly, plant landscape types should be selected according to the planning characteristics of landscape architecture. Plant landscape and garden combined together, mainly by virtue of its growth law to decorate. Therefore, in the later stage of the overall analysis of the garden, we should not only pay attention to the current landscape design research, but also analyze and judge the overall artistic sense. If the garden space is narrow, low type plant landscape should be selected; if the garden has wide space, it should select tall and wide plant landscape. Garden should be based on its own design conditions, reasonable selection of plant landscape, plant landscape and landscape design complement each other. The design of plant landscape occupies an important position in modern landscape design. Only by selecting the appropriate plant landscape can the ornamental value of the garden be brought into play.

4. SPECIFIC MEASURES OF PLANT LANDSCAPE PLANNING

Plant landscape design is one of the important parts of modern landscape design. In the application stage, we should plan the plant landscape, let the plant landscape play the most ornamental value, and adapt to the design form of the garden. The key points of plant landscape planning process include three parts: planting location, planting primary and secondary division and planting type design. Plant planting location differentiation refers to the distribution of plants in different geographical locations of the garden according to the basic conditions of garden planning, so as to ensure the overall ornamental effect of the garden; the primary and secondary division of plant planting refers to that in order to make the garden

look hierarchical, it should be planted according to the growth characteristics of plants to ensure the three-dimensional sense of landscape design; the design of plant planting types is interspersed to ensure the overall ornamental effect of the garden. Focus on a wide variety of plants in the garden, to avoid the phenomenon of excessive planting of single plant, so that the plasticity and flexibility of the garden are enhanced.

For example, a city in the garden plant landscape design, in order to ensure that the plant landscape to maximize the role of aesthetic and environmental purification, designers can complete according to the following steps: first, according to the overall landscape design planning drawings, determine the plant landscape should be placed in the overall direction, at the same time, should use information technology simulation analysis of the picture, comprehensive The visual effect of landscape plants was evaluated. Secondly, from various micro perspectives to analyze the planting mode and planting location of plant landscape, such as crosswalk, flowers and pools. Thirdly, according to the distribution of vegetation in the garden, design and research in the main planning area of the garden. According to the specific plant landscape planning points, a systematic design should be carried out on the planting route and planting mode of plants. The design should be hierarchical and focus on the overall effect of landscape design. Fourth, designers should combine the two characteristics of wide coverage and diversified plant landscape to promote the overall design effect of the garden. When planning the garden, designers should not only design the plant landscape, but also decorate and decorate the garden with plants such as flowers and plants, so as to make the natural scenery of the garden more beautiful. Plant landscape in the process of growth in the garden should also be carefully maintained, the planting process of watering and fertilization, regular pruning and other work should be

handed over to special staff to complete, to ensure that the plant landscape to maintain vigorous vitality.

Plant landscape is widely used in landscape design, which is the most common and basic practical design mode. But in the specific implementation, if the designers can not master the relevant planning theory and method, they can not show the design aesthetic feeling of the garden. Therefore, designers should study in many aspects, be familiar with each plant landscape planted in the garden, master their growth habits, and combine with the overall design of the garden to create a new garden design plan with modern flavor.

5.CONCLUSION

To sum up, in modern landscape design and planning, the use of plant landscape aided design has become one of the common methods. Plant landscape not only undertakes the ornamental function of the garden, but also can purify the environment and improve the greening level of the garden. The plant landscape can also set off the spatial sense of the garden and make the garden more modern artistic atmosphere. This paper expounds the application of landscape design and plant landscape from various perspectives, hoping to provide some reference and help for modern garden design.

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Analysis on The Current Situation and Future Development Direction of Rural Basic Education

Yanrong Sun

Sichuan Normal university, Chengdu, Sichuan, China

Abstract: Basic education plays an important role in stabilizing the foundation and benefiting the long-term in China's education system. It involves thousands of families and has a high degree of social concern. The good development of basic education is of great significance in improving the national quality, implementing the goal of cultivating students by virtue, and constructing a good education ecology. In recent years, although the development of rural basic education in China has made great achievements, there are still many problems to be solved. Therefore, it is necessary to explore the current situation and future development direction of rural basic education, so as to provide useful reference and thinking for the better development of rural basic education.

Key words: Rural basic education; Current situation; Future development direction

1.INTRODUCTION

Rural basic education is an important part of China's basic education system, which plays an important role in training rural students' basic quality, improving the overall quality of the people and even promoting rural revitalization. Since the beginning of the new century, the party and the state attach great importance to rural basic education, and have issued and taken a series of measures to vigorously develop rural basic education. The overall development of rural basic education and school running conditions have been significantly improved. Analysis of the current situation and future development trend of rural basic education in China is of fundamental significance for optimizing the layout of basic education and improving the overall quality of basic education.

2. THE CURRENT SITUATION OF RURAL BASIC EDUCATION IN CHINA

After entering the new century, the central and local governments at all levels attach great importance to the development of rural basic education, and the development of rural basic education presents a trend of steady progress. Specifically, the development of rural basic education in China mainly presents the following characteristics:

2.1 Overall improvement of rural basic education conditions

The key way to block the intergenerational transmission of poverty is to comprehensively improve the conditions for running basic education in rural areas, so that children in rural areas can also receive good education with urban

children. Since the beginning of the new century, the party and the state have focused on the fact that the conditions for running schools in rural basic education are still relatively weak. In 2013 and 2019, the party and the state successively issued the opinions on comprehensively improving the basic school running conditions of weak schools in poverty-stricken areas and the opinions on improving the weak links and ability of compulsory education, so as to comprehensively improve the running of rural basic education. In terms of conditions, we will make accurate efforts to accelerate the equalization of basic public education services. At the same time, we will continue to increase the investment in rural basic education. From 2014 to 2018, we will arrange a certain amount of incremental funds for the construction of weak schools in rural basic education. We have successively invested 169.9 billion yuan, driving local investment of 445.7 billion yuan, and the basic school running conditions of basic education schools in rural areas have been improved. In recent years, 98.6% of the primary and secondary schools in China have achieved network access, more than 90% of the schools have multimedia classrooms, the coverage of digital education resources in rural schools has been expanding, and the teaching conditions of basic education schools have been improved as a whole.

2.2 Promoting the construction of rural teachers' team with high quality and efficiency

Teachers are the key to the development of rural basic education. For a long time, due to the remote location and difficult teaching conditions of rural schools, young teachers are not willing to come and in-service teachers want to be transferred, resulting in the shortage of teachers and the mobility of teachers, which restricts the development of rural education in China and hinders the realization of education equity. Therefore, in the process of promoting the development of rural basic education, governments at all levels attach great importance to the construction of teacher team, such as special post teacher plan, free normal student program, national training program, and rural teacher support plan (2015-2020). In 2014, the Ministry of education and other three departments jointly issued the "opinions on promoting the exchange of principals and teachers in compulsory education schools within the county (District)" education reform measures of "county management and employment" in 2014. In addition, in recent years, favorable policies such as professional title evaluation,

salary treatment and rural education leaders have been inclined to rural teachers. Thus, the problems of rural school teachers "can not go down, stay, and teach well" have been effectively alleviated, which effectively promotes the construction of rural basic education teacher team.

3. ANALYSIS OF THE FUTURE DEVELOPMENT DIRECTION OF RURAL BASIC EDUCATION

With the continuous development of rural basic education in China, the level of education quality has been significantly improved

3.1 Improving the quality has become an urgent task for the development of rural basic education in the future

After years of hard work, the overall quality of rural basic education has been steadily improved, and the goal of "having schooling" for rural school-age children has been basically achieved. However, due to the influence of traditional concepts and the allocation of high-quality educational resources in basic education, the attraction of rural basic education to school-age children, especially parents, still needs to be improved. Many rural parents "try their best to find ways" "Sending children to study in the city reflects that the quality level of rural basic education in China still needs to be further improved, and the people's desire to "go to school" is increasingly strong. Therefore, improving the quality has become the most urgent task for the development of rural basic education in China, and it is also one of the important directions for the development of rural basic education in China. All localities should accelerate the integrated development of urban and rural education, speed up the improvement of the quality of rural high school education, promote the balanced development of compulsory education, increase the ability to guarantee education for special groups such as left behind children and disabled children, and continuously improve the quality of education.

3.2 Improve the evaluation index system guided by the comprehensive development of quality education

Basic education is duty bound to develop quality education in an all-round way and continuously improve the overall quality of students. In the future, rural basic education must also speed up the transformation from simple entrance examination to comprehensive improvement of students' quality, strive to eliminate the

widespread problems such as grade only and entrance only in current basic education, especially in rural basic education, and speed up the establishment of quality-oriented evaluation system for the quality of basic education, especially in the process of student evaluation. At the same time, all localities must set up a scientific concept of political achievements and the concept of scientific education quality in this process. They should not evaluate rural primary and secondary schools, principals and teachers unilaterally based on the results of middle school entrance examination and college entrance examination. Efforts should be made to establish the examination and entrance examination on the basis of all-round development of quality education.

4. CONCLUSION

In short, under the background that the development of rural basic education in China has achieved remarkable results, all localities should focus on solving the existing problems with the prominent problems existing in the current rural basic education development process as the breakthrough point, and focus on improving the quality of rural basic education in the current and future process, and at the same time, in this process, comprehensively We should develop quality education as the guidance, improve the evaluation index system, and speed up the improvement of the teaching quality of rural basic education.

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Research on Electrical Equipment Intelligent Detection Device Based on Big Data and Internet of Things

Nan Xie

College of Electronic Information and Electrical Engineering, Shangluo University, Shangluo 726000, Shaanxi, China

Abstract: With the continuous improvement of social and economic level and the continuous development of the information age, electrical equipment is constantly emerging, and has gone to thousands of households, which has brought great convenience to people's work and life. The emergence and application of intelligent detection devices play an important role in better detection and diagnosis of electrical equipment. Based on the above situation, on the basis of introducing the relevant overview of intelligent detection device, this paper studies the specific application of electrical equipment intelligent detection device based on big data and Internet of things from two aspects, namely, detection and diagnosis of electrical equipment status based on Internet of things technology and operation big data technology. It is hoped that this study can provide effective reference for technical personnel.

Key words: Big data; Internet of things; Electrical equipment; Intelligent detection device

1. INTRODUCTION

The improvement of the operation performance of electrical equipment cannot be separated from the application of intelligent detection device. Through the application of the device, the operation status of electrical equipment can be effectively detected, real-time diagnosis and timely maintenance can be realized, so as to avoid affecting the normal production of the enterprise due to the failure of the electrical equipment, so as to achieve the purpose of improving the social and economic benefits of the enterprise. Under the application background of big data and Internet of things technology, how to scientifically apply intelligent detection device is a problem that enterprises must consider and solve in the process of production and management.

2. OVERVIEW OF INTELLIGENT DETECTION DEVICE

Intelligent detection device has powerful function and strong practicability, which is widely used in the detection of the healthy operation state of electrical equipment. Its main functions are as follows: first, real-time collection of operation information function, which is mainly used to effectively collect and sort out the actual operation status information of electrical equipment. Second: intelligent processing operation information function, which is mainly used for the intelligent processing of the actual operation status information of electrical equipment. Third: timely feedback operation

information function, which is mainly used for timely feedback and diagnosis of actual operation status information of electrical equipment. In addition, the overall architecture design of intelligent detection device mainly uses three levels, namely application layer, perception layer and network layer. Through the effective combination and utilization of the three levels, a new detection mode can be formed. This detection mode has the functions of fault diagnosis, remote detection and online maintenance, which creates good conditions for the continuous development of the detection mode to the intelligent, efficient and digital direction. In short, in order to further improve the operational performance of electrical equipment, under the application background of big data and Internet of things technology, and improve the productivity and market core competitiveness of enterprises, enterprises should pay full attention to the scientific application of intelligent detection devices.

3. SPECIFIC APPLICATION OF ELECTRICAL EQUIPMENT INTELLIGENT DETECTION DEVICE BASED ON BIG DATA AND INTERNET OF THINGS

3.1 State detection and diagnosis of electrical equipment based on Internet of things technology

The emergence and application of the Internet of things technology provides important technical support for the comprehensive detection and maintenance of the healthy operation state of electrical equipment. Therefore, under the application background of big data technology, information perception technology, artificial intelligence technology and Internet technology can be effectively integrated by using intelligent detection device and the application advantages of Internet of things technology. Effective collection, detection and processing of information related to electrical equipment operation. At the same time, under the application background of intelligent detection device, through the construction of application layer and perception layer, remote detection and centralized maintenance of electrical equipment can be carried out [2], so as to improve the efficiency and effect of electrical equipment detection and maintenance. Among them, in the specific application of the sensing layer, the sensor nodes need to be installed on the electrical equipment, and then, by means of collecting information, the state parameters of the electrical equipment are detected and diagnosed, such as temperature, pressure, oil level, flow and so on. In addition, through the use of communication technology, the relevant information and data can be transmitted to

the field gateway to achieve the purpose of effectively collecting and processing the sensing layer data [3]. When the perception layer successfully obtains the information data related to the healthy operation status of electrical equipment, it can use the detection signal to transmit the final information data to the Internet of things, and establish an effective connection with the cloud service platform, which lays a solid foundation for better storage and management of the health status information of electrical equipment.

3.2 State detection and diagnosis of electrical equipment based on operation data technology

In the traditional detection mode, the online detection method is mainly used to detect the health status of electrical equipment in real time. This detection method has the characteristics of many detection parts, high detection data efficiency and low sampling frequency. However, once a large amount of operation data appears, it is bound to increase the pressure on the detection of the healthy operation state of electrical equipment. The emergence and application of big data technology can solve the above problems. By effectively integrating the big data technology and machine learning technology [4], on the basis of the application advantages of intelligent detection device, fault detection can be used for electrical equipment. The whole operation process of the equipment is predicted and maintained, and the fault information is extracted from the massive operation information data to achieve the purpose of efficient detection and diagnosis of electrical equipment operation fault problems. At the same time, under the application background of big data technology, through the use of intelligent detection device, data mining can be used to extract and mine massive operation information data, so as to realize the effective establishment of fault detection knowledge base, and formulate detection rules and standards related to fault information. Under the application of detection knowledge base and detection rules, real-time diagnosis and maintenance of the final test data, forming the final test results [5], and formulating effective maintenance countermeasures for travel. The equipment status detection and diagnosis based on operation data technology is shown in Figure 1.

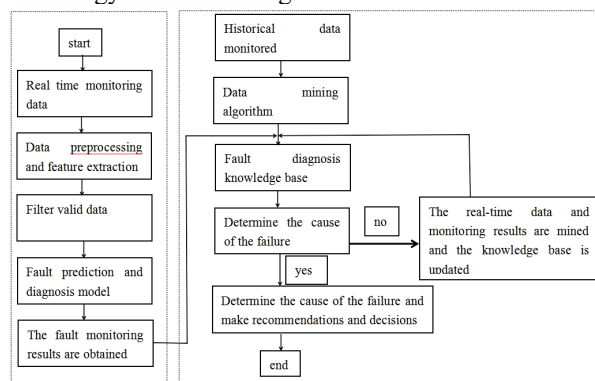


Figure 1 equipment condition detection and diagnosis based on operation data technology

Under the application background of big data technology, through the use of intelligent detection device, the final detection results of the healthy operation state of

electrical equipment can be done well before the equipment fault occurs. This early maintenance method has the initiative, efficiency and enthusiasm. The flow chart of equipment condition detection and diagnosis based on running big data analysis is shown in Figure 2.

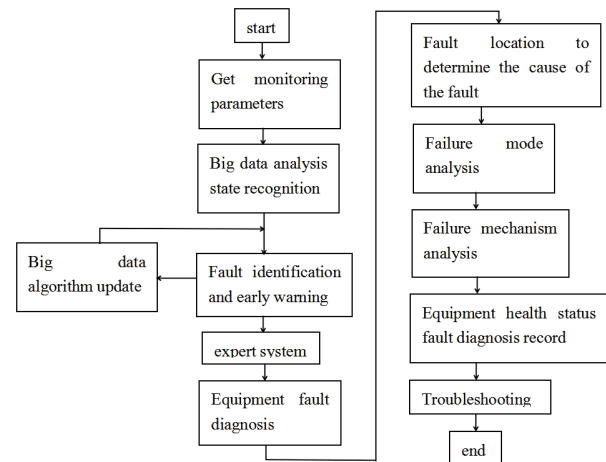


Figure 2 flow chart of equipment condition detection and diagnosis based on operation big data analysis

4.CONCLUSION

To sum up, under the application background of big data and Internet of things technology, in order to better detect and maintain electrical equipment and extend the service life of electrical equipment, enterprises should pay attention to the scientific application of intelligent detection device in the actual production and management process. Through the application of the device, the authenticity, reliability and accuracy of electrical equipment detection results can be improved. In order to further improve the maintenance efficiency and effect of electrical equipment. At the same time, enterprises should keep pace with the times, constantly introduce and train high-level technical personnel to ensure that they can learn and master more advanced detection technology, skillfully use intelligent detection devices, scientifically detect and diagnose the healthy operation status of electrical equipment, and adopt effective maintenance measures to improve and extend the operation performance and service life of electrical equipment.

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Comparative Analysis of CT and MRI In the Diagnosis of Femoral Head Necrosis

Bingxing Zhang

Qilu Medical College, College of Medical Imaging, Zibo 255300, Shandong, China

Abstract: Objective: To compare and analyze the clinical value of CT and MRI in the diagnosis of femoral head necrosis. **Methods:** 66 patients with osteonecrosis of the femoral head from July to November in 2020 were selected as the research subjects. CT and MRI were performed before and after the study. **Results:** there were significant differences in the detection rate of femoral head necrosis and joint effusion between the two methods, and the number of lesions was also significantly different, so it was statistically significant ($P < 0.05$). **Conclusion:** through investigation, MRI technology has relatively high clinical diagnostic value for avascular necrosis of femoral head. From the examination results, compared with CT, MRI is more worthy of clinical promotion in orthopedics.

Keywords: CT; Magnetic resonance imaging; Femoral head necrosis; Diagnostic value

1. INTRODUCTION

The development of the times promotes the progress of medical technology, especially the clinical diagnosis technology and concept. It is not only the innovation of the mode, but also has a great positive impact on its content and specific links. Due to the increasingly serious aging of the population, the number of patients with osteonecrosis of the femoral head is increasing rapidly in China. For the clinical diagnosis, treatment and follow-up nursing work of femoral head necrosis, the medical clinic should carry out comprehensive and in-depth research, continuously improve the diagnosis and treatment mechanism and nursing content of femoral head necrosis, and continuously improve the quality and efficiency of orthopedic clinical work.

2. DATA AND METHODS

2.1 General information

The general data of 66 subjects were analyzed: age distribution 36-65 years, average age (48.12 ± 0.33) years; course of disease: 1.5-6 years, average course of disease

Table 1 Comparison of results of two methods (n / % / ($\bar{x} \pm s$))

Method	Number of cases(n)	Femoral head necrosis (%)	Lesions	Joint effusion (%)
Magnetic resonance	66	63(95.45%)	3.15 ± 0.85	32(48.48%)
CT	66	59(89.39%)	1.62 ± 0.48	20(30.30%)
P value		< 0.05	< 0.05	< 0.05

Combined with the contents shown in Table 1, a total of 66 patients participated in the survey. In order to facilitate the comparison of the results of the two methods, they were not divided into groups, but divided into before and after. First of all, 66 patients underwent MRI examination, a total of 63 cases of femoral head necrosis were detected,

(3.15 ± 0.24) years. The 66 patients who participated in the survey were all diagnosed as avascular necrosis of the femoral head, which met the clinical diagnostic criteria. The patients and their families signed informed consent to meet the corresponding requirements of the hospital ethics committee.

2.2 Method

CT examination: Siemens 64 slice spiral CT machine was used. The patient was placed in supine position, and horizontal scanning was performed from the upper edge of the acetabulum to the lower edge of the femoral head. The scanning parameters are set as current 220-330mas, tube voltage 120kv, layer thickness 10mm and layer spacing 10mm.

Magnetic resonance examination: Siemens 1.5T superconducting magnetic resonance machine was used. The patient was in supine position, and sagittal spin echo T2 weighted imaging, fast spin echo and T2 suppression imaging were performed.

2.3 Observation index

In this study, our hospital will take the examination results and imaging performance of the two methods as the main observation indexes. The inspection results specifically include the detection rate of osteonecrosis of the femoral head, the detection rate of joint effusion and the number of lesions detected by the two methods. At the same time, the imaging manifestations of CT and MRI in the clinical diagnosis process were analyzed and compared.

2.4 Statistical treatment

Spss22.1 statistical software was used to process the relevant data information, and X² was used as the calibration unit of measurement data. When the difference between groups was ($P < 0.05$), it was statistically significant.

3. RESULTS

3.1 Comparison of inspection results of the two methods

the detection rate was 95.45%, the detection rate of (3.15 ± 0.85) lesions, 32 cases of joint effusion were detected, the detection rate was 48.48%; secondly, 66 patients were followed by CT examination, a total of 59 cases of femoral head death were detected, the detection rate was 89.39%, the detection rate was (1.62 ± 0.48) lesions, 20

cases of joint effusion The detection rate was 30.30%.

Combined with the above data comparative analysis, 66 cases of patients with femoral head necrosis detection rate, the number of lesions detected and joint effusion detection rate are better than CT technology, based on this conclusion, magnetic resonance examination results are significantly more accurate than CT, the detection rate of the two methods is significantly different, with statistical significance ($P < 0.05$).

3.2 Imaging findings

Combined with the process of this study, it is found that there are differences in imaging performance between CT and MRI. The following is the description of imaging performance of the two inspection methods.

The results of CT scan are mostly sclerotic and show cystic bone around the dead bone. As we all know, patients with osteonecrosis of the femoral head will have different degrees of development due to different physique, which affects the imaging performance of CT technology. In general, the CT manifestations of early stage of femoral head necrosis are partial bone trabecular hyperplasia, which is characterized by increasing and thickening; in the middle stage of femoral head necrosis, new bone sclerosis zone and central dead bone are shown, and obvious bone hyperplasia is found around; in late stage of femoral head necrosis, the overall changes of joint characteristics are observed.

Most of the MRI manifestations were localized patchy, irregular strip and localized patchy T1WI and T2WI signals. A few patients with avascular necrosis of the femoral head showed wedge-shaped and other irregular low signal areas.

4.CONCLUSION

In essence, osteonecrosis of the femoral head is a process of pathological evolution. In the early stage, it is commonly seen in the load-bearing area of the femoral head. Under the action of stress, the necrotic trabecular structure changes qualitatively and deforms, resulting in the formation of micro fracture, and then affects the repair process of the injured bone tissue. In some cases, the cause of osteonecrosis is not clear and has not been eliminated, which leads to structural changes, collapse and deformation of the femoral head, which is easy to

induce joint inflammation, joint effusion, motor dysfunction and other related complications. Although there are "bad" and "dead" in the name of femoral head necrosis, patients are more vulnerable to the impact of individual words, resulting in serious negative psychology and negative emotions, so they resist clinical treatment measures and corresponding nursing measures to reduce the treatment efficiency, but medical staff need to timely and comprehensively introduce the clinical symptoms and pathological knowledge of femoral head necrosis for patients, and guide patients The patients were fully aware of the health knowledge of femoral head necrosis. Osteonecrosis of the femoral head is not an incurable disease, and there are obvious limitations in bone tissue lesions. Even if individual joints are involved, its symptoms and manifestations can be alleviated, which can be subsided or self-healing with time-consuming cultivation and maintenance. If the condition deteriorates and develops, there are corresponding solutions such as artificial hip arthroplasty in clinical practice. Patients need not worry too much and concentrate on recuperation in order to discharge as soon as possible, so as to reduce cost consumption for patients [2].

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The Application Analysis of Computer Drawing Software in Graphic Art Design

Zhongkai Zhao, Bin Li

College of Arts, Shangluo University, Shangluo, Shaanxi 726000, China

Abstract: With the continuous development of information technology, the graphic art design industry has gradually developed computer drawing software, which has effectively improved the efficiency and visual effects of graphic art design. Based on this, this paper introduces the computer drawing software, analyzes the application of the computer drawing software in the graphic art design, and discusses the practical application of the common drawing software. In order to be able to provide effective reference for relevant industry workers. **Keywords:** Computer; Drawing software; Graphic art design

1. INTRODUCTION

In the new era, under the background of the mature development of information technology, all areas of design have begun to apply advanced computer technology. The development of computer drawing software has brought more convenience to graphic art design, which has improved the design efficiency, but also further improved the design quality, the application of computer drawing software, and effectively promoted the rapid development of graphic design industry.

2. COMPUTER DRAWING SOFTWARE

At present, with the continuous development of information technology, computer graphics software has gradually deepened into the process of graphic art design, and become an indispensable and important tool. In the graphic art design industry, computer graphics software relies on its own powerful functions, in digital photography, packaging design, web design and other aspects have provided a great help, in terms of functionality and expressiveness, by professional recognition and application, at the same time, in the design efficiency has also been greatly improved. With the help of computer drawing software, not only can the artistic and expressive power of graphic art works be further amplified, but also through various functions of the software, the design that is difficult to achieve in traditional hand-drawn creation can be completed. At present, designers commonly used in graphic art design computer drawing software a wide variety of functions have their own characteristics, to a great extent to promote the development of graphic art design industry.

3. APPLICATION OF COMPUTER DRAWING SOFTWARE IN GRAPHIC ART DESIGN

3.1 Used for base pattern creation

Basic pattern creation is the basic content in graphic art design, and it is also an important prerequisite for carrying out follow-up design work, which is very important for graphic art design. The creative basic

pattern is to design the desired effect on the two-dimensional plane by using various basic patterns and their various transformation forms. With the help of computer drawing software for the creation of the basic pattern, its design form and the combination and application of the basic pattern, without any constraints, designers can according to the design ideas for the selection and combination of patterns, with strong flexibility, and different combinations will show different design effects, even if the same pattern, through different combinations can also present different visual effects. And for some complex design ideas, with the help of computer drawing software, can also be implemented through reasonable operation one by one. In addition, computer drawing software can not only create patterns on two-dimensional planes, but also design three-dimensional images. Computer drawing software copy, paste, rotate, shrink and other functions, not only to complete the creation of complex patterns, but also to achieve the fine processing of graphic design

3.2 For color matching

In the process of graphic art design, color matching is essential, different colors and matching, it presents different visual effects, to the viewer's psychological feelings are also different. In the traditional technology of graphic art design, need designers according to their own feelings about color and design experience for the design of color matching, often there will be color matching out of the effect and imagination there is a certain difference, so that the overall design effect is poor, designers need to modify the drawing, re-adjustment of color, increased a great deal of work. With the help of computer drawing software, this kind of problem can be solved effectively, not only through the drawing software to fill in the color quickly, but also through the software function to adjust the color, fast and convenient. In addition, in the process of color matching, once found that color can not meet the design requirements, but also can quickly and easily color adjustment or replacement, in the same "canvas", can meet the designer's overall work needs for color matching, on the one hand, to help designers achieve the fine control of color, greatly save design time, improve design quality and efficiency;

3.3 For stereoscopic design

In the process of graphic art design, it is difficult to avoid involving three-dimensional design, which requires designers to have a strong spatial imagination, and rely only on idle imagination or manual drawing methods, it is difficult to master all aspects of the work, in the actual drawing process will inevitably appear mistakes. The rational application of computer drawing software can

help designers to effectively grasp the spatial structure of the work, through 3D modeling, rendering and other forms, can achieve a full range of display and analysis of the work, greatly saving the designer's time, reduce the design difficulty. In the design process, once found any unreasonable situation, the designer can also use the computer drawing software in a variety of functional drawings to adjust and modify, and the effect is immediate, the designer can immediately see the adjusted effect map, compared with the traditional drawing design more convenient, but also greatly reduce the design process errors occurred

4. PRACTICAL APPLICATION OF COMPUTER DRAWING SOFTWARE COMMONLY USED IN GRAPHIC ART DESIGN.

4.1 Photoshop's app

Photoshop drawing software has important applications in two areas. On the one hand, Photoshop's capabilities greatly expand the visual arts language of illustration and design, providing more possibilities for graphic visual design, processing semi-finished illustrations and anime in three ways, first, by scanning hand-drawn manuscripts into a computer, and then using Photoshop for layers Edit to complete the final product by modifying, filling, etc., second, you can also use the tablet to paint, directly generate electronic manuscripts, and then import into Photoshop; Third, make use of: continue the creation, and third, use Photoshop photo library and filters and other functions for graphic design. On the other hand, in the aspect of photographic image processing, the traditional dark room processing operation is omitted, which has a very prominent advantage in the beautification and decoration of pictures. To improve the efficiency and quality of image processing, Photoshop has built-in toolboxes, paths, and various shortcut features that not only adjust the color, light and light of the picture according to the designer's wishes, but also process the pixels of the picture and detail and adjust the picture.

4.2 The application of CorelDRAW.

CorelDRAW is a kind of graphic image processing software, which is widely used in graphic design such as trademark design and typography. CorelDRAW not only does basic graphics insertion and typography, but also enables synchronous design, presentation, and resource sharing to greatly maintain color authenticity. In addition, CorelDRAW is very powerful in text typography. In the practical application process, designers need to first import images into the software, and then through graphics, text and other processing and decoration. Because of its unique advantages in text design, it is popular with designers.

4.3. The app for Flash.

With the continuous development of information technology, the field of graphic art design has also changed to a certain extent, the current graphic art design is not limited to graphics drawing, trademark drawing and image processing, including web design and other fields.

In this regard, Flash is one of the most commonly used computer software, in addition to being able to complete graphic art design such as web pages, Flash and Photoshop also have a strong commonality. Flash software enables a combination of music, pictures, and animations to effectively improve design levels and achieve dynamic design results with richer footage. It is important to note that the use of Flash software requires attention to the design of each frame in order to prevent a chain reaction

4.4. Illustrator's app

Illustrator is a professional vector graphics computer drawing software, the advantage is that in the process of constantly zooming in on the picture, still can maintain good clarity, therefore, in the text, logo and other design, typography has a very prominent advantage. Usually in the process of graphic design, the need for Illustrator software and Photoshop software to use, because of the characteristics of The Illustrator software itself, it is mostly used in text design, logo design and illustration creation, etc., is a professional illustration, printing and publishing process is very important software. Illustrator software not only completes complex creative designs, but also provides accurate line drafts, effectively improving the quality of your designs.

5. CONCLUSION

In summary, computer drawing software can not only be used for graphic art design of the basic pattern creation, color matching, but also can carry out three-dimensional design, the current commonly used computer graphics software has Photoshop, CorelDRAW, Flash and Illustrator, effectively improve the level of graphic art design. I believe that under the continuous development and utilization of drawing software, the graphic art design industry will get better development and progress.

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Application and Nursing of PICC Catheter in High Dose Chemotherapy of Tumor

Xiuhua Zhu

Hubei Lichuan Oriental Harmonious Hospital, Lichuan, Hubei 445400, China

Abstract: Objective: To explore the application effect of PICC catheter in tumor high-dose chemotherapy and related nursing methods. Methods: a total of 80 cancer patients who received chemotherapy in our hospital were selected from July 2019 to July 2020. During the period of disease treatment, conventional treatment and nursing, PICC catheter infusion chemotherapy drug treatment and targeted nursing were used respectively, and the selected patients were divided into two groups, the corresponding groups were named control group and observation group. There were 40 cases in each group. Results: in the comparison of the total effective rate and the incidence of complications between the two groups, the indexes of the observation group were significantly better than those of the other group, and the difference was in line with the evaluation standard of statistical significance ($P < 0.05$). Conclusion: the application of PICC catheter can protect the blood vessels of tumor patients with high-dose chemotherapy. At the same time, targeted nursing intervention can avoid the occurrence of adverse reactions and strengthen the effect of clinical treatment. Key words: High dose chemotherapy; Tumor; PICC catheter; Effect; Nursing

1. INTRODUCTION

Tumor is a kind of disease which is harmful to human body and has a high mortality rate. Due to the complex mechanism of the disease, the clinical treatment is relatively difficult. So far, no radical treatment has been developed. In order to control the development of the patient's condition, chemotherapy is mainly used in clinic. In order to ensure the full play of the efficacy, when the use of high-dose chemotherapy drugs is involved, the drug solution is usually infused into the patient's body by intravenous injection. In order to improve the comfort of patients during infusion, PICC catheter has been widely used in intravenous infusion, which can play a good preventive effect on the occurrence of drug extravasation and increased vascular permeability. At the same time, during the application of PICC catheter in tumor patients, according to the needs of patients, providing targeted nursing services can reduce the incidence of catheter displacement, phlebitis and other complications, improve the clinical treatment effect, and play a good role in promoting the drug effect.

2. DATA AND METHODS

2.1 General information

The subjects of this study were 80 cases of tumor patients who received chemotherapy in our hospital. According to the different application of intravenous injection and nursing intervention methods, the experiment was carried

out in groups. Among them, the observation group includes 26 cases of male and 14 cases of female patients, the maximum age is not more than 68 years old, the minimum is not less than 33 years old, the corresponding average age is (51.42 ± 1.78) years old; the control group includes 28 cases of male and 12 cases of female patients, the corresponding average age is (52.46 ± 1.47) years old. This study was carried out under the knowledge of all patients. From the arrangement of basic data such as age and gender, the difference did not meet the criteria of statistical significance ($P > 0.05$).

2.2 Method

The routine treatment and nursing methods were used in the control group, and the medical staff were given the relevant drugs according to the doctor's advice, and the basic nursing services such as medication guidance, health education, diet intervention and so on were given to the patients.

PICC catheter intravenous injection was used in the observation group of tumor patients in the high-dose chemotherapy, and the patients were given targeted nursing intervention. The specific nursing contents are as follows: first, strengthen the psychological intervention of patients. During the chemotherapy, due to the side effects and pain of drugs, many patients will have negative emotions, such as pessimism, and are unwilling to communicate with others. Flow, no confidence in disease treatment. In view of this situation, nursing staff should patiently enlighten patients, communicate sincerely with patients, popularize more disease knowledge to them, give more verbal encouragement to patients, and list the cases with better prognosis before, so as to encourage patients to bravely fight against the disease.

Secondly, before intubation, the medical staff should make full preparation, clean the patient's arm, measure the length of the intubation, start from the puncture site, pass through the patient's sternoclavicular joint, and then fold downward, and finally reach the three intercostals of the patient. To guide the patient's position, the patient should keep lying on his back, and the arm needing intubation should be extended 90° to the body. At the same time, guide the patient's head deviation. In the selection of catheterization vein, the common parts are cephalic vein, basilic vein and median elbow vein. The selected vein should be the one with good elasticity and full exposure.

Finally, during the catheterization process, the nursing staff should keep the instruments disinfected and the catheters should be sterile. Pay attention to the observation of the patient's face color. After

catheterization, the nurse needs to observe the skin condition of the puncture site, detect the skin temperature, and ask the patient if there is any discomfort [1].

2.3 Observation index

The nursing effect of the two groups of patients was evaluated. If there were no adverse events such as drug extravasation and catheter displacement after high-dose chemotherapy, and there was no other discomfort in the patient's body after medication, the whole drug treatment process was relatively smooth, which was regarded as significant effect; if during the medication, individual patients had drug penetration and catheter displacement, but after intervention, the medication process was basically smooth, and medication was used. After that, some patients had slight blood seepage at the puncture

Table 1 Comparison of nursing effect between two groups (n,%)

group	Number of cases	Remarkable effect	Effective	invalid	Total effective
Observation group	40	22	16	2	95.00
control group	40	18	14	8	80.00
X ² value					13.254
P value					<0.05

3.2 After high-dose chemotherapy, there was 1 case of drug penetration and catheter displacement in the two groups, with a probability of 5.00%. In the control group, 2 patients had phlebitis, 4 patients had drug leakage, and 3 patients had catheter displacement. The incidence rate of complications was 22.50%. The difference between the two groups met the evaluation criteria of statistical significance ($P < 0.05$).

4. DISCUSSION

Chemotherapy is a common treatment for tumor diseases. Although the use of drugs can control the patient's condition to a certain extent, the existence of side effects of drugs makes many patients feel painful. Therefore, the psychological problems of cancer patients are often more serious, so nursing staff should pay attention to this aspect of intervention, and give patients more psychological comfort and support. In addition, appropriate health education can strengthen the patients' cognition of the disease, so as to correct the cognitive misunderstanding of the patients, accept the existence of the disease, and face everything calmly. In addition, in the choice of drug delivery mode, PICC is a kind of drug injection method widely used in recent years. From the perspective of safety, PICC catheter assisted medication can reduce the pain caused by puncture on the body of patients, and has the function of protecting blood vessels, thus greatly

improving the safety of drug delivery. In addition, after intravenous injection of PICC catheter, the incidence of complications of patients is low, which is conducive to the recovery of patients, and has a certain positive significance for improving the quality of life of patients [2].

2.4 Statistical treatment

The difference between the two groups was statistically significant ($P < 0.05$).

3. RESULTS

3.1 Comparison of the total effective rate of the two groups: the observation group was 95.00%, the control group was 80.00%, the difference was in line with the statistical significance of the evaluation criteria ($P < 0.05$).

Detailed data are shown in Table 1.

improving the safety of drug delivery. In addition, after intravenous injection of PICC catheter, the incidence of complications of patients is low, which is conducive to the recovery of patients, and has a certain positive significance for improving the quality of life of patients [2].

In this study, the nursing effect of the observation group was significantly higher than that of the other group, and the incidence of complications after high-dose chemotherapy was lower, and the difference between the two groups was in line with the evaluation standard of statistical significance ($P < 0.05$). It can be seen that PICC catheter intravenous injection is of high value in cancer patients with high-dose chemotherapy, which is worthy of clinical promotion and adoption.

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On the New Teaching System of Mechanical Design, Manufacturing and Automation

Jun Deng

Xinyu University, Xinyu 338004, Jiangxi, China

Abstract: With the continuous development of modern education industry, mechanical design and manufacturing and automation specialty occupies a very important position in the modern teaching process. However, due to the influence of the traditional teaching system, the lack of attention to the practical operation teaching leads to the dull classroom teaching atmosphere and the lack of sufficient learning interest of students, which not only affects the learning and development of relevant majors, but also affects the overall teaching level and quality of the school. Therefore, relevant teachers and school administrators need to actively change the traditional teaching ideas and methods, strengthen the establishment of new teaching system of mechanical design and manufacturing and automation, and pay more attention to practical operation teaching, and promote the improvement of daily teaching level by combining the application of modern teaching technology and equipment. The following mainly analyzes and explores the new teaching system of modern mechanical design and manufacturing and automation.

Key words: Mechanical design, Manufacturing and automation; Professional teaching; New system

1. COMMON PROBLEMS IN TEACHING SYSTEM OF TRADITIONAL MECHANICAL DESIGN AND MANUFACTURING AND AUTOMATION

1.1 The actual teaching lacks enough attention

Usually, in the process of mechanical design and manufacturing and Automation Teaching in some schools, due to the influence of traditional concepts and other factors, the relevant teachers and school administrators pay too much attention to the teaching of cultural knowledge, and lack of sufficient attention to professional courses. In actual teaching, only theoretical knowledge is taught, which leads to a dull and dry classroom teaching atmosphere. Dryness, students lack of enough enthusiasm for learning, over time on their own professional quality and skills to improve the level of a great impact [1].

1.2 Lack of scientific teaching methods

At the same time, in the daily teaching process, scientific and effective teaching methods can maximize the level of mechanical design and manufacturing and automation teaching. However, some teachers do not pay enough attention to the course and still use the traditional teaching method to teach, which leads to the low efficiency of actual teaching, and can not meet the needs of students' personal development. In addition, the lack of practical operation training in the teaching process, students' own practical thinking can not be effectively

cultivated, which causes great hindrance to students' later in-depth learning, and further affects the improvement and development of teaching level of mechanical design and manufacturing and automation specialty.

1.3 There are big defects in relevant textbooks

In addition, as an important part of daily teaching, teaching materials have a great role in promoting the improvement of teaching level and quality. However, in the process of teaching mechanical design and manufacturing and automation, some schools have great defects and loopholes in the relevant textbooks. The contents of the teaching materials are too traditional to cultivate and improve the professional level of students. There are great differences between the content of the teaching materials and the practical teaching materials, which not only affects the actual teaching work, but also affects the cultivation of students' innovative thinking.

2. THE FUNCTION OF THE NEW TEACHING SYSTEM OF MECHANICAL DESIGN, MANUFACTURING AND AUTOMATION

As we all know, in the process of operation and development of all walks of life, the application of professional talents plays an extremely important role, and related enterprises will pay attention to the recruitment of excellent talents in daily operation. Mechanical design and manufacturing and automation as an important part of social operation, as a talent reserve base in Colleges and universities, relevant teachers and school administrators need to strengthen the creation of a new professional teaching system, and implement it into the actual teaching process. In the cultivation of students' cultural quality, professional theoretical knowledge and practical operation ability, they also need to carry out computer and digital. The cultivation of modern technology, such as control, promotes the comprehensive development of its own comprehensive quality, so as to cultivate professional talents more suitable for the needs of today's society. When students graduate and enter the enterprise, they can give full play to their own value and lay a solid foundation for the progress and development of the whole society [2].

3. THE PRACTICAL APPLICATION OF THE NEW TEACHING SYSTEM OF MECHANICAL DESIGN, MANUFACTURING AND AUTOMATION

3.1 Actively carry out experimental teaching

At present, in order to strengthen the application of the new teaching system of mechanical design and manufacturing and Automation Specialty in the teaching process, the relevant teachers and school administrators need to actively innovate the modern education concepts and methods. On this basis, they should pay more

attention to the experimental teaching of mechanical design and manufacturing and automation specialty, and organize and carry out a large number of experimental activities to promote students' learning process. In this process, we can further consolidate our theoretical knowledge and lay a solid foundation for later in-depth study.

3.2 Scientific regulation practice course

In general, the number of practical courses has a great impact on the teaching quality of mechanical design and manufacturing and automation. In order to strengthen the application of the new teaching system, the relevant teachers also need to carry out scientific regulation on the practice course, and interpenetrate it with the theoretical knowledge teaching course, so as to urge the students to consolidate the theoretical knowledge learned in the early stage according to the later practical teaching course, so as to ensure the maximum improvement of the overall teaching level and quality.

3.3 Enhance the frequency of practical operation

The research shows that in the process of the application of the new teaching system of modern mechanical design and manufacturing and automation specialty, in order to guarantee the actual teaching level, relevant teachers and school administrators also need to pay full attention to the importance of practical operation for students' learning. In the actual teaching process, relevant teachers need to improve the frequency of practical operation, so that students can fully understand some mechanical equipment. The principle and characteristics of standby operation, in order to cultivate its own innovation consciousness, provide guarantee for the smooth progress of the later teaching work.

3.4 Create practice base

At the same time, in the process of modern mechanical design and manufacturing and automation teaching, in order to fully implement the new professional teaching system and ensure the teaching level and quality, relevant schools can also unite with mechanical enterprises to create corresponding practice bases, regularly arrange students to enter for practical training or post practice, and strengthen the improvement of students' professional quality and technology level, and then promote the healthy growth and development of students themselves.

3.5 Promote the development of students' professional quality

In addition to the above contents, in the modern teaching process, in order to fully improve the application of the new teaching system of mechanical design and manufacturing and automation specialty, relevant teachers also need to regularly organize assessment work, test students' own theoretical knowledge level and practical operation ability, and comment on students according to the assessment results, so as to promote students to participate in learning more actively. In the process, lay a solid foundation for its own later development [3].

4. CONCLUSION

To sum up, with the passage of time, mechanical design and manufacturing and automation teaching as an important part of the modern teaching process, the traditional education ideas and methods can not meet the needs of modern teaching work, at the same time, it has an impact on the growth of students and the improvement of school teaching level. In order to change this situation, relevant teachers and school administrators need to strengthen the innovation of modern education ideas and methods, create a new teaching system of mechanical design and manufacturing and automation specialty combined with modern teaching content, and implement it into the daily teaching process, strengthen the improvement of teaching level and efficiency, and promote students' professional theoretical knowledge and practical operation ability. To promote the further development of students themselves and the education industry as a whole.

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Research on The Infiltration Of "Cultural Confidence" Into the Teaching of Ideological and Political Theory Course in Colleges and Universities

Shucai He

Huanghe S&T University, HeNan, Zhengzhou 450006, China

Abstract: In order to strengthen the cultural strength of our country and improve the development and progress of advanced socialist culture faster, we need to start with college students. College students are the foundation of national cultural construction, and cultural self-confidence is the expression of national values. Ideological and political education in Colleges and universities is closely related to cultural self-confidence. We should start from the education of colleges and universities to improve the level of education for college students, strengthen the means of education in Colleges and universities, and give college students psychological construction and cultural consciousness.

Keywords: University: Ideological and political; Teaching: Cultural self-confidence; Measures

1.THE CONNOTATION OF CULTURAL CONFIDENCE

Cultural confidence is indispensable to the prosperity of a country, which is the recognition of a country's cultural value. Cultural self-confidence is a necessary element to realize the great Chinese dream, and it is also the affirmation and recognition of the nation and political party. The country should maintain the love and recognition of its own culture, and at the same time, look at the foreign culture with a positive attitude. Confidence in the country's future cultural development and firmness in the inherited excellent culture will also help to improve cultural confidence. National cultural self-confidence should start from colleges and universities. Improving cultural soft power can enhance the strong spirit of the Chinese nation, improve the cultural literacy of college students, and cultivate their firm belief in culture, so as to transmit our excellent culture to the world in the future.

1.1 Self confidence of Chinese excellent traditional culture

Our cultural self-confidence mainly comes from the excellent traditional culture of the Chinese nation. From ancient times to the present, excellent poems, ci poems, songs and Fu all embody the firm will of self-improvement, as well as all kinds of great patriotic sentiments. We have been carrying out the spirit of treating people with courtesy. From the six arts to the four treasures of the study, after thousands of years of precipitation, the country also has a profound cultural heritage, and is pushing the national culture to the whole

world.

1.2 Self confidence of revolutionary culture

Although the road of China's revolution is arduous and there are many twists and turns on the road, the Chinese people still firmly believe in it. Even though they have experienced war, oppression and aggression on the road, the people have never yielded and have been on the road of exploration. Under the hegemony and oppression of imperialism, the wisdom and courage of the Chinese people are reflected. Under the leadership of Mao Zedong, the suffering country and people overcame all difficulties and established the Republic of China. During the Anti Japanese War, the red spirit, Jinggangshan spirit, Great Wall spirit and Yan'an spirit were embodied. In the current ideological and political teaching work in Colleges and universities, we should integrate the above revolutionary culture self-confidence into the classroom, so as to inherit and carry forward.

1.3 Self confidence of advanced socialist culture

At present, our country mainly takes Marxism as the guiding ideology. To realize the socialist cultural construction with Chinese characteristics, we need to cultivate citizens with morality, culture and discipline. Of course, China's traditional culture is also closely related to the advanced culture of socialism with Chinese characteristics. The support of a powerful country is cultural confidence. We should improve people's cultural consciousness and cultural self-confidence. At the same time, it will also improve the cultural quality of the whole nation, and the soft power of the country will also increase rapidly.

2. THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND CULTURAL SELF-CONFIDENCE

The ideological and political education in Colleges and universities is mainly based on Marxism and needs to be closely related to the times. At present, if the traditional mode of Ideological and political education in Colleges and universities wants to change and become accepted and recognized by the masses of college students, it must be based on the students' thinking and combined with the characteristics of college students to make changes. With the characteristics of the new era, to strengthen the cultural self-confidence and political and ideological awareness of college students in different ways.

2.1 Create a good social and cultural atmosphere and

strengthen the construction of campus culture

At present, college students are the group that often touch new things. In the process of cultural exchange between our country and other countries, there may be some negative bad culture in the collision between different cultures, which may be affected in the process of College Students' contact. For the spread of this negative culture, we should first cut off the source of communication, but also need to strengthen the regulation of cultural undertakings [1]. The relevant departments should vigorously spread the excellent culture, block the expansion of this bad culture, and strengthen the supervision intensity. Schools can publicize our excellent traditional culture, set up a number of campus activities to promote and spread campus cultural activities. Being edified by excellent culture will strengthen cultural confidence.

2.2 Integrate education content and guide the integration of the two

Cultural self-confidence is the basis of political and ideological education in every university. Now the soft power of national culture mainly comes from college students' cultural self-confidence and cultural consciousness. Ideological and political education is the main platform for building a cultural power. The courses of Ideological and political education can help college students to enhance cultural confidence and get close to excellent culture. With the continuous development of social economy, the content of cultural self-confidence is constantly updated, and excellent culture is constantly combined with ideological and political education courses. In the future, we will continue to reform, update and improve through practice.

2.3 Submit the level of teachers to improve the quality of Ideological and political teaching

In order to better convey the ideological and political education to students, so that students have a deeper understanding, teachers, as the disseminator of Ideological and political education, should have a deep understanding of cultural self-confidence and cultural consciousness, and have a certain height. Ideological and political education is the main means to improve cultural soft power, which has the characteristics of preciseness and science. Therefore, in order to better spread to students, teachers should learn the revolutionary spirit, in order to more accurately convey the meaning of this excellent culture to students. Ideological and political education also requires teachers to have a higher revolutionary spirit, in order to better and more in-depth description of the excellent cultural meaning, teachers should avoid all aspects of the traditional boring rigid teaching mode, implement the core of the concept, integrate Marxism, China's excellent traditional culture. Comprehensive interpretation, so that students themselves fully understand and master the significance of cultural confidence, give students a new ideological and political impression.

2.4 Enrich teaching means and explore flexible teaching mode

With the continuous progress of the times, the country's

ideological and political work should also be combined with the times, in order to better promote the ideological and political ideas. At this stage is the era of the Internet, the Internet has always attracted a large number of college students, teachers belong to the disseminator of Ideological and political education, the main job is to better carry forward ideological and political education, should better grasp the advantages of the Internet, the general secretary also mentioned in the meeting speech to enhance the sense of the times, so we should carry forward our excellent traditional culture in a more interesting way, to the media Body conveys the sense of cultural self-confidence and strengthens people's cultural self-confidence.

2.5 Cultivating college students' cultural consciousness

Cultural self-confidence and cultural consciousness are the main connotation of the soft power of Chinese culture. College students, as successors of socialism in the new era, should have both cultural self-confidence and cultural self-consciousness, which need to be improved constantly in order to realize the rejuvenation of the Chinese nation as soon as possible. Deepening college students' deeper understanding of Ideological and political education, mainly from the fundamental understanding of cultural consciousness and cultural self-confidence, but also combined with independent thinking and innovation ability, cultivate their own subjective consciousness and belief, and better improve and strengthen the understanding of cultural self-awareness and self-confidence, and then they can serve as cultural inheritors, better spread and practice.

3. CONCLUSION

The main channel to enhance cultural consciousness and self-confidence is the ideological and political education in Colleges and universities, which should be constantly updated and upgraded according to the progress of the times, so that colleges and universities become the territory of talents in line with the socialist core values. Only in this way can we continuously promote, develop and strengthen the ideological and political education and the construction of advanced socialist culture. It is a long construction for college students to improve their cultural consciousness and cultural self-confidence. However, as long as we firmly adhere to the goal and path of socialist advanced culture, understand the connotation of it, and strengthen our sense of responsibility and mission, we can improve our country's cultural soft power.

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Effect of Nursing Intervention on Postoperative Pain in General Surgery

Fenglin Li

Nanping Township Hospital, Lichuan, Hubei 445400, China

Abstract: Objective: To explore the effect of nursing intervention on postoperative pain in general surgery. **Methods:** This study started in October 2019 and ended in October 2020. During the study period, a total of 66 surgical patients in the general surgery department of our hospital were selected as the main analysis objects. In order to deeply study the influence and effect of nursing intervention, all patients were divided into groups according to the random number table method and named as the control group (using routine nursing, $n=33$ cases) and observation group (33 cases were treated with comprehensive nursing intervention, $n=33$ cases). The clinical conditions of patients were observed and analyzed after the implementation of different nursing methods, and the data generated during the nursing period were statistically analyzed, mainly including: pain score before and after nursing, nursing satisfaction and other data. At the same time, the data recorded in the two groups were compared. **Results:** there was no significant difference in pain scores between the observation group and the control group before and after nursing ($P>0.05$), but the pain scores of the observation group were better than those of the control group ($P<0.05$); 93.94% (31/33) and 75.76% (25/33) were the nursing satisfaction of the observation group and the control group, The difference was very significant ($P<0.05$). **Conclusion:** nursing intervention in patients with postoperative pain in general surgery department can effectively improve the pain degree of patients, and has a positive effect on the improvement of nursing satisfaction, which can be vigorously promoted and applied in the future nursing work.

Key words: General Surgery; Postoperative pain; Nursing intervention; Effect

1. INTRODUCTION

In order to analyze the effect of nursing intervention on postoperative pain in general surgery department. In this study, some patients were selected for analysis, and were divided into two groups by different nursing methods.

2. DATA AND METHODS

2.1 General information

In this study, 66 patients with postoperative pain in the Department of general surgery of our hospital from October 2019 to October 2020 were selected for analysis. The patients were divided into two groups, 2 cases in each group. The median age was (48.88 ± 5.64) years old. The data can be used for comparison.

2.2 Method

Routine nursing mode was used for the control group. The observation group used comprehensive nursing

intervention, the operation steps are as follows: first, nursing staff to assess the postoperative pain of patients, and develop targeted nursing intervention methods. Because the incision pain is the main symptom after the operation, the nursing staff can adjust the patient's position appropriately to relieve the pain. In this process, the action should be gentle and avoid pulling the incision. Secondly, communicate with patients with a positive attitude, encourage patients to speak actively and listen patiently. After understanding their psychological state, they can conduct targeted counseling. At the same time, they can play favorite music or TV programs for patients to divert their attention. In addition, patients may have poor diet after surgery, which is not conducive to the stability of the patient's metabolism. Therefore, nursing staff need to formulate a reasonable diet plan according to the actual situation of patients. Finally, if the patient has severe pain, analgesic drugs can be used to relieve pain.

2.3 Observation index

VAS (visual analogue assessment) was used to evaluate the pain of the two groups. The lower the score, the lower the degree of pain. Three indicators of very satisfied, satisfied and unsatisfied were used to evaluate. The score of very satisfied was above 90 points, that of satisfaction was 80-89 points, and that of dissatisfaction was below 79 points. The total satisfaction degree = (very satisfied cases + satisfied cases)/total number of people. The above data were compared after statistics.

2.4 Statistical treatment

In the research process, there are many related data, mainly counting data and measurement data. In order to facilitate analysis and comparison, all the data are included in the computer, and the computer software SPSS 23.0 is used to collate the data. In the process of expressing the counting data, the percentage is used to complete, the data test is completed by χ^2 , and the standard is used in the expression of measurement data. The difference (\pm) was completed, and t was used to complete the data comparison. If there is a significant difference in data comparison, it means ($P<0.05$), with statistical significance.

3. RESULTS

3.1 The pain scores of the two groups were compared before and after nursing

(7.66 ± 0.18) points, (7.63 ± 0.16) points, respectively, were the VAS scores of the observation group and the control group before nursing, compared with no significant difference, not statistically significant ($P>0.05$); after nursing, they were (2.71 ± 0.74) points, (5.28 ± 0.21) points; compared with before nursing, the two

groups were improved, in which the observation group was better than the control group and before nursing, the difference was statistically significant ($P < 0.05$). See Table 1.

Table 1 the pain scores of the two groups before and after nursing ($\bar{x} \pm s$, points)

group	Number of cases	Before nursing	After nursing
Observation group	33	7.66 \pm 0.18	2.71 \pm 0.74
control group	33	7.63 \pm 0.16	5.28 \pm 0.21
T		0.589	3.751
P value		>0.05	<0.05

3.2 Nursing satisfaction was compared between the two groups after nursing

After nursing, the patients in the observation group were very satisfied, satisfied and dissatisfied with the nursing in 25 cases, 6 cases, 2 cases, the total number of satisfied cases was 31 cases, the total satisfaction was (93.94%);

Table 2 nursing satisfaction of the two groups was compared after nursing(n/%)

group	Number of cases	Very satisfied	satisfied	dissatisfied	Total satisfaction
Observation group	33	25	6	2	31(93.94%)
control group	33	20	5	8	25(75.76%)
X ²					12.357
P value					<0.05

after the patients in the control group, the number of very satisfied, satisfied and dissatisfied cases were 20 cases, 5 cases, 8 cases, the total number of satisfied cases was 25 cases, the total satisfaction was (75.76%); compared with the two groups The difference was statistically significant ($P < 0.05$). See Table 2.

4. DISCUSSION

General surgery is an important part of the hospital, and surgery is the commonly used treatment method in this department. In general, patients will have different degrees of pain after surgery. Under the influence of anesthetic drugs, the pain perception ability of patients during surgery is reduced. With the disappearance of anesthetic efficacy, pain perception becomes more and more intense. After the occurrence of pain, whether it is the patient's physiology or psychology, there will be certain pressure. If not handled in time, the quality of life of patients will be seriously affected, and abnormal reactions of vital signs of patients will be caused at the same time. Therefore, in order to improve the quality of life of patients, we should strengthen the implementation of nursing measures and pay attention to nursing methods. In the past, routine nursing was the main method in clinical nursing. Although it had certain effect, it could not reach the ideal goal. With the reform of the medical system, pain symptoms are included in the scope of patients' vital signs, which has received extensive attention. At the same time, targeted nursing programs have been formulated to strengthen the health education of patients, improve their cognition and understanding of pain, and communicate with patients with a positive attitude to relieve their psychological pressure and help

patients release their bad emotions[2]. In addition, according to the degree of pain in patients with targeted care, in order to improve the quality of life of patients. In this study, comprehensive nursing intervention was implemented in the observation group. The results showed that both the pain score and satisfaction degree of the patients were better than those of the conventional nursing, and the difference was statistically significant ($P < 0.05$).

In conclusion, the application of comprehensive nursing intervention mode is conducive to improve the degree of nursing pain of patients with general surgery, and has a positive effect on the improvement of nursing quality, which can be vigorously promoted and applied.

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Application Effect of High-Quality Nursing Intervention in Obstetrics and Gynecology Nursing

Li Li

Lichuan National Hospital of traditional Chinese medicine, Lichuan, Hubei 445400, China

Abstract: Objective: To study the application effect of high-quality nursing intervention in obstetrics and gynecology nursing. Methods: Patients with obstetrics and gynecology were selected as the experimental objects. The experiment started in April 2018 and ended in April 2020. A total of 86 patients participated in the experiment. The patients in the control group and the experimental group were numbered odd and even respectively. Through the basic nursing model of patients in the control group, through the high-quality nursing intervention model of patients in the experimental group, the occurrence of adverse events, nursing recognition of the two groups were analyzed and compared. Results: systematic analysis of this experiment, the experimental group of patients with adverse events decreased significantly compared with the control group, the occurrence probability of adverse events in the two groups were 2.33% and 16.28%, the difference between the data was prominent ($P < 0.05$); the analysis of this experiment, the increase of nursing recognition in the experimental group was larger than that in the control group, and the nursing recognition of the two groups was larger 67% and 83.72% respectively, and the difference was significant ($P < 0.05$). Conclusion: the application value of high-quality nursing intervention in obstetrics and gynecology nursing is significantly higher than that of basic nursing mode, which plays an important role in reducing the occurrence of adverse events and improving the nursing recognition of patients.

Key words: Obstetrics and Gynecology; High quality nursing intervention; Basic nursing mode

1. INTRODUCTION

With the development of society, people's ideas have changed greatly, and people's health awareness has been gradually strengthened. In this case, patients put forward higher requirements for obstetrics and gynecology nursing work. The previous basic nursing model can not meet the needs of patients at this stage, so the nursing mode of Obstetrics and Gynecology needs to be innovated. In this case, it has a strong practical significance to study the application effect of high-quality nursing intervention in obstetrics and gynecology nursing. A total of 86 patients with obstetrics and Gynecology participated in the study. The specific contents are as follows.

2. DATA AND METHODS

2.1 General information

The subjects of this study were 86 patients with obstetrics

and gynecology. The experiment started in April 2018 and ended in April 2020. Odd numbered patients were divided into control group and even numbered patients were divided into experimental group. The median age of patients in the control group was (35.1 ± 1.3) years old, the upper limit of age was 52 years old, and the lower age limit was 21 years old. The median age of patients in the experimental group was (35.2 ± 1.5) years old, the upper limit of age was 53 years old, and the lower age limit was 20 years old. The difference of general information between the two groups was small, and the difference between the two groups was negligible ($P > 0.05$). Inclusion criteria: all patients were obstetrics and gynecology patients; the principle of voluntary participation was the basis and premise of the experiment; the ethics committee approved the implementation of the experiment; all the subjects had the ability to cooperate with the experiment. Exclusion criteria: patients give up participating in the experiment; patients die in the process of the experiment; relatives of patients interrupt the development of this experiment [1].

2.2 Method

The control group was nursed by basic nursing mode, and the experimental group was nursed by high quality nursing intervention mode. In the process of high quality nursing, nursing staff should fully realize the influence of environment on patients' condition, and strengthen the management of environment in practical work. Nursing staff should regularly clean and disinfect the ward, keep good ventilation and sufficient light, strictly control the temperature and humidity of the ward, avoid loud noise, so as to provide a good external environment for patients. In addition, nursing staff should face up to the negative emotions of patients after their illness, keep close communication with patients, provide a reliable way for patients to vent their own situation, and analyze the psychological state of patients through communication with patients. In practical work, nursing staff should pay attention to explain to patients the causes of gynecological diseases, prevention and treatment measures and precautions, help patients fully grasp and understand the relevant knowledge, eliminate the negative emotions of patients through targeted psychological counseling, so as to win the recognition of patients for nursing work and ensure the orderly development of nursing work. In the process of high-quality nursing, nursing staff should pay attention to standardize the life of patients, help patients develop healthy eating habits and lifestyle, ensure that patients

can get adequate nutrition, ensure that patients can get appropriate exercise, so as to accelerate the rehabilitation process of patients. In addition, nursing staff should explain the knowledge of drug use to patients in high-quality nursing, so as to ensure the rational use of drugs, so as to ensure the effect of drug treatment.

2.3 Judgment criteria

The occurrence of adverse events and nursing recognition of the two groups were analyzed and compared.

2.4 Statistical treatment

Spss21.0 was used to analyze and process the data involved in this experiment, (n) was used to refer to the count data, ($\bar{x} \pm s$) was used to refer to the measurement data, $P < 0.05$ means that the data difference is more prominent [2].

Table 1 nursing recognition of two groups of patients

group	Number of people(n)	Very much(n)	Quite recognized(n)	Not recognized(n)	Nursing recognition(%)
control group	43	10	26	7	83.72
experience group	43	17	25	1	97.67
X ² value	-	-	-	-	5.958
P value	-	-	-	-	p<0.05

4. DISCUSSION

Compared with the basic nursing model, the performance of high-quality nursing mode in obstetrics and gynecology is more ideal. High quality nursing intervention requires nursing staff to fully consider the influence of environment, diet, psychological emotion, drugs and other factors on the condition of patients with gynecology and obstetrics, and to deal with them through targeted nursing intervention in practical work, so as to avoid the relevant risks and ensure the quality of nursing work. A total of 86 cases of Obstetrics and gynecology patients participated in the experiment from April 2018 to April 2020, with the purpose of studying the application effect of high-quality nursing intervention in obstetrics and Gynecology Nursing [3]. Systematic analysis of this experiment, the incidence of adverse events in the experimental group was 2.33%, which was significantly lower than that in the control group (16.28%), and the difference between the control group and the experimental group was prominent ($P < 0.05$); the analysis of this experiment showed that the nursing recognition rate of the experimental group was 97.67%, which was significantly higher than that of the control group (83.72%), and the relevant data of the control

group and the experimental group were significantly higher. The difference was significant ($P < 0.05$). The results showed that the application value of high quality nursing intervention in obstetrics and gynecology nursing was significantly higher than that of basic nursing mode. This experiment shows that high-quality nursing intervention has a very ideal effect in reducing the occurrence of adverse events in obstetrics and gynecology nursing and improving the nursing recognition of patients.

3. RESULTS

3.1 Occurrence of adverse events in two groups

Systematic analysis of this experiment, the incidence of adverse events in the experimental group decreased significantly more than that in the control group, 2.33% was far lower than 16.28%, the difference between the relevant data was prominent ($P < 0.05$).

3.2 Nursing recognition of two groups of patients

Analysis of this experiment, the increase of nursing recognition in the experimental group was significantly greater than that in the control group, 97.67% was much higher than 83.72%, the difference between the relevant data was prominent ($P < 0.05$). See Table 1 for details.

group and the experimental group were significantly higher. The difference was significant ($P < 0.05$). The results showed that the application value of high quality nursing intervention in obstetrics and gynecology nursing was significantly higher than that of basic nursing mode. This experiment shows that high-quality nursing intervention has a very ideal effect in reducing the occurrence of adverse events in obstetrics and gynecology nursing and improving the nursing recognition of patients.

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News Communication Reform and News Education Reform Under the Prospect of Media Convergence

Bo Liu

Inner Mongolia University of Science and Technology in Baotou Teachers College, Baotou 014030, Inner Mongolia, China

Abstract: With the improvement of the level of information technology, there are more media, and the era of media integration has come. In order to make news communication and news education more adapt to the new needs of the era of media integration, we must innovate it. This article briefly introduces the new requirements of the media convergence prospect for the news communication reform and the news education reform, analyzes the impact on the news communication reform and news education reform, and puts forward relevant measures, hoping to provide support for the development of the news industry.

Key words: Media convergence; News communication; Reform; News education; Reform

1. INTRODUCTION

In the Internet era, the improvement of information technology provides a new impetus for the development of economic society. For the news media, there have been some changes in the way of communication and management. In this case, if the news industry wants to develop, it must have the support of News Talents with strong professional quality. Therefore, under the prospect of media integration, it is necessary to reform news dissemination and innovate news education to meet the needs of the development of news industry under the prospect of media integration Yes.

2. THE ROLE OF NEWS COMMUNICATION REFORM AND NEWS EDUCATION REFORM

With the advent of the Internet era, college students are easy to be affected by some external information. They are not focused enough in class and teaching efficiency can not be improved. The main reason for this is that the news education curriculum is relatively boring and the teaching method is relatively backward, and students do not like the relevant courses. Under the prospect of media integration, for the reform of news communication and news education, the curriculum system can be optimized and adjusted, so that students can learn more interested content and concentrate on learning[1].

Moreover, in this process, education for students can enable them to master more knowledge and skills that can be applied in the perspective of media convergence, improve students' professional quality, enable students to adapt to the future work faster, and provide conditions for the stable development of the news industry.

3. THE PROSPECT OF MEDIA CONVERGENCE HAS

NEW REQUIREMENTS FOR THE REFORM OF NEWS COMMUNICATION AND NEWS EDUCATION

3.1 The news communication and news education should meet the needs of social development

Under the prospect of media convergence, in order to make the media industry obtain more long-term and stable development, we must pay full attention to the news communication and news education, and carry out innovation and Reform in time, which can effectively meet the new requirements for news communication and news education in the new era. This is mainly because, with the improvement of Internet technology, the Internet has been closely linked with all walks of life, especially in the media industry, the Internet has become the main direction of its further development. Moreover, the reform of news education can make the news media staff and students of Journalism Major master more news knowledge and skills, and make the trained news media talents more adapt to the development of news communication and news education under the prospect of media integration.

3.2 There are higher requirements for news staff

In the traditional mode, news interview is mainly for news information collection, search, and with the help of the media to inform the masses. With the advent of the era of media convergence, there are new standards for the media industry, especially the professional level and skills of journalists. In the information age, how to make information get people's attention is an important content that news media staff need to pay attention to. Therefore, in the future of media convergence, we should train the news media staff, take journalism and communication as a foothold, learn more about culture and history, effectively improve the professional level of journalists, and promote the development of the times Provide support.

4. THE INFLUENCE OF THE PROSPECT OF MEDIA CONVERGENCE ON THE REFORM OF NEWS COMMUNICATION AND NEWS EDUCATION

4.1 The way of news communication changes

First, information structure has changed. In the traditional mode, the way of collecting and disseminating information is relatively fixed. Analyzing from a certain angle, it is impossible to ensure that the information collected is accurate and reliable, and the information collected is used less. However, with the improvement of information technology and Internet technology, the way

to collect and obtain information is more diversified. People can freely choose different ways to obtain relevant information, and in the process of transmission, the way to use has also changed. This has changed the audience and communication subject under the traditional news mode to a certain extent, made people enter the era of mass media, and changed the status quo that the original news dissemination was not timely and relatively backward [3].

Second, the carrier of news has changed. With the improvement of the level of information technology, the Internet and people's lives have a close relationship, has become the main carrier of news information transmission. Different from the traditional mode of communication carrier used, the progress is more obvious. And in the context of the continuous development of the Internet, the time required for news media communication is significantly reduced, more timely, fully showing the timeliness of news information. When people want to understand a certain news information, they can directly search through mobile phones and computers, which changes the fixed characteristics of the original news media. Moreover, under the prospect of media convergence, news carriers can carry more news information, provide interactive platform for people, meet the needs of people's communication, and narrow the relationship between news media and the masses.

Third, the use of diversified means of communication. With the help of modern means of communication, can make the main body of news media communication change, no longer only dominated by the government, everyone can become the collector and disseminator of news information. From a certain point of view, it enriches the channels of news communication. Especially in the event of some emergencies, when the news media can not arrive at the scene in time, the masses can transmit the information, so that more people can understand the news information.

4.2 The working mode of news media has changed

Media convergence, mainly refers to the cooperation between the news media and other media to produce relevance. This is mainly to ensure that news can be transmitted in time, make people feel the timeliness of news information, pay more attention to news information, and meet people's growing spiritual needs [4]. Compared with the traditional mode of news media, we can find that this way is an innovation for the traditional news media, which can break the time and place restrictions and become more diversified. In the traditional mode, news media broadcast information mainly with the help of television and newspapers. People can only analyze the news information by themselves, but can not watch the actual situation of the scene. Under the prospect of media convergence, different news media have their own broadcasting methods, with obvious characteristics, which can attract the attention of the masses. The live news broadcast on the Internet platform has also been developed to a certain extent. In addition, some changes have taken place in the process of broadcasting TV news, which is no longer just

for news information reading, adding some live pictures. In addition, the cooperation between various media can exchange and summarize the news information collected from each other, so as to enrich the news broadcast content. This effectively reduces the time and energy needed by the media to collect, search and release news information, improves the utilization rate of resources, controls the cost to a certain range, and collects more different types of information, which can provide support for the further development of mass media and make the news industry get better development.

4.3 Impact on Journalism Education

Under the prospect of media integration, news education has undergone some changes. In reality teaching, there are higher requirements for students, not only to improve their professional ability in journalism, but also to train students to become talents with strong comprehensive quality [5]. With the integration of world economy, politics and culture more and more obvious, in the process of news collection, we can not only consider the news information of our country, but also more journalists are in line with foreign countries in the process of information collection. This requires journalists to have a strong foreign language ability and be able to express fluently. In addition, in the process of foreign news dissemination, journalists should make a systematic and comprehensive analysis of the news information, look at the problem from different angles, and ensure that the report is effective. This requires journalists to skillfully use the knowledge they have learned to find the most suitable direction for reporting.

5. PROMOTE THE REFORM OF NEWS COMMUNICATION AND NEWS EDUCATION UNDER THE PROSPECT OF MEDIA CONVERGENCE

5.1 Innovate the concept of education and build a perfect curriculum system

First, in the context of media convergence, to carry out the reform of news communication and news education, we must form a correct understanding of media convergence and realize the content of media convergence. In the process of media integration in China, the main contents are the media of information dissemination, information content and information management. Therefore, in the new media era, we should pay full attention to news communication and news education, and reform them in time. Second, we should ensure the long-term and stable development of the media industry. In this process, we should innovate the traditional education concept and construct a perfect curriculum system. The main goal of news education is to train more journalism professionals, provide sufficient talents for the development of China's news industry, and combine advanced concepts such as information technology and big data with news education. Thirdly, we should innovate the curriculum system according to the actual situation of media integration development, that is to add some courses of other disciplines, such as high social sciences, humanities, nature and other contents in the traditional teaching arrangement, so as to ensure that

the journalists trained not only have strong professional quality, but also have high comprehensive level, which can better adapt to the future News work [6].

5.2 Improve the management ability of media management workers

Under the prospect of media convergence, there is a higher need for the ability and level of management workers. Therefore, we must take measures to improve the management ability of media management workers. First, managers should realize the importance of news media and new media, actively learn knowledge and apply it to the management. Second, managers should have a certain understanding of the role of news communication before carrying out news communication work. They should plan and formulate relevant plans from the perspective of system and overall situation. In case of emergency, we should take measures to ensure the effective development of news gathering. Third, management workers should realize that in the future of media integration, the management of talents can not use the traditional concept to work, but should innovate the concept and cultivate more comprehensive professional talents. From the perspective of management to analyze, news media work, must have more sufficient experience, be able to analyze the problem from a long-term point of view, skillfully apply a variety of new technologies in the management process, and strictly require themselves to set an example for other news media workers.

5.3 Improve the professional level of Journalists

With the gradual improvement of China's opening to the outside world, journalists should not only consider some domestic situations, but also conduct interviews abroad [7]. In this case, there is a higher standard for journalists. Journalists should not only understand the latest news knowledge and have enough ability to spread news, but also need to learn some foreign languages to improve their language expression ability. Only in this way can we ensure that journalists can obtain more real, effective and valuable news information in the process of foreign interviews. In addition, journalists in the process of foreign interviews, should also do a good job in self-protection, improve their level of processing news information. If their rights and interests are damaged in the process of collecting and processing news information, news media workers can contact relevant departments to seek help and protect their own safety. In addition, under the prospect of media convergence, more diversified information appears, and the authenticity of information is difficult to be guaranteed. Therefore, journalists must screen the information to ensure that the information collected is correct. In the process of analyzing the event, journalists must ensure that they look at the news from an objective perspective. Communication, conscientious and responsible for the work, improve their own professional accomplishment [8].

5.4 To improve the mass media literacy

Under the prospect of media convergence, the masses can also spread news information, and join the discussion of news information with the help of network platform.

However, in the process of mass communication, there are likely to be some contradictions, opinions are not unified, the quality of information provided is also different, which is not conducive to the creation of a suitable atmosphere for news dissemination. In this case, the masses should realize the important role of news communication, improve their media literacy, carry out appropriate information dissemination under the permission of the law, reasonably collect and identify the true and false information, and reduce the probability of contradictions and disputes.

5.5 Provide opportunities for students to practice

In the traditional mode, for students to teach, the curriculum arrangement is more detailed, students can learn how to carry out news information dissemination in television, network and advertising according to their professional content, but this does not meet the needs of news staff under the prospect of media convergence. Therefore, in this context, in the process of teaching, journalism teachers should integrate the original curriculum, provide students with more opportunities for practice, so that students can collect and interview information through the Internet, mobile phones, etc., and provide support for the comprehensive development of students [9].

6. CONCLUSION

According to the above analysis, under the prospect of media convergence, there have been great changes in the way of news dissemination, the main personnel of news dissemination and the process of news communication. In order to make the news communication and news education get better development in the perspective of media integration, we must take measures to optimize and adjust them to meet the requirements of the times. From a certain point of view, it can provide support for the long-term development of the news industry.

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On the Flipped Classroom Teaching Mode of College English Based on MOOC

Liu Ya

School of International Education and Humanities, Xi'an Kedagaoxin University, Xi'an Shaanxi 710109, China

Abstract: With the deepening of teaching reform, the popularization of network information has brought great impact on College English class, but it is also an opportunity. With the continuous efforts of relevant educators, College English classroom has created flipped classroom based on MOOC after the introduction of computer as an auxiliary system, which has greatly changed the way of traditional education. The combination of the two greatly increases the interest and efficiency of the classroom. Therefore, how to use it reasonably and solve various problems has become the main task of College English teachers. This paper first expounds the definition and development of MOOC and flipped classroom, and the feasibility of MOOC based flipped classroom in guiding college students' English teaching practice. Then it discusses the specific operation of MOOC based flipped classroom in guiding college students' English teaching practice, and puts forward personal opinions.

Key words: MOOC; College English; Flipped Classroom; Teaching mode

1. INTRODUCTION

Most colleges and universities in our country are influenced by the traditional examination-oriented education, and the classroom teaching method is very single, basically according to the textbook, and the teachers also carry out the teaching with the mentality of completing the task, do not pay attention to the students' learning effect, and rarely carry out teaching activities or give students space for communication. To a great extent, this kind of teaching method, which is based on teachers, restricts the students' interest in learning to a great extent, and even leads to weariness of learning for a long time. Therefore, how to effectively carry out the flipped classroom of College English under the MOOC environment is the main research direction of college education.

2. THE DEFINITION AND DEVELOPMENT OF MOOC AND FLIPPED CLASSROOM

The main feature of MOOC is its openness. It can let college students understand the current events in recent years in the network environment. Since the emergence of MOOC, it has attracted the attention of teachers, students and parents, and then it has been pushed to the peak by some educational enterprises. Nowadays, many educational institutions in developed countries have developed the MOOC education system very advanced, and the teaching effect is also considerable. At present, some famous universities in China, such as Beijing and Tsinghua University, have joined the ranks of MOOC

teaching mode, which is a turning point of China's education. There are some tests in MOOCs that require students to reply in time, because although college students are psychologically mature, their attention time is limited. However, using MOOCs can greatly improve students' interest in learning and focus their attention. The time is about 10 minutes. There are also a lot of small tests between the courses. Students can continue to listen to the class after the answers are completed. If the students have no understanding of the learning knowledge and have questions, they can also look for help online. Compared with the traditional education, MOOC has great changes in the number of students, teaching location, learning subjects and teaching methods. It originated from the flipped classroom in the United States. It refers to that teachers set the teaching content, and combine the key and difficult points, new knowledge and network video, so that students can watch the video to complete learning, and between teachers and students can also be realized in the network platform Communication and interaction, so as to complete the whole teaching process [1].

3. FEASIBILITY ANALYSIS OF FLIPPED CLASSROOM BASED ON MOOC TO GUIDE COLLEGE STUDENTS' ENGLISH TEACHING PRACTICE

First of all, this teaching method can effectively cultivate students' autonomous learning habits. After the successful use of flipped classroom, the classroom quality has been significantly improved, and students in their own learning process is also conducive to the improvement of their autonomous learning ability. After the students have absorbed the knowledge in the video, they can communicate with other students or teachers. After mastering the knowledge points, they can solve all the problems they don't understand in question and answer. In this way, students' learning ability in all aspects will be improved. Secondly, it can change the focus of teachers and students. Although the teaching direction of the traditional teaching mode is students, it is like a teacher's stage on the whole. However, under the background of MOOCs, after the flipped classroom is used, this identity has changed, mainly taking students as the main body, while teachers are the organizers, guides and assistants of teaching. Teachers give guidance and help to students when they study Help them understand and master knowledge points. For each student's actual situation, teachers will have some understanding, and then carry out targeted education. Flipped classroom is not only a kind of video teaching, but also a kind of conversion between teachers and students. Finally, it can

allocate teaching resources scientifically. MOOC is a new teaching mode which takes information technology as the center and then derives. In College English teaching, teachers can use the contribution characteristics of the Internet to download and save the teaching resources sorted out by other universities and educators as their theoretical resources for constructing videos. In this way, college students can also choose what they want to learn. Moreover, according to the actual situation of College Students' English learning, teachers can flexibly adjust the video content and course teaching methods, so as to effectively stimulate students' learning initiative and achieve the best education effect [2].

4. THE SPECIFIC OPERATION OF FLIPPED CLASSROOM BASED ON MOOC TO GUIDE COLLEGE STUDENTS' ENGLISH TEACHING PRACTICE

The specific operation of MOOC based flipped classroom in College English teaching should be carried out from two aspects: the first aspect is the requirements of teachers' work, and the most important thing of MOOC is video production. Then teachers should have certain computer operation ability, and can design and develop teaching resources. The embodiment of English Curriculum in the video itself is language knowledge and some language skills. In addition, teachers should popularize some cultural knowledge to students. The best length of the video teachers make is about 10 minutes. First, the knowledge points are explained, then the arrangement of thinking problems, and finally the assessment. If possible, teachers can add some artistic features in the video, which is also to provide students with different learning experience; the second aspect is the requirements for students. As college students, they are about to enter the society to participate in work, and English as a very important skill in their future study, life and work, in the stage of college learning, students need to pay more attention to it, and then in the autonomous learning before class, they should do a good preparation

for class. Then according to their own actual situation to adjust the speed of video interpretation, in class and other students or teachers to discuss interaction, do not understand the place to ask, and dare to challenge innovation, in the basic grasp of their own to do the exercises set by the teacher, and if the class did not understand, repeat after class to watch the video, there is no understanding of the teacher to consult the teacher, fully The use of mobile terminals, mobile devices or computers, so as to achieve the effect of comprehensive development [3].

5. CONCLUSION

To sum up, in the new era, the communication and cooperation between China and other countries are increasingly close, and college students are about to enter the society. English, the language of international communication, is of great importance to them. College English teachers should make full use of the flipped classroom on the basis of MOOC, and innovate and improve diversified teaching methods according to their own teaching experience and students' actual learning and development, so as to promote the comprehensive development of college students.

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Discussion on Practice Teaching Reform of Civil Engineering Specialty Driven by Vocational Skills Competition

Ying Liu, Xuan Chen

Jinggangshan University, School of Civil Engineering and Architecture, Ji'an, Jiangxi 343009, China

Abstract: With the continuous innovation and development of teaching work in Colleges and universities, the teaching mode driven by vocational skills competition has gradually attracted the attention and attention of teaching workers, and recognized and affirmed the positive role of vocational skills competition for the development of vocational education teaching work, and also helps to reform and innovate teaching mode. From the analysis of some problems arising from the current vocational skills competition, we can know that if we want to change the traditional teaching mode, we need to combine the professional technical ability and diversified teaching mode, and it is also applicable to the teaching work of civil engineering specialty. This paper analyzes the practice teaching reform of civil engineering specialty driven by vocational skills competition, so as to provide reference for relevant personnel.

Key words: Vocational skills competition; Driving; Civil engineering specialty; Practical teaching; Reform

1. INTRODUCTION

At present, in the innovation and reform of higher education in China, more and more emphasis is put on improving the teaching quality and cultivating talents with professional and technical ability for the society, and has always been taking the cultivation of all-round professional and technical talents as the main teaching task goal. At present, the vocational skills competition has made great changes in the education and teaching work of colleges and universities, and is also helping to establish a platform for professional and technical competitions. Therefore, such skills competition makes the goal of teaching work more clear, but also provides a valuable reference for the evaluation of teaching work, which helps to improve the teaching efficiency and quality of higher education.

2. ORGANIC COMBINATION OF PROFESSIONAL TECHNOLOGY AND SKILLS COMPETITION

For students majoring in civil engineering, it is necessary for students to fully master professional knowledge and effectively apply professional knowledge. For example, in the teaching work of civil engineering specialty, it is necessary to cultivate students' application ability of civil engineering knowledge according to the teaching standards of civil engineering specialty. Students are required to be able to independently draw and read drawings, and have the ability to construct project projects, analyze and study relevant building data information independently, and have a deeper grasp of

building materials Understand, so as to complete the specific tasks of the whole project.

3. APPLY DIVERSIFIED TALENT TRAINING MODE

In order to complete the teaching tasks and objectives of civil engineering specialty, we should be more clear about the teaching tasks and teaching objectives of civil engineering specialty, and have the ability to construct construction projects. Therefore, this is also the basic direction of civil engineering teaching. For students with different learning abilities, we should be able to formulate targeted and purposeful teaching plans and strategies, so as to assist Help teaching work more effectively. For example, in the process of cultivating students' ability to read drawings in civil engineering majors, because the ability of drawing recognition is a kind of ability that civil engineering students must skillfully apply, and the cultivation of this ability requires the application of a variety of professional knowledge, and the relationship between professional knowledge needs to make students have a profound understanding, and can be aware of the relationship between various knowledge points, and learning In the process, but also according to the professional standards of civil engineering. For the application of professional knowledge, in the process of carrying out civil engineering professional practice teaching driven by vocational skills competition, as teaching workers should fully realize the important role and significance of vocational skills competition for teaching work, and select excellent civil engineering professional and technical talents through vocational skills competition [1].

4. BE ABLE TO MAKE FULL USE OF TEACHING RESOURCES

Because the traditional teaching mode can no longer meet the basic needs of the current social development, and also can not meet the current requirements for comprehensive talents, therefore, it is necessary to clarify the teaching task, teaching objectives and teaching mode, which has become the main content of research and the direction of work of teachers in Colleges and universities. However, no matter what kind of teaching mode is applied, it is necessary to carry out the teaching work according to the basic teaching requirements of the current social development for civil engineering majors. Advanced teaching concepts and teaching modes should be actively integrated into the teaching work, and the cultivation of students' application ability of civil engineering knowledge should be taken as the main teaching task. In various vocational skills competitions,

competition standards and schemes should be formulated according to the actual professional requirements and the development needs of students after entering the society. Other relevant competition materials and proposition types should be studied in depth, and valuable professional experience should be integrated into the process of formulating competition standards and schemes, so as to make the future development of civil engineering specialty more clear. The direction of exhibition and application, and then can be targeted, purposeful design of competition topics or types, and then can make full use of teaching resources to carry out vocational skills competition, improve teaching efficiency and quality, so as to make full use of students' professional knowledge of civil engineering [2].

5. CARRY OUT SKILLS COMPETITION IN SCHOOLS TO INCREASE STUDENTS' PRACTICE OPPORTUNITIES

The state attaches more importance to the vocational skills competition system in various industries, so there are national or provincial industry vocational skills competitions every year. However, due to the limitation of participants and conditions, students have less opportunities to participate in these competitions. Therefore, colleges and universities should give full play to the advantages of running schools, hold professional skills competitions for civil engineering majors for students on a regular basis, and take the selection of civil engineering professionals as the purpose, so that students can attach importance to the significance of vocational skills competition, and then can actively participate in the competition process, fully mobilize the enthusiasm of students.

In addition, professional skills competition platform can also be established among civil engineering majors in Colleges and universities. Through the competition between colleges and universities, the school can realize the shortcomings of the school in the vocational skill teaching of civil engineering specialty, and can carry out reasonable reform, absorb the advantages of hundreds of schools, and promote the teaching quality of Civil Engineering Specialty in Colleges and universities to be effectively improved.

6. REGULAR TRAINING FOR COLLEGE TEACHERS TO IMPROVE THEIR PROFESSIONAL QUALITY

In the specific teaching process, it is also necessary to train the teaching ability of civil engineering specialty for teachers on a regular basis, and carry out the assessment according to the training content, and bring the teaching quality into the performance evaluation. In addition,

according to the professional characteristics and the current development trend of civil engineering specialty, college teachers should carry out the design of civil engineering professional teaching scheme and college vocational skills competition in the mode of team cooperation, so as to improve teachers' awareness of participation in training, so as to enhance the civil engineering professional quality ability of college teachers, so as to make civil engineering professional teaching driven by vocational skills of colleges and universities. The quality of learning has been improved [3].

7. CONCLUSION

In a word, in the teaching process of civil engineering specialty, colleges and universities must actively respond to the call of national education supervision department for innovative education policy, and promote the teaching quality of civil engineering specialty by vocational skills competition. In teaching, civil engineering teachers fully integrate the basic knowledge theory of civil engineering with vocational skills competition, and use diversified teaching mode to cultivate students' autonomous learning ability and increase students' practical operation opportunities. Besides, they regularly carry out vocational skill competitions for civil engineering specialty on campus to select professional talents and stimulate students' interest in participation. To start skills competition with civil engineering major of other colleges and universities, so as to realize the gap and deficiency of civil engineering teaching between our university and other colleges and universities, and we can correct it in time. In addition, college teachers should regularly update the theoretical knowledge of civil engineering, and combine with the current needs of civil engineering technical personnel to carry out teaching work for students, so as to improve the professional and technical level of students in civil engineering.

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Construction of Graduate Training Mechanism for Collaborative Innovation of Industry, University and Research in Renewable Energy Field

Wenhao Pu

College of Energy and Power Engineering, Nanjing University of Aeronautics and Astronautics, Nanjing, China

Abstract: In today's social collaborative innovation environment, industry university research cooperation in training graduate students has become an important way to improve the comprehensive quality of graduate education. This paper takes the cultivation of graduate students in renewable energy field as the research foothold, explores the construction of industry university research collaborative innovation mechanism, analyzes the main measures taken in the field of renewable energy research, production, learning and research collaborative innovation training, and the results achieved at this stage. There are still some problems in the cultivation of graduate students in the field of renewable energy under the industry university research collaborative innovation, such as the imperfect mechanism of industry university research collaborative innovation, the lack of professional teaching materials suitable for renewable energy, and the urgent need to improve the curriculum structure of renewable energy. According to the existing problems, this paper proposes to construct the industry university research collaborative innovation training mechanism for renewable energy graduate students, so as to truly cultivate professional graduate talents in the field of renewable energy, and improve the comprehensive quality of talent training.

Key words: Renewable Energy; Industry University Research Collaboration; Postgraduate Training

1.INTRODUCTION

Since China's reform and opening up, China has made long-term progress in social and economic development, but at the same time, China also faces the increasing use cost of land resources and environmental energy. Therefore, in the field of renewable energy, how to quickly rely on the innovation and progress of science and technology to achieve transformation and development, and promote the vigorous development of China's renewable energy economy, then the cultivation of renewable energy talents is very important As a matter of urgency. As the top of national education, graduate education is also the key source of cultivating high-level innovative talents, and the key point to realize the combination of talent first resource, scientific and technological productivity [1-2]. To comprehensively improve the quality of graduate education and improve the innovation ability of graduate talents training are the

key points of talent training in the new period, and also the key to improve the comprehensive competitiveness of China. Considering the innovation and particularity of renewable energy professional field, in recent years, the professional field of renewable energy has gradually formed the characteristic professional connotation, which is centered on the major strategic needs of China's development, combined with the complex energy problems and professional personnel training system, adhere to the interdisciplinary and industry university research integration, fully reflecting the practicality, internationality and application Sex [3]. Therefore, in order to better respond to the demand for talents in the field of renewable energy in the new period, the construction of teaching materials, training of teachers, experimental practice and complementary advantages of resources have become the trend of teaching mode innovation for graduate personnel training.

2. OVERVIEW OF INDUSTRY UNIVERSITY RESEARCH COLLABORATION

Under the premise of integration advantages, sharing resources and innovation mechanism, enterprises, universities, scientific research institutes and other parties participate in and cooperate with each other, jointly tackle key problems, share resources, jointly create platforms and share risks. With the full support of the government, intermediary scientific and technological institutions and financial institutions, they can vigorously invest in multi-party resource advantages and participate in research Students training, scientific research and innovation, production and development activities. With the development of society, the demand for innovative talents in the field of renewable energy is gradually increasing, and the Industry University Research Association Co innovation has become an important way to cultivate talents in Colleges and universities. In today's renewable energy resource supply chain shortage, energy system transformation and increasingly serious environmental pollution and other issues, in the social and economic development, through industry university research collaborative innovation, training graduate professionals in this field has become an urgent requirement to meet the new era of renewable energy.

3. BASED ON THE COLLABORATIVE INNOVATION OF INDUSTRY, UNIVERSITY AND RESEARCH, THE CULTIVATION MEASURES OF

GRADUATE STUDENTS IN THE FIELD OF RENEWABLE ENERGY ARE PROPOSED

As an interdisciplinary application-oriented discipline related to economic management and industrial science and technology, in order to optimize the talent training mode of this major and cultivate comprehensive and innovative talents, the current measures for postgraduate training in renewable energy are as follows:

3.1 Establish national professional association of renewable energy

Through the construction of a teaching and research team of renewable energy specialty, which can gather the strength of national professional talents, and organize the national creative academic competition of renewable energy graduate students every year, and organize the seminar on the construction of national professional research deep discipline of "renewable energy". As well as the establishment of "renewable energy Collaborative Innovation Center" to cultivate high-level professionals in the field of renewable energy, as the three important tasks of collaborative innovation [5].

3.2 Strengthen the integration of industry, University and research and highlight the practical application

In the face of the complex renewable energy problems in China's social and economic development, it is required that the graduate students of renewable energy should have the ability to solve the practical problems in China. At present, most colleges and universities will combine production, teaching and research, cooperate with scientific research institutions, establish energy enterprise practice base, and strengthen professional practice teaching.

3.3 Promoting the internationalization of talents

At present, renewable energy has a strong international attribute in the world, so it is also important to have an international vision in the cultivation of renewable energy postgraduate talents. Relevant colleges and universities vigorously introduce international professional talent training activities, and actively carry out joint talent training teaching of renewable energy with foreign universities. Moreover, on this basis, it also makes full use of the platform role of the international renewable energy economics society to organize regular academic teaching of international renewable energy.

3.4 Colleges and universities adhere to cooperation in running schools and sharing resources

As a multi-disciplinary specialty with multi-disciplinary intersection, renewable energy specialty needs many rich professional resources to provide important support in talent training. It is difficult to cultivate high-quality comprehensive talents of renewable energy only by relying on one university. Therefore, relevant colleges and universities should adhere to the concept of cooperation in running schools and realize the sharing of advantages of characteristic teaching resources. In particular, with the help of the network platform in the Internet era, we can work together to build a professional network platform with multi resources, such as teacher resources, training resources, experimental resources, etc.

3.5 Actively organize professional academic conferences

to inspect real enterprises

Regularly organize professional academic seminars on renewable energy for postgraduates, in which all postgraduates can jointly discuss and exchange professional academic issues. For example, we organized a visit to the "7th Sino Japanese new energy vehicle development strategy seminar" and the "Clean Energy Exhibition Center" organized by the Renewable Energy Professional Committee of China Energy Research Association [7].

4. BASED ON THE COLLABORATIVE INNOVATION OF INDUSTRY, UNIVERSITY AND RESEARCH, THE CULTIVATION EFFECT OF GRADUATE STUDENTS IN RENEWABLE ENERGY FIELD IS ACHIEVED

4.1 Create the construction mode of collaborative education specialty

In the traditional cultivation of graduate students, most of them are professional construction in Colleges and universities, or hold "professional seminars" in Colleges and universities from time to time. In terms of renewable energy professional field, this is a strategic major that China may face in a long period of time in the future, so it needs to undertake the major talent training responsibility. Under the current industry university research collaborative innovation mechanism of renewable energy graduate students, we set up a renewable energy professional construction association. Under the leadership of the Federation, we can realize the overall planning of talent training, share the concept of talent training education, promote the construction of professional teaching materials, and realize the "co management" of graduate talents in the field of renewable energy.

4.2 Establish interdisciplinary innovation development school industry integration training system

Based on the overall planning and leading role of the Federation of renewable energy professional graduate talents construction, a complete set of professional renewable energy talent training system has been gradually formed in many colleges and universities in China for many years. Discipline teaching is to say that renewable energy specialty is no longer limited to a single specialty, but interdisciplinary Energy Engineering Science, economic management and other majors. As colleges and universities in the use of their own advantages of teaching resources, many colleges and universities jointly cultivate talents. Innovation and opening-up refers to the cultivation of renewable energy professionals, breaking through the conventional talent training path, and completing the open joint school running with the help of foreign renewable energy economic association institutions and internal resources advantages [8].

4.3 Successfully build a national renewable energy professional competition and exchange platform

In order to further promote the professional academic exchange of renewable energy graduate students in China, we strongly encourage students to use their theoretical knowledge to complete the research and practice of

innovation and entrepreneurship. Under the organization and promotion of the Federation, it has established the renewable energy economic seminar, established the "graduate renewable energy national academic innovation competition" with other universities [9], and held annual academic conference on low carbon and energy conservation on a regular basis every year.

5. BUILD A GRADUATE TRAINING MECHANISM UNDER THE COLLABORATIVE INNOVATION OF RENEWABLE ENERGY INDUSTRY, UNIVERSITY AND RESEARCH

5.1 Innovation of specialty construction mode

In the current graduate training of industry university research collaborative innovation, the major universities and scientific research institutions have not yet met the actual needs of enterprise talents in the professional field, and the lack of integration leads to the lack of in-depth cooperation between enterprises. In this way, it is the basic task to promote the achievements of universities and scientific research institutions to be successfully transferred to enterprises in the same field. Based on the existing collaborative innovation construction mode of renewable energy, it is necessary to further realize the overall planning of research, production, learning and research, realize the innovation of school running concept, jointly promote the construction of renewable energy teaching materials, and truly realize the "co operation and management" of multi-party participants in the process of cultivating graduate students majoring in renewable energy.

5.2 Innovative professional training system

Compared with other majors, renewable energy specialty is a multi-disciplinary interdisciplinary specialty, such as energy environment, economic management, etc., so the theoretical basis of the specialty is diverse. To establish an open professional talent training system with industry university research collaboration, it is necessary to really break through the limitations of traditional single professional talent cultivation. Combining with the characteristics of talents training in the field of renewable energy, we should establish a more perfect interdisciplinary, school product integration, and innovate and open graduate professional talent training system. "Interdisciplinary" not only needs to design the curriculum content including traditional majors, but also includes the engineering professional courses of renewable energy [10]. In the process of cultivating graduate students, it is necessary to innovate the existing teaching mode based on the advantages of enterprises and with the help of state-owned assets, social scientific research institutions and advantageous school resources, so as to truly achieve the joint open talent teaching of joint industry university research collaborative innovation.

5.3 Practice innovation of professional training

When the industry university research collaborative innovation cultivates the renewable energy graduate talents, it is necessary to pay attention to the demand orientation of the society for renewable energy talents, attach importance to the combination of theory and practice to cultivate students' comprehensive level of

innovation and practice. However, at present, the major universities in China have a large number of courses in the design of professional courses of renewable energy. In addition, due to the wide coverage, there is a lack of in-depth study on the main professional courses, which can not meet the professional needs of renewable energy. Therefore, it has an impact on the quality of collaborative innovation training of graduate talents. In this regard, we can build an extracurricular practice platform of renewable energy, provide a platform for the professional development of graduate students, and organize and establish the national renewable energy college students' creative competition, the annual meeting of low carbon energy management, and the "China energy economy innovation service platform". In this way, it can further realize the deep cooperation with energy enterprises in the cultivation of renewable energy graduate talents, and also provide a broader platform for the innovative practice of graduate talents training of renewable energy.

6.CONCLUSION

To sum up, based on the current situation and achievements of renewable energy postgraduate training under the industry university research collaborative innovation, this paper analyzes the graduate training in the field of renewable energy under the industry university research collaborative innovation. There are still some problems, such as the imperfect mechanism of industry university research collaborative innovation, the lack of professional teaching materials suitable for renewable energy, and the curriculum structure of renewable energy specialty needs to be improved. The problem of advancement. It is necessary to solve the problem that the theory of renewable energy talent training is divorced from the reality of energy from the aspects of specialty construction mode innovation, specialty training system innovation and professional training practice innovation, so as to truly cultivate talents needed by enterprises in reality, and lay a foundation for the cultivation of professional innovative talents in the field of renewable energy in the future.

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On the Innovation and Development of Marketing Strategy in The Era of Network Economy

Yafei Wang

Zibo Vocational Institute, Zibo 255314, Shandong, China

Abstract: With the advent of the network era, people are affected by the diversified information, in the process of consumption, there are some new needs, pay more attention to the quality of products, the network economy has been more rapid development, which provides opportunities for the development of enterprise marketing. In order to make the development of enterprises keep pace with the times, enterprises must innovate marketing strategies in the process of marketing to ensure the smooth development of marketing work and create more economic benefits for enterprises. This article briefly introduces marketing, analyzes the influence of network economy era on marketing strategy, and puts forward countermeasures for innovative development of marketing, hoping to provide support for the development of enterprises.

Key words: Network economy era; Marketing; strategy; Innovation; Development

1. INTRODUCTION

With the improvement of the level of information technology, information technology has been applied in various enterprises, which can change the traditional marketing methods, enrich the marketing channels of enterprises, meet the needs of enterprise transformation and upgrading, and provide support for the stable development of enterprises.

2. MARKETING

Marketing mainly refers to the investigation and analysis of the market situation, understanding of consumers' preferences and requirements for products, publicity for enterprises, promotion of enterprises' popularity, and sales of products developed and produced by enterprises. These activities can be collectively referred to as marketing. The most important content of marketing is exchange, and the time to carry out this activity is far beyond the time of selling goods. It should be noted that when carrying out marketing work, enterprises should think from a systematic and comprehensive perspective, combine it with the actual situation of enterprise development, formulate a marketing plan that is really suitable for the development of enterprises, enhance their overall strength, and develop in the market competition [1].

3. THE INFLUENCE OF NETWORK ECONOMY ERA ON MARKETING STRATEGY

First, shorten the sales process. In the past, the process of marketing is relatively cumbersome. After the product is manufactured, it can not be sold directly, but also needs

to go through many links, which leads to the relatively high price of goods. Consumers may not be able to buy the goods they like due to capital reasons. With the advent of the era of network economy, consumers can collect and search product information with the help of network platform, which can shorten the sales process, reduce the price of products while making the products efficiently produced, and bring consumers more high-quality and inexpensive products. Second, it can make sales cover a wider range. In the traditional mode, when carrying out marketing, the sales of products need to rely on physical stores. When purchasing goods, they are likely to be limited by time and place, and the audience is relatively narrow. Customer service is the first mock exam. In the era of Internet economy, marketing can use e-commerce to break the traditional time and space restrictions on marketing, and can provide cross regional services. The audience is more extensive, and can provide after-sales service to users, so that consumers can rely more on brands. Third, payment methods are more diversified [2]. In the traditional mode, to carry out marketing, consumers will generally carry cash or swipe cards to complete capital payment, and there are few ways to choose. With the improvement of technology level, Internet technology has more closely related to people's lives. People can buy goods by means of WeChat, Alipay and bank software, such as construction bank APP, etc., and can clearly display the time and place of consumption, so as to make the transaction more secure and reliable.

4. INNOVATION AND DEVELOPMENT OF MARKETING STRATEGY IN THE ERA OF NETWORK ECONOMY

4.1 Innovate marketing concept

First, enterprises can use modern information technology to promote the development of marketing. In the traditional mode, the enterprise marketing can not timely update the information collected, there is a lag in information, the use of resources is not scientific and reasonable, the development of enterprises should lag behind the market. In the era of network economy, enterprises should form a correct understanding of network economy and innovate marketing concepts. With the help of the Internet to enrich sales channels, develop a sound information system, so that the marketing strategy more meet the personalized needs of users. In this process, enterprises should also apply advanced facilities and equipment, enhance the overall strength of enterprises, scientifically and reasonably allocate existing resources, ensure the quality of products can meet the

requirements, and establish a good corporate image. Second, enterprises should build brand. In the era of network economy, the function and appearance of most products are close to each other. In the process of competition, enterprises pay more attention to the services provided and the cost performance ratio [3]. And the Internet age has changed people's concept of life. When people buy products, they pay more attention to the services they enjoy. Therefore, enterprises should realize the importance of service for marketing, provide customers with better service, improve brand awareness, and make consumers more trust in enterprises and are willing to buy products in enterprises.

4.2 Develop personalized marketing

In the network era, people are more personalized, so enterprises can provide more personalized services for users in the process of marketing. On the premise of integrating and summarizing the existing resources, this paper analyzes the actual needs of consumers, and according to the different needs of different consumers, formulates appropriate sales plan to provide users with more personalized goods. In order to make the marketing more accurate, enterprises can collect and analyze the data information. After obtaining the data results, they can make appropriate marketing planning according to the actual situation. This can make the marketing services provided more three-dimensional, on the premise of meeting the marketing service objectives, increase the level of marketing, make marketing more professional, attract more consumers, and meet the needs of further development of enterprises.

4.3 Building a perfect marketing system

Under the influence of the network age, enterprises should innovate the marketing service mode, change the traditional marketing concept, provide more targeted services for consumers while ensuring that they can meet the actual needs of consumers, so as to make the marketing management system more scientific and

reasonable, so as to meet the different needs of different consumers. When providing services for consumers, enterprises should take the concept of people-oriented as a foothold, improve the traditional marketing management system, and make the marketing service mode more suitable for the needs of consumers. In this process, enterprises should recognize the role of network resources, explore resources, and bring users a new experience [4].

5.CONCLUSION

With the emergence and development of network economy, people's life style and behavior habits have changed greatly. When people buy products, the content they pay attention to has also changed. The traditional marketing method has been unable to attract consumers, so it is necessary to innovate. Therefore, in the process of marketing, enterprises should change the traditional ideas, build a professional platform, provide diversified services for users, so that enterprises can gain more recognition from users and occupy an advantage in the market. From a certain point of view, it can provide impetus for the long-term and stable development of network economy.

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Analysis of Font Design Innovation Strategy Based on Visual Communication Perspective

Weina Zhang

Shanghai Publishing and Printing College, Shanghai 200433, China

Abstract: From the perspective of font design innovation, this paper first analyzes the main functions of visual communication in font design, followed by the advantages of visual communication of graphical characters, and finally the innovation of font design, which combines words, images and language, so as to provide a new platform for human beings to construct new cultural ideas and information communication.

Key words: Visual communication; Font design; Innovation strategy

1. VISUAL COMMUNICATION FUNCTION OF FONT DESIGN

The so-called text design refers to the text according to the law of visual design to be overall careful arrangement, is the product of human production and practice, with the development of human civilization, it is gradually becoming mature. The difference between the well-designed standard font and the printed font lies in that, in addition to the appearance and shape, the most important point is that it is designed according to the personality of the enterprise or brand. Careful and rigorous planning has been made for the planning form, carelessness, connection and configuration of characters, and unified modeling, etc., which is more beautiful and distinctive than ordinary fonts. Font plays a different role in every discipline. For example, in graphic design, it is a carrier of language information, which is used to transmit information. It can also reflect the spirit of an era, and provide the basis for people to exchange cultural ideas and information. Here, the two-dimensional space refers to the relatively independent point, line and surface attached to the plane, and the creative elements of words and graphics constitute the elements in the two-dimensional space plane.

Chinese characters first appeared in the late Shang Dynasty, that is, oracle bone inscriptions. At first, it was used by the royal family to make divination and record events on tortoise shells or animal bones. From the appearance of characters to now, there have been many reforms and innovations. The layout of characters and patterns in the plane that modern human beings pursue has gradually developed towards the visual communication of two-dimensional space. In graphic design, text is one of the important components, and the main purpose of font design is to spread information in a refined and penetrating form. The main body of modern society stresses the arrangement of font decoration elements. The founder of Bauhaus College's modern font design is Bayer, who pays great attention to the refinement of font in the literary world and influences it

at the same time. With the development of modern font design.

With the development of society and the changes of the times, science and technology are also in the rising stage. In graphic design, people begin to take the characters as the main elements of graphic art works, and use Latin letters as the main characters to design. The purpose is to fully stimulate people's reading interest. This way can not only strengthen the visual communication effect of graphic design, but also show it Western culture and aesthetics and visual aesthetic characteristics. Different fonts will lead to different visual trends. Therefore, designers should focus on the selection of fonts and make reasonable choices according to their visual trends to achieve the desired goals.

Latin alphabet is the most widely spread alphabet system in the world, originated from Greece. It is known as the world's three major alphabets with Arabic alphabet and Slavic alphabet, and has been used in most western countries. In addition, some ethnic minorities have also adopted the Latin alphabet in the reform of Chinese characters. The invention of the Latin alphabet has seriously affected graphic design. Since the 1850s, English letters have been used in commercial activities, because their forms of expression have a very obvious role in propaganda. Among them, the most decisive one is the font advocated by western modernism. The most abundant feature of the Latin alphabet is the geometric structure. In graphic design, the design can combine the actual design situation with the characteristics of their own professional experience to reasonably use the visual trend of the text, which can make the letters present a variety of graphics, and make the design art works more vivid and vivid [2]. In addition, text is also a language carrier, which has the function of transmitting information. However, the shape of Latin alphabet is relatively abstract. Its application in graphic design can bring infinite reverie space to people. In addition, the structure of Chinese characters is also more rigorous, which has more visual elements, which is the most vivid of the characters. Each Chinese character has a representative picture, which not only has connotation, but also has the function of understanding meaning.

2. THE VISUAL COMMUNICATION ADVANTAGES OF GRAPHIC CHARACTERS

The main form of visual communication is to use visual cognition to spread information. In modern visual communication, the most important design means is to use words as the main means to show the visual and scale characteristics of the visual communication effect of the design object, so that people can have an active interest

in the information through visual cognition, and then make analysis. Designers must present the information vividly and accurately, It is more convenient for readers to understand and pay attention to the information conveyed.

In graphic design, graphics are the most direct and easy to be recognized and memorized. Compared with printed characters, graphic characters are more targeted. Not only that, the designer must also take the elements of stroke elements to design according to the actual needs of the carrier attached to it. The modeling of graphical characters is more characteristic, while the printed font is more popular. Its form is mainly designed according to certain specifications, so as to facilitate the arrangement of characters. In addition, in graphic design, if you want to use the printed font, it must be suitable for the content of mass communication, but also focus on the universality and standardization of modeling. Printed fonts emphasize the applicability and standardization of vision, while graphic characters emphasize the attention and pleasure of vision. The latter is more suitable for the visual communication of information dissemination combined with visual aesthetics.

3. INNOVATION OF FONT DESIGN

Words and images play a key role. Designers must have novel ideas when designing fonts. They should design creative fonts on the basis of visual elements. When creating new fonts, image design is the most important factor, and it is also a modern visual communication design. Not only that, in graphic design, font creativity should not only combine words and graphics, but also use symbolic ways to express innovative ideas, so as to realize information exchange and communication, fundamentally improve the visual communication effect of words, so as to create a more novel visual language.

From the perspective of visual communication, the main role of thinking in graphic design is to be able to create, combine and transform symbols. The process of human thinking is to symbolize the world, which can also be said that human beings think according to symbols. In the processing of font proportion, designers mainly transform their thinking in the design, and the essence of their design is the process of font language and image. Therefore, in the process of font design, designers must contact and find more novel ideas in order to achieve the desired effect in two-dimensional space. In addition, the design style of art works is mainly set according to the designer's ideas, so the selection of design style must be based on the specific theme.

4. CONCLUSION

To sum up, under the visual communication design, font design innovation is absolutely necessary. In this paper, the author from the visual communication function of font design, font design innovation, visual communication advantages of graphic characters and other strategies, hoping to provide important help for the development of font design from the perspective of visual communication.

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A Study of Cultural Differences Between China and Foreign Countries in College English Teaching

Qing Ai

School of Foreign Studies, Zhujiang College, South China Agricultural University, Guangzhou, Guangdong 510900, China

Abstract: Culture is a kind of ideology produced in the development of history. Due to the differences in people's ideas and life styles or understanding, there are also differences in the culture produced. For example, in terms of language, language is a kind of cultural form produced in the historical development of different regions or different nationalities. Different regions and different nationalities make different languages. English is a subject that students have been learning from primary school to university, but in the actual teaching process, we need to realize that there are great differences between Chinese and foreign cultures. If we can't realize this, it will affect English learning. This paper analyzes and discusses the cultural differences between China and foreign countries in College English Teaching for reference.

Keywords: University; English teaching; Chinese and foreign culture; Difference research

1. INTRODUCTION

Language is a kind of intangible wealth of a country and a nation, and it is also a necessary communication tool for the production and life of the nation and its people. English is the most widely used language in the world, so it has been paid more and more attention, so the importance of English is more and more significant. In China's education and teaching work, English teaching has always been the focus of teaching work, but also the difficulty in teaching. If we want to improve the efficiency and quality of teaching, teachers and students should be aware of the differences between Chinese and foreign cultures, so as to improve teaching effectiveness. This paper makes a detailed analysis of the cultural differences between China and foreign countries in College English Teaching for reference.

2. THE PERFORMANCE OF CHINESE AND FOREIGN CULTURES IN COLLEGE ENGLISH TEACHING

With the increasing influence of China in the international community and the in-depth development of trade between China and foreign countries, as the main international language, English teaching is also very demanding. With the continuous innovation and development of education, many requirements are put forward for English teaching, especially in the teaching of College English, college students usually use English as the main language. In order to adapt to the cultural background of English teaching, we should pay attention

to the following aspects in the process of English teaching

2.1 Personal private information

Most people are more interested in other people's private information, especially in our country, many people often ask other people's age, family and work when they are talking. Most people will not conflict with this issue. But if in foreign countries, especially in western countries, they are quite disgusted with this problem, because it involves personal secrets. Therefore, both teachers and students should pay more attention to this problem in teaching, especially when talking with foreign friends.

2.2 Understanding of time

In China, if you date someone else, the appointment time is not very certain. For example, you can limit the time of meeting to a certain time range, which is a common phenomenon in our country. However, in western countries, if you make an appointment with a friend or client, you will usually specify a specific time. Moreover, the West pays special attention to punctuality. If you are late, even a few minutes, it may cause serious impact.

2.3 Emotional expression

Because our country is deeply influenced by Confucianism and traditional ideas, most people's emotional expression is more implicit and euphemistic in most cases. And our people will show humility more often, but the western countries are not the same. The people of western countries are more open and direct in emotional expression. For example, when expressing emotions with relatives, they will not only be bold and direct in language, but also have physical contact. Therefore, this problem also needs to be paid attention to in teaching. For example, a simple sentence "I love you", in China's traditional ideological environment, love for parents will be shy to express, or although parents love their children especially, they will not talk about "I love you". In western countries, "I love you." is as simple as "have you eaten" in China.

3. THE IMPORTANCE AND SIGNIFICANCE OF COLLEGE ENGLISH TEACHING COMBINED WITH CULTURAL DIFFERENCES BETWEEN CHINA AND FOREIGN COUNTRIES

3.1 It can improve students' understanding

Because our people's thought is more conservative, and the understanding of things is also from the traditional thinking and perspective to analyze and treat problems, but if we use this way to communicate and exchange with others, the result is not ideal. The combination of Chinese and foreign cultural differences in College English

teaching can enable students to experience the ideas and life styles of the people in western countries, so that students can have a clearer understanding of western culture and realize the influence of the differences between Chinese and Western cultures on their own learning. Therefore, as a teacher, we should infiltrate the differences between Chinese and foreign cultures in teaching work, and then students can gradually understand Western ideas, which is very helpful for students' learning.

3.2 It can effectively improve students' learning enthusiasm

In the traditional teaching work, teachers simply teach according to the syllabus, while students can only learn passively. Teachers will impart words, vocabulary and grammar knowledge to students, and some teachers will also transfer learning methods and skills to students. However, this kind of teaching method makes students very passive and long-term. Students will lose their enthusiasm and enthusiasm for learning. Therefore, teachers should flexibly penetrate the differences between Chinese and Western cultures in the teaching process, guide students to think about the differences between Chinese and Western cultures, so that students can feel interesting when learning, and can increase their knowledge and improve their thinking and analysis ability, so as to improve teaching efficiency and quality [2].

4. SPECIFIC MEASURES TO COMBINE CHINESE AND FOREIGN CULTURAL DIFFERENCES INTO COLLEGE ENGLISH TEACHING

4.1 Integrating the history development knowledge of western countries into teaching work

When college English teachers tell students English words and sentences in the teaching process, they can combine the historical development knowledge of western countries in the teaching content. At this time, teachers can use multimedia equipment to show students the relevant history of western countries, people's lifestyle and religious beliefs, so that students can learn about the historical development of western countries

And people's life to produce a more in-depth understanding, which is conducive to the mastery of English knowledge.

4.2 Develop diversified teaching mode

If you want to make students deeply understand the specific performance of the differences between Chinese and foreign cultures, teachers can carry out a diversified teaching mode, let students read western English books, enjoy western music or watch western movies, and if possible, students can visit some foreign historical buildings or museums, so that students can experience western culture in person And Chinese culture.

5.CONCLUSION

In a word, College English teaching plays a connecting role, not only requires students to have a good English foundation, but also to effectively use the English knowledge they have mastered. Only with the comprehensive ability of English, can we effectively use English knowledge after entering the society. Therefore, if we want to improve the efficiency and quality of English teaching, we need to let students have a deep understanding of the differences between Chinese and foreign cultures, and stimulate students' Psychological Exploration of cultural background knowledge, so as to play an important role in students' learning.

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Thoughts on Strengthening the Construction of Nursing Specialty Under the New Situation

Min Duan

Lichuan National Hospital of traditional Chinese medicine, Lichuan, Hubei 445400, China

Abstract: Strengthening specialty construction is an important part of higher education personnel training to actively adapt to the needs of the society, and is also the key to the construction of university teaching. With the deepening reform of China's health system and people's continuous attention to health, the demand for nursing professionals is also rising. Under the new situation, both medical colleges and universities should actively improve the teaching quality of nursing specialty, strive to develop characteristics, strengthen the pace of nursing specialty construction, and cultivate more high-quality nursing professionals for the society.

Key words: Nursing; Specialty Construction; Thinking

1. INTRODUCTION

Under the background of "double first-class" construction, strengthening specialty construction has become the central work of higher education and teaching. At present, there is still a large gap in nursing professionals in China. In order to cultivate more high-quality nursing professionals and effectively meet the needs of the development of social medical and health undertakings for nursing talents, colleges and universities should strive to play a leading role in promoting the optimization of nursing personnel training mode and improving the education and teaching mode, so as to strengthen and promote the nursing specialty Construction.

2. CONNOTATION ANALYSIS OF STRENGTHENING THE CONSTRUCTION OF NURSING SPECIALTY UNDER THE NEW SITUATION

With the deepening of the reform process of colleges and universities, specialty construction has become the foundation of colleges and universities, and its important role is self-evident [2]. Under the new situation, to strengthen the construction of nursing specialty is to focus on the development direction of nursing specialty, dynamically adjust the training program of nursing professionals, focus on the development direction of nursing specialty, focus on the "broad" and "fine" nursing specialty group, deepen nursing education and teaching, and strive to improve the overall quality of nursing teachers. In the new situation, we should continue to improve the quality level, specialization and internationalization level of nursing professionals, and strive to make the nursing specialty a level and a characteristic.

3. PATH ANALYSIS OF STRENGTHENING THE CONSTRUCTION OF NURSING SPECIALTY UNDER THE NEW SITUATION

In order to strengthen the construction of nursing

specialty in Colleges and Universities under the new situation, it is necessary to find out the orientation of nursing specialty construction, strengthen the construction of curriculum system, teaching staff, training base, campus culture and scientific research platform, and constantly promote the construction of nursing specialty in depth.

3.1 clarify the guiding ideology of nursing specialty construction

The guiding ideology of specialty construction plays an important guiding and regulating role in the process of specialty construction [3]. In the process of promoting the construction of nursing specialty, colleges and universities should first clarify the guiding ideology of professional construction, thoroughly implement the strategic deployment of the Party Central Committee and the State Council on the implementation of healthy China, actively adapt to the development needs of the state and social development for nursing work according to the school running orientation, and take the service of deepening the medical reform in the local areas and improving the nursing service ability of the people Objective: to adhere to the development ideas of professional construction with talent training as the core, team building as the basis, reform and innovation as the driving force, and connotation development as the leading factor. We should focus on deepening the reform of education and teaching, carry out nursing professional construction in an orderly manner, and constantly improve the quality of nursing professional personnel training.

3.2 optimize the training program of nursing professionals

We should firmly grasp the important traction and grasp in the process of professional construction of talent training program, so as to optimize the talent training program of nursing specialty to drive the overall construction of nursing specialty. The education authorities should actively select relevant colleges and universities to speed up the pilot work of nursing talent training program, optimize and revise the nursing talent training program, speed up the integration of the examination contents of professional skills registration certificate such as maternal and infant nursing and geriatric nursing professional grade certificate into the talent training program, and accelerate the formation of talents with academic certificate and vocational skill certificate Training program, strive to cultivate high quality, strong adaptability, can work in all kinds of medical and nursing positions of high-quality, compound nursing professionals.

3.3 promote the teaching reform of nursing courses

Education and teaching reform is an important breakthrough point to promote the connotation construction of specialty. Colleges and universities should pay close attention to the teaching reform of nursing professional courses, highlighting the teaching reform ideas based on the overall improvement of quality and based on the cultivation of comprehensive professional ability. In the direction of reform, it is necessary to actively construct the characteristic curriculum system of nursing specialty, which is employment oriented, student-centered, ability-based and professional practice as the main line; the curriculum content should focus on breaking through the connotation of traditional nursing specialty, including not only traditional nursing professional content, but also services such as health guidance, elderly care, rehabilitation guidance, long-term care, etc In terms of teaching mode and method, we should actively cooperate with industry experts to carry out teaching design, carry out project-based teaching design, vigorously promote online and offline mixed teaching mode, highlight the cultivation of vocational ability, and focus on the reform and innovation of teaching mode to continuously cultivate and improve students' practical ability Practice skills and professional ability, so that students can more accurately meet the diverse and differentiated health needs of the masses after they go to work.

3.4 strengthen the construction of nursing teachers

The teaching staff is the main force to promote the construction of nursing specialty, and its professional level and quality will directly affect the process and efficiency of nursing specialty construction. Therefore, colleges and universities should actively take the opportunity of promoting the construction of nursing specialty, vigorously strengthen the construction of nursing teaching staff, scientifically allocate the teaching staff according to the actual needs and long-term development needs of the school nursing specialty construction, focus on strengthening the training of young backbone teachers and nursing professional leaders, constantly broaden channels and open wider channels, and strive to be backbone teachers and nursing professional leaders As a key point, we should build a team of high-quality nursing teachers with reasonable educational background, supporting structure and age structure. On the one hand, it is necessary to strengthen the training of new teachers, select excellent front-line nursing staff from affiliated hospitals and major hospitals as part-time teachers, undertake the corresponding nursing teaching tasks, optimize the existing structure of nursing teachers in the school, and vigorously strengthen the construction of school nursing professional double

qualified teachers team; we should continue to promote the famous nursing teacher studio, skill inheritance studio and other teachers To improve the training platform, efforts should be made to cultivate a group of nursing teaching experts and backbone teachers with the platform construction as the starting point; the exchange and training plan of teaching staff should be continuously strengthened; nursing teachers in schools should be arranged to actively exercise in the front-line posts of affiliated hospitals and other hospitals; efforts should be made to combine the construction of teaching staff with the combination of production, teaching and research, curriculum development and teaching material construction To provide a stage and carrier for the professional development of nursing teachers, and improve the comprehensive quality of teachers in practice teaching and curriculum development.

4.CONCLUSION

In short, under the background of the current social and economic development in China, especially the continuous promotion of healthy China and the development of aging population, the requirements for nursing work, professional quality of nursing staff and specialized nursing service ability are also constantly improving, which requires nursing specialty to be closer to patients, clinical practice and society. Therefore, colleges and universities should focus on highlighting the school running characteristics With the construction of nursing specialty as the starting point, we should make efforts to clarify the construction ideas of nursing specialty, make clear the training objectives of nursing professionals, take the curriculum teaching reform as the core, the construction of teaching staff as the starting point, and serve the development of local nursing career as the requirements, vigorously promote the connotation construction of nursing specialty, and effectively improve the quality level of nursing talents training under the new situation.

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Cultivating Lifelong Physical Education Consciousness and Reforming College Physical Education Teaching

Hongshan Fu

Department of Wushu, Henan University, Kaifeng, Henan 475000, China

Abstract: For a long time, college physical education curriculum and teaching generally pay attention to the cultivation of students' sports knowledge and skills as well as the cultivation of physical function, but not enough attention to the cultivation of students' lifelong sports consciousness. With the further development of lifelong education in China and the continuous promotion of College Physical Education Reform in the new era, it has become the consensus of major colleges and universities and front-line PE teachers to promote the reform of College Physical Education in order to cultivate students' lifelong sports consciousness. The majority of front-line physical education teachers should focus on cultivating students' lifelong sports consciousness as the guide, and devote themselves to building college physical education into the main position for students to acquire sports knowledge, improve sports skills, strengthen physical quality and develop lifelong physical exercise consciousness and ability.

Key words: Training; Lifelong sports consciousness; College physical education teaching

1. INTRODUCTION

In the new period, with the continuous promotion of college physical education reform, cultivating students' lifelong sports consciousness and forming good habits of lifelong sports has gradually become an important goal and task of physical education reform in the new period. Therefore, the reform of physical education in Colleges and universities in the new period should focus on abandoning the short-term thinking of eager for quick success and instant benefits, and take the cultivation of students' lifelong sports consciousness and habits as the guidance, so as to drive the all-round reform of physical education teaching objectives, teaching methods, teaching models and teaching evaluation, so as to continuously promote the connotative development of College Physical Education in the new period.

2. IT IS NECESSARY TO CULTIVATE THE CONSCIOUSNESS OF LIFELONG PHYSICAL EDUCATION AND REFORM COLLEGE PHYSICAL EDUCATION

The so-called lifelong sports awareness means that a person has the awareness of sports in his life-long process, and can realize the long-term benefits of regular sports on his daily life and physical health. The improvement of a person's speed, endurance and sensitivity is not a short-term, but a long process of long-term practice. From the national level, if the national physical quality and sports

quality can not keep up for a long time, it can not support a country to become strong. With China's entry into the era of national sports, national health has become one of the important powers to build a well-off society in an all-round way. This also puts forward new challenges to the physical education teaching in Colleges and universities in the new period, and points out the direction for the reform of physical education in Colleges and universities. This requires the physical education educators in Colleges and universities to actively change the teaching concept and train students' lifelong sports consciousness and ability Through the whole process of daily physical education teaching, as an important part and key link, students can strengthen their own physique, temper their own will, enjoy the fun of physical education on the basis of mastering one or two sports skills, develop the consciousness and ability of lifelong sports, and promote the teaching methods, teaching modes and teaching evaluation methods And other aspects of reform to speed up the promotion of college physical education teaching level.

3. THE PATH ANALYSIS OF CULTIVATING LIFELONG SPORTS CONSCIOUSNESS AND REFORMING COLLEGE PHYSICAL EDUCATION TEACHING

In the new era, colleges and universities should focus on cultivating students' awareness of life-long physical education and cultivating lifelong physical exercise as the guide, speed up the pace of college physical education reform, and constantly improve the connotative development of college physical education. Specifically, we should focus on the following aspects:

3.1 Renew the teaching concept and return to the origin of Physical Education

Teachers are the key to cultivate students' awareness and ability of lifelong physical education throughout the whole process of daily physical education and promote the overall reform of college physical education. In recent years, although China has issued a series of relevant documents to strengthen the physical education teaching in Colleges and universities, the overall physical quality of young college students has been improved positively, but the physical health level of college students is still declining, which is due to the long-standing over emphasis on the cultivation of students' Sports knowledge and skills, and the lack of awareness of students' participation in sports Therefore, the majority of College front-line physical education teachers should strive to reverse the existing "short-sighted" sports teaching

concept, from the past too much emphasis on training students to master sports knowledge and skills, to cultivate students' sports awareness, health awareness and lifelong sports awareness and habits Gradually guide students to form a good habit of actively participating in physical exercise and persisting in sports all their life, and strive to promote the return of physical education teaching to the "origin" of physical education.

3.2 Strengthen the construction of campus sports culture and enhance the connotation of college physical education

The construction of sports culture is the key path to reform college physical education with the cultivation of lifelong sports consciousness as the starting point. At present, it is an indisputable fact that the construction of college sports culture is lagging behind. The survey shows that physical education has not yet entered the daily life of college students, many students have failed to take physical exercise as a habitual behavior in their life, and sports culture is still in a very marginal state in Colleges and universities. In order to promote the reform of physical education in Colleges and universities by cultivating students' awareness of lifelong physical education, a major problem is that the majority of students are lack of motivation to participate in sports. To cultivate students' awareness of lifelong sports and good habits, in essence, is to establish a sports culture, to make sports truly become the needs of students' life, and to make sports become their life-long quality and quality And then it becomes an active tool. Throughout one's life, college students in the youth era are undoubtedly the key "window period" of cultivating lifelong sports consciousness and ability. Therefore, on the one hand, colleges and universities should firmly grasp the important position of physical education, so that the majority of college students love, understand, and be able to sports, so that they can feel the great benefits of sports to their own body and mind in the classroom On the one hand, we should actively carry out sports propaganda through various media in the school, build a good sports culture for young college students, create a good atmosphere, and constantly cultivate lifelong sports consciousness in young college students, so as to drive the overall reform of physical education.

3.3 Improve the teaching evaluation system and force the teaching reform process

To some extent, the current college physical education teaching on students' lifelong sports awareness and habits is not effective, teaching reform promotion is not enough

related to the evaluation system of college physical education. Therefore, colleges and universities must attach great importance to the evaluation of existing physical education if they want to take the cultivation of students' lifelong sports consciousness and habits as the breakthrough point and accelerate the overall reform of college physical education The reform of the system should focus on reversing the excessive emphasis on the investigation of students' sports knowledge and skills in the current evaluation process of physical education, construct an evaluation system that takes both process evaluation and summative evaluation into consideration, and incorporate students' daily sports habits and behaviors into the final assessment, so as to constantly force teachers and students to cultivate lifelong sports awareness and ability in daily physical education teaching, so as to promote physical education teaching The whole process of reform.

4.CONCLUSION

In a word, with the deepening of the reform of College Physical Education in the new period, it has become a common consensus to take the cultivation of students' lifelong sports consciousness as the guide to drive the reform of college physical education, but people's understanding needs to be further deepened. Colleges and universities and the vast number of front-line physical education teachers should strive to innovate the concept of physical education, incorporate the concept of life-long physical education into the whole process of daily physical education. Through strengthening the construction of campus sports culture, innovating teaching methods and improving teaching evaluation, on the basis of training students to master the necessary sports knowledge and skills, efforts should be made to cultivate students' awareness of lifelong sports Good habits, continue to promote the reform of college physical education, steady progress.

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The Thought Tracing and Countermeasure Analysis about Cultivating the Consciousness of Rule of Law for Young College Students

Jinchao Lu

School of Marxism, Sichuan University of Science & Engineering, Zigong, Sichuan 643000, China

Abstract: Strengthening the cultivation of the consciousness of the rule of law of young college students is the inherent requirement of carrying out the fundamental task of the education of establishing morality and building people in our country, and the purpose is to help the students to become talented as adults. From the ideological origin, the thought of Marx's rule of law, the thought of socialist rule of law with Chinese characteristics and the excellent Chinese traditional culture have laid a solid ideological foundation for the implementation of its cultivation work. Young students, as an important force in the construction of socialism with Chinese characteristics, should further strengthen comprehensive quality education, especially the work related to the education of the rule of law. Complete the related mechanism and practice measures in both directions by strengthening the top-level design of school rule of law education; make effective use of the advantages of new network media to integrate traditional education and modern education methods organically; fully mobilize the initiative of the subject under education, school education and self-education to work together to improve the effectiveness of cultivation.

Keywords: Young college student; Consciousness of the rule of law; Ideological origin; Cultivating countermeasures

1. DEFINITION DETERMINATION OF THE CONSCIOUSNESS OF RULE OF LAW

1.1 The consciousness of rule of law

From the philosophical point of view, the consciousness of rule of law belongs to the level of social consciousness and is the sum of a series of ideas held by social groups or individuals on the rule of law, which is manifested in the unity of constitutional cognition, emotional attitude and will. Here, it includes not only the cognition and emotional attitude of the static level to the laws and regulations, but also the understanding and emotion of the law at dynamic level in governing our country, which is the subjective reflection of the rule of law in people's minds. Law is the product of the development of class society. Setting up the concept of rule of law and forming the thinking of rule of law are also the requirements of social development to a certain stage. Based on Marx's view of historical materialism, the consciousness of rule of law is rooted in the social material basis and is influenced and restricted by certain social economy, politics and culture. From the point of view of social psychology, behavior embodies consciousness, which is

the end result of consciousness and people's behavior in real activities can reflect their consciousness. The condition of people's awareness of the rule of law can be judged from the state of the law itself and the operation and application of the law. In a word, the consciousness of rule of law is not born with, but shaped in the social environment later, and it can be owned spontaneously or be build up later. But fundamentally, the consciousness of the rule of law can be cultivated, through the help of external conditions to further help individuals to form in line with the requirements of social development, in line with the individual's own development of the necessary literacy of the rule of law. Therefore, the definition of the consciousness of rule of law should be combined with thought and behavior: the subjective reflection of the current law and the promulgation, implementation and application of the law in the mind of the social subject, as well as the sum of the ideas and psychology formed by the practice of the law in real life [1-6].

1.2 Cultivation of legal awareness

"Cultivation" originally refers to the cultivation of young and small organisms, but now it is extended to cultivate and educate people according to a certain purpose, that is to say, cultivation is a practical activity with a certain aim to educate people. Combined with the scientific connotation of legal awareness, the cultivation of it can be defined as: the society or social group uses certain methods to exert purposeful, planned and organized influence on its members in order to cultivate and enhance their awareness of the law, so that they can form the practical activities of the rules of law that meet the needs of the society or certain classes. The cultivation which covers cognition, emotion, will and behavior of the rule of law is essentially the cultivation of people's thoughts, beliefs and behaviors. The cultivation subject guides the cultivation object to establish a kind of rule consciousness from the bottom of his or her heart. The cultivation of legal awareness has different groups and meanings. If the group cultivated is college students, the educational activity belongs to the category of ideological and political education in Colleges and universities. In the process of cultivation, university teachers are the main body of cultivation. In a broad sense, the cultivation subject is included not only schools, but also society and family. As a part of the society, students' family and society also plays an auxiliary role in the cultivation of students' awareness of the rule of law. As for the object of cultivation, in modern society, it is considered that the subject and the object are unified, and the cultivated

object is both the object and the subject. Here, it especially referred to young college students when it comes to the object of cultivating college students' awareness of rule of law. As for the cultivation goal, the purpose is to help students develop thinking in terms of rule of law, establish legal awareness, form the concept of rule of law, regulate their own behavior, and cultivate college students into useful talents in line with the requirements of social development.

2.THE IDEOLOGICAL SOURCE OF THE CULTIVATION OF YOUNG COLLEGE STUDENTS' AWARENESS OF THE RULE OF LAW

2.1 Marx's thought of rule of law lays a theoretical foundation for the cultivation of young college students' awareness of the rule of law

Marx's thought of rule of law is an important part of Marx's ideological system, including Marx's views on the origin of law, the nature of law, the relationship between law and the state, and the relationship between law and individual, etc. It lays a theoretical foundation for the cultivation of young college students' awareness of the rule of law, helps students to establish and strengthen the awareness of the rule of law. The ultimate goal is to develop of the individual and the society, and provide an important guarantee for people to better deal with various social problems and pursue free and comprehensive development.

On the origin of law. According to Marx, law is the irreconcilable product of class contradictions and the inherent characteristics of class in the society. On the basis of investigating the basic social contradictions in the society, Marx pointed out that: "All historical conflicts are rooted in the contradiction between productive forces and forms of communication". Therefore, law, as a political superstructure, is rooted in the relationship of material life. It is the inevitable product of the development of material production to a certain stage. Marx analyzed the social reality with the point of view of materialism, and pointed out the material source of the origin of law, so as to solve the problem of the origin of law question. On the essence of law. According to Marx, law is the embodiment of the ruling class's will, but it is not the law that shows the will of the ruling class. Other things such as literature and philosophy can also show the will of the ruling class. We should make it clear that the most essential feature of Marx's legal view is the class nature of law. On the relationship between law and state. According to Marx, law is formulated by the state and enforced also by the state. The state has class nature, so the law attached to the state also has class nature, and law is the embodiment of the will of the state. On the relationship between law and human beings. Marx said, "it is not history that creates, owns and struggles for all these things, but people, real and living people." It can be seen that Marx has always regarded human as the starting point and destination of law, and regarded human freedom and rights as the value goal of the realization of law.

2.2 The thought of socialist rule of law with Chinese characteristics guides the cultivation of young college

students' awareness of the rule of law.

The thought of socialist rule of law with Chinese characteristics is the inheritance and development of Marx's thought of rule of law. It is based on China's reality, draws on China's excellent traditional culture and combines with the features of the changing times. It provides an important guarantee for the advancement of social civilization and the pursuit of a happy life by the Chinese people. Its enlightenment to our education work lies in that we should pay attention to training students to become adults. To become adults, students should not only have certain ideological and moral qualities, but also have certain knowledge and skills, as well as legal literacy. Society is a collection of people, while people have dual attributes, natural attributes and social attributes. Individuals in the society have frequent contact with the external society. To deal with the relationship between individuals, society and others, they need to have a certain sense of rule of law. As contemporary college students, having good moral quality and legal literacy is the necessary resource conditions for them to create brilliant life opportunities and grasp development opportunities, and it is also the basis for us to build the "trinity" of the country, society and government under the rule of law.

In the whole process of legislation and law enforcement, China has always adhered to the concept of "people-centered", adhered to the principle of "people-oriented", and fully developed and embodied democracy, so that the law is truly needed, used and thought by the people. Its starting point and stopover all are the people, always adhere to the people's position, through the formulation of "law", fully reflects the people's will, and be able to continuously improve and perfect the mechanism, ensure the effective implementation of the law, better to pursue a better life for the people to provide legal support, for the life more happiness to create a good external conditions. To sum up, the people-oriented concept and people's position are fully reflected in the process of the rule of law in China, which also points out the direction of our current education. What we need to cultivate are talents with both integrity and ability.

The excellent traditional Chinese culture provides ideological soil for the cultivation of young college students' legal consciousness

The excellent traditional Chinese culture is one of the important resources for educating people in Our country. It still provides abundant ideological soil for the current legal education practice, and still has significant self-restraint function for the practice of educating people in colleges and universities. In ancient times, China has always attached importance to the shaping of human "ethics and morality", advocated that morality should be the primary and punishment should be the secondary, and paid attention to the rule of virtue as well as the rule of law. So far, we still emphasize "morality", a man without morality. "here, we have to have the" morality ", is not limited to the original meaning, along with the development of The Times, for doing the connotation of "morality" is also in constant rich, now not only requires

that we should have noble moral character and higher moral quality, still need to have a certain quality of rule of law. Law, from the perspective of ideology and culture, is a kind of morality, a kind of written morality through a certain procedure, which is mandatory and normative. The fundamental purpose of educating students on the rule of law and helping them to establish the consciousness of the rule of law is to promote the growth of human virtue. We should set people up by virtue and put moral education first. Morality is the law of the heart. Law is a minimum of written morality, and the two have a certain degree of interoperability. The rule of law and moral also on people's growth and social development is of great significance, today, we should pay attention to combining with Chinese excellent traditional culture when cultivate the rule of law consciousness of college students. The Chinese nation in the long-term practice, gives birth to a unique ideas and ethics, formed the righting to reward good traditional virtue, such as even in today's era, also radiant with strong vitality. Therefore, in the process of paying attention to the rule of law education for students, we should fully absorb our excellent traditional culture.

3.COUNTERMEASURE ANALYSIS OF STRENGTHENING THE CULTIVATION OF YOUNG COLLEGE STUDENTS' LEGAL CONSCIOUSNESS

3.1 Strengthen the top-level design of legal education in schools, and improve the relevant mechanisms and practical measures in both directions

Colleges and universities should strengthen the legal education of young students, help establish awareness of law, and conform the requirements of social development which were the inherent requirements of the implementation of the fundamental tasks of education in China and also were the inevitable needs of students to become adult talents. In order to strengthen students' legal education, improve educational effectiveness and achieve educational purposes. We must design it at the top level, consider all elements and levels in an integrated way, and ensure the integrity, system and comprehensiveness of educational practice. However, there are still weak links in legal education, which need to be further strengthened. On the one hand, Colleges and universities should attach great importance to the education of the rule of law ideologically. And on the other hand, schools should take strong measures to implement it. Schools should accurately grasp the bellwether of development and take active and effective measures to highlight the position of legal education in ideological and political education. For example: schools should clarify the duty of the Party Committee Propaganda Department, the Rule of Law Propaganda Section, the Student Work Office, other departments and the relevant colleges. Then schools should appropriately increase the relevant course hours and Improve the relevant management mechanism. And schools should combine the cultivation of legal sense and each subject. It should permeate every aspect of the educational work of colleges and universities to construct the "three-aspected education "pattern. In addition to strengthening rational cognition, schools should organize

relevant practical activities to involve students and cultivate and enhance their practical ability.

3.2 Effectively utilize the advantages of new media on the Internet, organically integrate traditional education and modern educational methods

In the legal education, schools should adhere to the main position of the classroom and make good use of it and give full play to the function of the main channel of it. Schools should effectively expand and utilize the second classroom and strengthen practical teaching. In addition, schools should make effective use of the new media technology of the network, give full play to its advantages, and pay attention to the organic integration of traditional education and modern educational methods. schools should actively rely on the network of new media technology to build a third classroom and extend the advantages of offline ideological and political work to new online media such as WeChat and MicroBlog to realize the full coverage of the ideological and political work. Then schools should give full play to the advantage of the third classroom and create new channel for educating people to comprehensively promote the legal education. In the progress of building the third classroom based on new media, schools should combine with the characteristics of the school's students and use the form of audio, video and other graphic and lush content to present. And schools should propagate in forms with a strong emotional and interest. Schools can organize a variety of activities to educate people, to achieve online and offline interaction and the whole network linkage. And schools should always pay attention to the student experience, close to the student life, and close to the reality of society. Meanwhile, schools should pay attention to the experience of teachers and students using the network information platform to open a variety of information feedback channels. Schools should exchange ideas with students from time to time to understand the students' thinking dynamics.

3.3 Fully mobilize the energy of the subject of education, school education and self-education work together

In the process of cultivation, schools should not only strengthen the education in schools, but also mobilize the enthusiasm of students' self-education. Moreover, schools should give full play to their subjective initiative and promote the joint efforts of school education and self-education. Self-education is the general method of ideological and political education in colleges and universities, and it is also the way that the educated take the initiative to raise their own ideological awareness and moral level and adjust their thoughts and behaviors. The effect of cultivating students' consciousness of law is influenced by internal and external influences, not only to consider external factors, but also to think about internal causes. Interest is the best teacher, and it stimulates the potential of students. It is one of the important motivations for students to learn. Colleges and universities should pay attention to cultivating and stimulating students' interest in learning law and helping them to establish the concept of the rule of law. Schools should strengthen the guidance of students' mainstream

ideological values to help students establish correct values and clearly realize the importance of the cultivation of the rule of law consciousness for personal growth and social development. Students should attach great importance to social practice and actively participate in the practice of law learning. In practice, students should take laws and regulations as the code of conduct. Meanwhile, students strengthen the practice of constitutional law to deepen our understanding and understanding of law, and also it can further consolidate and improve the level of cognition of their thoughts. At the same time, in practice, cultivate the way of thinking of the rule of law, and form a good habit of thinking and analyzing problems from the perspective of the rule of law.

In short, colleges and universities should fully mobilize all positive factors to cultivate students' awareness of the rule of law, promote their all-round development, and make them grown up better.

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Exploration on the reform and development path of physical education curriculum in Colleges and Universities

Chengli Mu

Zibo Vocational College, Zibo 255314, Shandong, China

Abstract: Curriculum construction and reform is an important driving force for colleges and universities to continuously improve the level of teaching quality, and it is also the key and difficult point in the process of teaching reform. High quality curriculum is an important measure to measure the level of teaching. Under the influence of national sports and lifelong education, college physical education curriculum should also speed up the pace of its own reform, and effectively improve the teaching quality of College Physical Education under the new situation.

Key words: College physical education curriculum; Reform; Development path

1. INTRODUCTION

College physical education course is a public and necessary course for college students, and it is also the central link of college sports work. Through reasonable sports exercise, students can achieve the education goal of strengthening physique, improving health and improving sports literacy. With the continuous promotion of teaching reform in Colleges and universities, the disadvantages in the implementation of physical education curriculum in Colleges and universities gradually appear, such as paying too much attention to the cultivation of students' sports knowledge and skills, ignoring the cultivation of students' lifelong sports consciousness and good sports habits. Therefore, in order to effectively improve the quality of College Physical Education under the new situation and comprehensively boost the level of talent training in Colleges and universities, it is necessary to continuously improve the quality of physical education in Colleges and universities and comprehensively promote the level of talent training School physical education curriculum reform.

2. THE GOAL OF PHYSICAL EDUCATION CURRICULUM REFORM AND DEVELOPMENT IN COLLEGES AND UNIVERSITIES

Curriculum reform and development is the central link of teaching work in Colleges and universities, and also the basic work of specialty construction in Colleges and universities. High quality curriculum is one of the important measures to measure the teaching level and talent training quality of a school. The reform of physical education curriculum in Colleges and universities in the new era is to thoroughly implement the spiritual connotation of the national education conference, constantly adapt to the needs of College Students' development of physical quality and cultivation of

lifelong physical exercise consciousness under the new situation, promote the real healthy development of college students, improve the ability of body movement, establish the consciousness of consciously participating in physical exercise, and form the regular participation in physical exercise Habit, to achieve the goal of training students to participate in sports, enhance physical and mental health, with lifelong sports consciousness and ability, and strive to make college students become high-quality talents with competition consciousness, team cooperation consciousness and innovation consciousness.

3. THE PATH ANALYSIS OF THE REFORM AND DEVELOPMENT OF PHYSICAL EDUCATION CURRICULUM IN COLLEGES AND UNIVERSITIES

3.1 Update the guiding ideology of physical education curriculum reform

Idea is the guide of action. First of all, we must reform the existing physical education curriculum. The majority of front-line teachers should actively adapt to the new situation of social development and the needs of life-long sports ideological trend, earnestly establish the purpose of teaching and educating people, implement the education concept of "health first" in the daily teaching process, comprehensively promote quality education, cultivate students' awareness of "lifelong sports" and scientific fitness ability, constantly enhance students' physical and mental health level and improve students' physical education Cultural literacy, in order to achieve the overall goal of school education and cultivate all-round development of high-quality talents, sports teaching should play the ontological function.

3.2 Clarify the key points of curriculum reform and construction, and play a role of demonstration and driving

In the process of physical education curriculum reform in Colleges and universities, curriculum construction plays an important role in leading and teacher training. Therefore, in the process of college physical education curriculum reform, colleges and universities should focus on curriculum construction, and speed up the establishment of a college physical education curriculum system based on general physical education courses, focusing on high-quality sports courses, and featured by high-quality sports courses [2]. Colleges and universities should, according to their own school running orientation and the current situation of physical education curriculum construction, clarify the key points of physical education curriculum construction. For example, local colleges and universities should put the general physical education curriculum construction in the first place, and constantly

improve the quality of physical education teaching by strengthening the construction of teaching staff, strengthening the innovation of teaching content, improving teaching methods and strengthening the construction of teaching materials. Learning oriented colleges and universities should focus on the construction of high-quality physical education curriculum, focusing on updating the concept of physical education, improving the level of teachers, paying attention to the reform of teaching content and curriculum system, and paying attention to the selection of national high-quality teaching materials and self-made teaching materials. Key universities and research-oriented universities should focus on the construction of high-quality physical education courses. In the process, we should achieve a high starting point, high standards and high requirements, fully reflecting the demonstration, characteristics and scientization of the curriculum construction. Through the construction of first-class physical education teachers, first-class physical education teaching content, first-class physical education teaching methods and first-class sports teaching materials, we can meet the students' requirements for physical education to the greatest extent. For example, in recent years, Shanghai Jiaotong University has been continuously promoting the construction of excellent physical education curriculum, to the greatest extent, plays a leading role in the process of teaching reform. The excellent courses run through the whole process of university education, fully develop the campus, social and natural curriculum resources, pay attention to hierarchical teaching and menu assessment, which greatly promotes the reform of Physical Education in the University.

3.3 Strengthen the construction of P.E. teachers and promote the sustainable development of P.E. Curriculum Reform

The teaching staff is the front-line "commander" to promote the curriculum reform. The overall quality and structure of the teaching staff have a direct impact on the process of college physical education curriculum reform. Based on this, in recent years, colleges and universities in the process of promoting the reform of physical education curriculum have put the strengthening of the construction of the teaching staff in a prominent position. In order to speed up the reform of physical education curriculum in Colleges and universities in the new period, we should also pay attention to and strengthen the construction of PE teachers as always. We should focus on the construction of P.E. teachers with noble morality, rigorous scholarship, academic level and teaching level. We should vigorously cultivate and introduce a number of double qualified teachers with high professional quality and practical skills. We should encourage and continue to introduce relevant measures. Measures and policies should be taken to support the majority of on-the-job teachers to carry out on-the-job training and study for degrees, and continuously improve the teaching and research level of teachers; efforts should be made to introduce a group of high-level young teachers, and

through the mechanism of "helping and guiding the old" to enhance the communication between new and old teachers, so as to help young teachers quickly realize professional factory directors, and effectively optimize the existing physical education teachers in Colleges and universities. The capital structure helps the reform of physical education.

3.4 Strengthen the organization and leadership of physical education curriculum reform

Physical education curriculum reform is to optimize the teaching of physical education in Colleges and universities, and improve the quality of personnel training. It should be noted that the physical education curriculum reform involves the construction of teachers' team, curriculum construction, teaching content, teaching methods, teaching material construction and teaching evaluation reform, which is a very complex and systematic project. Therefore, it is necessary to strengthen the organization and leadership of physical education curriculum reform. Colleges and universities should do a good job in overall planning, promote the construction planning of physical education curriculum, organize the selection of sports excellent courses, and supervise and evaluate the course process. Colleges and departments should be responsible for formulating the reform plan of physical education curriculum, organizing the application of excellent courses, strengthening the construction of teaching staff and speeding up the updating of teaching materials. The specific work, such as clear responsibilities, orderly promote the reform of physical education curriculum, steady implementation.

4.CONCLUSION

In a word, under the new situation, the reform and development of physical education curriculum in Colleges and universities is imperative. Colleges and universities should realize the importance of physical education curriculum reform in enhancing the quality of physical education teaching and the level of personnel training, strengthen the organization and leadership of physical education curriculum reform, ensure that the reform of physical education curriculum is carried out steadily, steadily and orderly, and effectively improve the quality of College Physical Education in the new period.

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Research on Brand Building Strategy in CBA 2.0 Era

Chang-Jiu Guo¹, Juan Cui², Guang-Hao Shang³

¹College of Physical Education, Changchun University, Jilin 130022, China;

²College of Physical Education, China University of Petroleum (East China), Shandong 26600, China;

³College of Physical Education, Shenyang University, Liaoning 110044, China

Abstract: Through literature, comparative research and mathematical statistics, this paper analyzes the current situation of CBA League brand and puts forward the strategy of League brand building. The research shows that: the secondary vocational Basketball League is the top basketball league in China, and there is a big gap from the world-class Basketball League, mainly in the quality of the game, the promotion of the game, the service of the game and the construction of brand culture. In view of the above problems, the following strategies are proposed to improve the viewing and quality of the event, improve the service quality of the event, enhance the satisfaction of consumers, introduce traditional Chinese culture, dare to innovate and create brand characteristics, clarify the brand positioning, strengthen the promotion of the event, and package and devote to public welfare for players, teams and games. A series of measures, such as industry, improving the quality of fans' attendance, will further enhance the brand awareness of CBA League and the reputation and loyalty of consumers to the league.

Keywords: CBA League; Brand Building; Problems; Strategies

1. INTRODUCTION

Along with basketball in China successfully held the World Cup, people focus on basketball reached an unprecedented height, deepening connotation for domestic basketball tournament cognition, extension reading more widely, especially at the national level to make higher popularity of sports products made clear that events and brands with independent intellectual property rights of sports competition performance, actively explore three ball development road with Chinese characteristics. In September 2019, The State Council issued the Outline for Building a Sports Nation, which clearly states that "we will comprehensively promote the popularization of basketball and deeply explore the sport's culture, so as to enhance public awareness and participation." It points out the development direction of basketball industry and CBA league. China's basketball League has maintained a healthy and sustainable development trend since its professionalism in 1995. It ranks second among the top 10 popular sports events in China in 2018 selected by Titan Sports Weekly. From these aspects, CBA has the potential to become a first-class brand event. In recent years, CBA actively learns from and draws on the successful experience of the world's high-level league based on its own situation, and has made remarkable achievements on the road of league

reform. However, there is still a large room for improvement from the world's first-class basketball league. In his report to the 19th National Congress of the Communist Party of China, President Xi clearly pointed out that innovation is the primary driving force for development, and innovation-driven development has become a national strategy. In the 2.0 era, CBA should bring forth the new through the old in line with the trend of The Times, and build a world-class basketball brand popular among Chinese people with Chinese characteristics. Strengthening the branding and professional construction of CBA not only plays a vital role in the construction and development of national brands at all levels, but also shoulders the mission of cultivating reserve talents, promoting the development of basketball, building basketball power and realizing the rejuvenation of Basketball in China. Therefore, this paper analyzes the current situation and existing problems of CBA league brands, and puts forward countermeasures and suggestions for brand building in THE 2.0 era of CBA League, so as to provide theoretical reference for building world-class brand competitions with Chinese characteristics that are popular with audiences.

1.1 Concept and composition of CBA League brand

Brand refers to the concept that can attract consumers, build brand loyalty, and then create a brand (and market) dominant position for customers. Nowadays, brand has become a manifestation of the comprehensive quality of products. The purpose of owning a brand is to distinguish from the products of competitors.

CBA 2.0 is an abstract concept, but its ultimate goal is to make CBA not only a league but a more approachment to the people, to shorten the distance between it and the fans, and to make it a deep-rooted, larger scale and far-reaching brand. In 1995, the emergence of "China Men's Basketball First Class League" put Chinese basketball on the road of professionalism. After more than 20 years of continuous reform, THE CBA league gradually developed into a complete system and promoted the league to develop into a high-level brand competition [1]. CBA brand refers to providing consumers with high-quality basketball competition products and recognition of the games, so as to enhance consumers' loyalty to CBA league, which is different from other leagues [2]. Attract consumers with high quality brand effect to consolidate the status of the highest level of professional basketball league in China.

The CBA league is composed of two parts, the object and the object, with the competition as the core. The behavior

subjects include spectators, players, coaches, referees, sponsors, etc. Players, coaches, referees and all participants are the main suppliers of CBA brand products. Audience is the main consumer of CBA league. Sponsors are commercial consumers of CBA League, mainly including the purchase of broadcasting rights, club naming and advertising sponsorship. The object includes the competition venues and equipment, etc. Besides the external explicit brand logo, competition logo and slogan, CBA brands also have their own unique cultural connotation and brand value.

1.2 Basic factors influencing the brand building of CBA League

According to the subject and object of CBA league, it can be seen that the brand building of CBA league should start from the following four aspects: creating high-quality products, forming a unique brand culture, promoting the brand through multiple channels and improving the service quality. However, it must be made clear that the brand building of CBA league 2.0 is a systematic and long-term project, which cannot be accomplished overnight. Continuous innovation and reform must be carried out on the competition quality, competition service, competition promotion and brand culture.

Competition quality. The primary task of building A CBA brand is to improve the level of the subject of brand behavior. Among the subject of behavior, players, coaches and referees are important parts of CBA league, and the level of these three factors directly affects the quality of CBA competition. The core product sold by CBA brand is basketball competition. The biggest charm for competitive sports competition lies in the suspense of the competition. Only the exciting and fierce competition can arouse the appetite of consumers. The CBA league in the 2.0 era must strictly control the quality. Consumers trust brands precisely because they are superior to other

Table 1: A league in the last three seasons before the regular match eight winning rates

Season	winning							
2016-2017	1, 84.2%	2, 78.9%	3, 78.9%	4, 78.9%	5, 76.3%	6, 68.4%	7, 60.5%	8, 57.9%
2017-2018	1, 81.6%	2, 76.3%	3, 73.7%	4, 71.1%	5, 68.4%	6, 65.8%	7, 65.8%	8, 65.8%
2018-2019	1, 91.3%	2, 82.6%	3, 71.7%	4, 71.7%	5, 67.4%	6, 67.4%	7, 58.7%	8, 56.5%

The CBA league is China's top men's basketball professional league, ranking 11th in the World Basketball League rankings released by ESPN in March 2018. The CBA league ranks first in terms of the number of teams, average points per game, average height and average age (excluding NBA) in the world basketball League released by FIBA. In particular, the average age of CBA players is 26.1 years old, which is lower than the average age of other leagues in the world. This figure reflects the age of the main players in the league, and the younger the player, the more competitive the league will be in the future. While affirming the advantage, we must face up to our gap. We have a large number of teams. We should understand that our country is the most populous country in the world, and we score the most points. Since the 1995-1996 season, the first foreign aid was introduced to the team, and now a large number of BIG-name

competitive products in terms of quality.

Event service. Audience is the main consumption subject, CBA league CBA league tournament service object is the main consumption subject, thoughtful service is to improve the CBA brand reputation, decide whether or not a CBA brand line of a key link in the very long time, good event service is to provide comfortable, convenient viewing experience for consumers and watching security services, let the audience back to the stadium, meet the demand of audiences' spirit, in order to form a good reputation in the consumer groups.

Event promotion. Besides the main body of the competition, slogans, slogans and other promotion means in the object of the competition are the key factors for THE CBA league to attract consumers and improve its popularity. High-quality games need to rely on media publicity and consumer reputation as well as the strength of the brand itself to express the connotation and values of the product, so that more people can know and love it, further improve the popularity of THE CBA game brand, and promote the sales of the product to attract more consumers to buy THE PRODUCTS of CBA.

Brand culture. The construction of CBA brand culture is the soul of CBA, which can reflect the connotation and values of CBA brand, as well as the distinct brand positioning, and reflect the consumers' spiritual identification and resonance to CBA brand. Through effective promotion means to transfer the CBA concept and unique place to the consumer, win the consumer's identity, occupy their mind. The development of CBA can not only keep vitality, but also enable consumers to seek for their own cultural beliefs.

Based on the above four basic factors influencing the brand building of CBA League, this paper conducts research.

2. BRAND STATUS OF CBA LEAGUE

2.1 Competition quality of CBA League

FOREIGN aid players in NBA have joined the game, which greatly increases the enjoyment of the game. However, there is a large gap between the overall level of domestic players and the level of foreign aid, which also restricts the development of the league to a higher level. There were only three homegrown players in the top 50 per game in the 18-19 season. The polarization of team strength makes the league less competitive. In recent three seasons, the winning rates of the first and last teams in the regular season are 65.8%, 74% and 73.9% respectively. The two - to eighth-place teams are competitive, but the regular-season championship is a long shot. The unequal strength of the team will cause the game to lose suspense prematurely, thus losing its enjoyment. In the 16 to 19 seasons, there were 69 games, 53 games and 58 games by 5 points (take the regular season as an example). See Table 1.

2.2 CBA League competition Service

Watching a game in your spare time and talking to friends about your favorite team players is becoming part of popular culture and everyday life. In order to make it easier for the fans to watch the matches, instead of the previous relatively concentrated matches, the matches were held in three weeks and eight matches were held in eight weeks. In consideration of the selection and regional characteristics of the matches, the individual matches were held in the afternoon, and the 11 home matches of Jilin team were advanced to 19 o'clock, and the 7 home matches of Guangdong team and Shenzhen team were postponed to 20 o'clock. To make it easier for fans to buy tickets and to avoid scalpers, the CBA has teamed up with Barley Sports to set up China's first professional league unified ticketing platform. Visitors can purchase tickets through the official website or official mini-program, and use electronic tickets to enter the game. In order to make it easier for viewers to watch the 19-20 season opener on TV, VR broadcast signals have been made for the first time in history, and high-tech technologies have been used to make fans who could not attend the game feel as if they were actually there. On November 5, 19, during the second round regular-season game between Beijing Fc and Shanghai, the referee watched the video and made the decision of adding the penalty, and explained the reason of the penalty to the players and the audience with the mike. This broadcast method is also a new regulation of the new season. All these are the convenience provided by the organizer for consumers, so that consumers are willing to experience. The event service is the foundation for the development and growth of any brand event.

2.3 Brand culture of CBA League

The brand culture of CBA league is divided into competition culture, team culture and fan culture. In terms of tournament culture, CBA company completely eliminated the problem of imitation of CBA trophies which had been criticized in the past, and introduced the most Valuable player trophy "Zhanshen Cup", the best coach trophy "Chenghai Cup" and the best sixth man award. It is not only the incentive for athletes and coaches, but also the inheritance of the game culture. Only the trophy with rich connotations can match the status of the top basketball league in China. The addition of college players to CBA All-Star Weekend not only strives to achieve the combination of sports and education, but also becomes the unique charm of CBA All-Star Weekend, which gives campus basketball a real opportunity to integrate with professional basketball. Tailoring new shirts for first-time players reflects the league's focus on the new generation of players. In terms of team culture, CBA has completed an important reform on the team image. Nine teams have changed their team logos, and the jersey design has undergone tremendous changes, which is more in line with the current aesthetic vision and the trend of The Times and brings a brand new visual experience. The change of national uniforms is an important way to attract fans and an indispensable step in shaping the city's basketball culture. In the 18-20 season,

the home team will adopt the home color in part of the regular season to further strengthen the home atmosphere and fan sense of belonging. In the 18th-19th season, I made champion versions for the first time for seven champion teams, which not only enriched the brand image of CBA league, but also carried forward and developed the team culture.

2.4 Brand promotion of CBA League

With the deepening of league reform and innovation, CBA has made great progress in brand promotion. From the beginning of the 2018-2019 season, CBA has fully rolled out its brand promotion strategy and built the matrix effect of the brand. CBA company has signed contracts with large domestic TV and new media platforms to create new models of "sports + culture" and "basketball + music", which break the inherent circle and limitation of basketball and influence more people who do not know CBA or even basketball, so that they start to pay attention to basketball and CBA. The league's first official brand promotional video, documentary also came out, a key step in brand promotion. CBA company rolls out "share investment attraction" plan that cooperates with club. At the same time, we strengthened the joint promotion with the sponsors, and made joint efforts with the sponsors to increase the exposure of each award. The CBA Corporation shall increase its commercial interests open to the clubs in order to achieve a win-win situation between the clubs and the CBA Corporation. The CBA's first trial official suspension for the 2018-2019 season will create commercial opportunities for game broadcasters. This series of measures greatly enhanced the brand influence of CBA.

3. EXISTING PROBLEMS OF BUILDING BRAND LEAGUE

3.1 The game quality still needs to be improved

The core factors that affect the competition quality include players' competitive level, coaches' competitive level and referees' competitive level. Level of players is to determine the basis of the quality, from the team scoring the CBA does reach the world leading level, but the team score distribution, most of the scores from foreign aid, domestic players on the defensive and offensive capability is relatively weak, on the surface of the CBA tournament fascinating is actually due to the high level in recent years the introduction of foreign aid, caused by the introduction of high level of foreign aid indeed brought positive impact to the market and competitive level, but excessive dependence on foreign aid be influence to further improve the quality of the problem. The CBA cannot only be a "solo" of foreign players, but also a "chorus" of all the players. The level of the coach is the key factor for the smooth running of the competition and the best performance of the players.[3] In the new season, there are only 5 foreign coaches in the 20 teams, which indicates that the level of local coaches has been constantly improved in recent years. However, compared with the world-class coaches, there is still a big gap in the ability of improvisational response, the tactical choice of critical ball and the use of players. Frequent turnover of team head coaches is also

common in CBA, which also restricts the formation of the team's tactical style. The competitive level of referees is the best guarantee for the smooth running of the match. However, the professionalism of CBA referees has not been fully realized, and most of them are part-time referees, which is contrary to the professional league. The level of referee does not match the status of the highest level basketball professional league in China. The appearance of missed call, misjudgment and home whistle directly affects the quality of the game.

3.2 Single form of league brand promotion

At present the entire league propaganda also meet attendance ratings, only when the event on television also ignores the brand publicity, most of the CBA league campaigns around venues, in other parts of the city of rare CBA league of advertisement, CBA league brand publicity is limited to the single event itself propaganda way, lack in the CBA branding and social interaction, as the NBA has formed NBA CARES, reading month, fan assembly and a series of social public welfare activities in the NBA, NBA brand of social recognition, the NBA has formed the globalization brand promotion strategy, Such as NBA overseas games, to extend to Asia, Africa, Latin America and other places of NBA basketball without Borders summer camp. Such brand promotion mode makes NBA not only the object of American fans, but also the basketball league loved by basketball fans all over the world, enriches the audience of NBA league, and makes NBA not only satisfied with basketball game, but also familiar to NBA brand through attracting people's attention in various forms. In addition, the official website is a base for brand promotion. However, the official website of CBA relies on the official website of CBA, with too much political color, less information on players and teams, and no timely update of relevant information about the historical background of CBA, or even an English version, which is not conducive to expanding the audience scope. Fans who want to know about the CBA can't get the most reliable information from the official website.[4] NBA league not only has an independent official website, but also provides the corresponding language version of the official website for many countries and regions. Players, teams and other game information is rich, so that fans can learn about NBA.

3.3 Lack of league brand culture

The brand culture of CBA league includes team culture, fan culture and competition culture. The CBA league is deficient in these three aspects. First of all, the team name is a direct reflection of the team culture, and the CBA team changed its name seriously. In the 18-to-19 season, eight teams changed their names, which would not happen in NBA or even other high-level leagues. The frequent change of team name has seriously affected the inheritance of team culture. This is the CBA difficult to establish the team history and culture of the disease. In sports and venues without a sense of historical inheritance and characteristics, site design, mostly shirt missing and urban cultural elements, the second fan culture, in the NBA clubs have independent official jersey store or mall,

where fans can easily buy their favorite star's jersey, you can also buy a team and league derivatives, derivatives and the team jerseys become one of the fans and players, the league's connection point. Even NBA jerseys are selling like hot cakes all over the world. The jersey of CBA League is not that the fans have no desire to buy, but the jersey of each team is designed and sold through a single channel, and the derivative products of CBA team are rarely sold on the market. Finally, in terms of the competition culture, most of the timeout and halftime in CBA games adopt American-style cheerleading performances. It ignores the combination of traditional Chinese artistic performances and artistic performances in competitions.

3.4 Poor league reputation

Brand to get long-term development must have a good reputation, but the CBA league "at home", "controversy" events frequently occur, frequent controversial refereeing, disorderly rhythm, detonation audience emotions, change the situation, the coach for dissent in the furious phenomenon also occurred frequently, in addition to the referee to the court, the sidelines timekeepers and timer is also wrong, whether regular or intense playoffs, CBA numerous timer out of farce, again and again to push the CBA to the forefront. DIY jersey is also a topic worthy of ridicule in CBA League. Self-made numbers with tape and handwritten names even appeared incorrect names of teams and foreign players. This also reflected the lack of competition service and ability to deal with emergencies, which greatly reduced the image of CBA league in the eyes of the public. In addition to the game itself, the bad behavior of fans at the scene also has a negative impact on the image and reputation of the league, from fan riots to abuse and sarcasm towards players, to uncivilized and provocative banners entering the stands. This is disrespect to the players and the team and even more disrespect to the CBA League. In addition to the fans on the court, there were also cases of players and coaches being uncivilized on the court. In the 18-19 season, the CBA company issued a total of 16 fines for uncivilized incidents on the court. These uncivilized behavior and "farce" seriously affect the REPUTATION of CBA.

4. LEAGUE BRAND BUILDING STRATEGY

4.1 Improve the game quality and competitiveness of the league

In terms of players, the club should speed up the cultivation and the excavation of the powerful local star players, not only to win by introducing high level of foreign aid, the pillar of the players is the premier league survival and development, only local players will raise the level of promote the quality of ascension, then strengthen the player movement, improve the mechanism of the transfer, make players better display its own right, players can choose according to actual condition, in order to realize the win-win situation between the players and the team. We will improve and implement the salary cap system, balance the strength gap between teams, broaden the scope of player selection, and actively play the role of the CBA draft so that more high-level players can enter the CBA. In terms of coaches, the alliance should reform

the evaluation system for the admission of coaches. The alliance should organize the coaches to go abroad for further study and use the off-season training and star rating to facilitate the coaches to communicate with each other, and star rating can encourage the coaches to keep learning and innovating teaching methods. In terms of referees, we should speed up the implementation of referee professionalism, make good use of the platform of CBDL league to implement the promotion and demotion system for referees, so that referees can get more practical opportunities. If necessary, excellent foreign referees can be introduced to call penalties on the same field.

4.2 Expand the path of brand promotion

CBA league to form a diversified network of propaganda, make good use of the preseason, regular season, playoffs and finals, all-star weekend, draft, summer league, CBA all content such as the cervix, through cooperation with social media and new media to the CBA various reports and propaganda to the packaging of events and activities, launched by the audience favorite trivia game inside and outside, the distance closer to the fans and the league. Customized carriages are available on buses and subways that lead to the stadium, making people feel as if they are on the scene of a match when they travel. We should strengthen the cooperation between THE CBA league and other national leagues, invite teams from other countries to participate in the pre-season and summer leagues of the CBA, or let CBA teams participate in the leagues of other countries in the off-season to show the strength and appearance of the CBA League, so as to enhance the influence of the CBA brand in the international scope and let more people know and understand the CBA. At present, CBA teams are more in the east and less in the west. We should make full use of the reasonable allocation of venues for various CBA matches, and strengthen the publicity and promotion of matches in areas where there are no CBA teams. Overseas CBA regular season games and Hong Kong, Macao and Taiwan CBA regular season games may be set up. Today, with the rapid development of the Internet, CBA should make good use of the Internet, strengthen the construction of the league's official website, improve the information of players and match data, and increase the English version in order to expand the audience. Social apps are used to shorten the distance between the league and fans, so that fans can know the latest news of their favorite teams and players through these apps, and even interact with their favorite stars. At the same time, players or coaches are arranged to explain the basic skills and tactics of basketball, so that amateurs can receive professional technical guidance.

4.3 Create rich brand culture

Audience feel of CBA league brand culture is the most intuitionistic three aspects of venues and shirt and shirt CBA company should clear all the colour theme of the team as soon as possible to have the home team in the playing surface and the mass-tone attune of the recognition, on the shirt culture can introduce the team jersey and urban themes, as a way of showing the team

culture embodies the humanistic spirit. As a professional league, the team name of participating teams should reflect the culture and characteristics of the team and be used for a long time to increase the sense of belonging and cultural identity. If the naming right of the team is cancelled, certain areas can be set on the jerseys or the interests of each club sponsor can be reflected on the court floor, ticket, stadium seat back and basket. To integrate Chinese traditional culture into the league, in addition to packaging the games in festivals, we also hope that the equipment sponsors can provide uniforms and shoes in line with the theme of festivals, and Chinese literary and artistic elements should also be added to the halftime show in THE CBA. In today's global era, CBA apparel brands that have long disappeared from the audience's eyes should also learn the product development mode of NBA fashion apparel. To build the brand culture, we need to innovate and absorb the traditional culture to make the fans feel the CBA culture and passion as much as possible. CBA company should give full play to the resource advantages of sponsors, media partners and so on, so that CBA culture can accompany the public with clothing, food, housing and transportation, and the public can fully experience the spiritual and cultural enjoyment brought by CBA.

4.4 Enhance competition service level and enhance league reputation

Service has become a key link in determining the longevity of an event. The CBA league should integrate the public feedback, make adjustments in time and create new strategies [5]. We need to increase investment in audience demand, innovate consumption concepts, and maintain a sense of competition at all times. Improve the quality of the audience watching, especially the scene experience, CBA company should introduce the related regulations, intensify venues qualification examination, substandard division of run competitions environment rectification within a time limit, to speed up the old stadium upgrade the beautiful design, pay attention to sports venues, the presence of the museum experience area increase entertainment such as fans, league official product selling area and so on a series of leisure entertainment, parking in the audience, shuttle bus aspects should be improved step by step, let the audience feel convenient and quick, with high quality services to promote the audience's sense of identity and satisfaction. In order to ensure the order of the field of play fans who disturb the real name system added to the blacklist, they are not allowed to enter the scene to watch matches. The professional system and reward and punishment system of the course staff shall be established, technical assessment and training shall be conducted regularly, and the introduction of high-tech products shall be strengthened to provide technical support for the staff and better guarantee the smooth running of the competition. While serving the LEAGUE, CBA should also better serve the society, accelerate the implementation of "CBA public welfare activities", "Little CBA", "CBA you and me TA" and other projects, practice the social responsibility of CBA league, and enhance the sense of

community ceremony and the loyalty of fans.

5. CONCLUSION

With CBA league reform deepening, the CBA league brand in China have a certain visibility and influence, but also has many insufficient, should not be completely imitate the NBA, to build a national characteristics of brand innovation professional league, find accurate brand positioning, improve the relevant rules and regulations, improve the management system of laws, improve quality, service, brand culture, expand the promotion path diversification, multi-dimensional brand promotion. The brand building of CBA league is a long-term and continuous process. We firmly believe that CBA will become the most popular professional sports league in China with the joint efforts of all people.

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Research on Communication Strategies of Inner Mongolia Ethnic Culture in The Context of New Media

Cong Qian

Hetao University, Bayannur 015000, Inner Mongolia, China

Abstract: With the arrival of the information age, China's science and technology has developed rapidly. Under this background, more and more new media based on new scientific and technological means have appeared in people's life, which provides favorable conditions for the communication of various national cultures in China. With the continuous acceleration of social and economic development in Inner Mongolia, Inner Mongolia has a higher demand for the spread of ethnic culture. However, through practice, it can be found that Inner Mongolia has a higher demand for the spread of ethnic culture in both ways. There are still many problems to be improved in terms of channels and influence, which has caused great obstacles to the effective communication of Inner Mongolia national culture. Therefore, Inner Mongolia must fully grasp the opportunity under the background of new media era and give full play to the advantages of new media technology, so as to effectively strengthen the external communication effect of Inner Mongolia's national culture.

Key words: New media; Inner Mongolia; National culture; Transmission; Strategy

1. INTRODUCTION

With the rapid development of The Times and the rapid development of new media communication technology, the emerging digital media can be widely used in the current society, which has a direct impact on the traditional forms of communication. At present, the communication of Inner Mongolia national culture has been combined with new media, but there are some limitations in practical application, and the advantages of new media have not been given full play. In recent years, although the spread of the national culture of Inner Mongolia have achieved good results, its rich and unique national culture was known to the outside world, but compared with other regions in terms of national culture, in all aspects of national culture spread in Inner Mongolia has obvious flaws, therefore, to enhance the effect of the national culture dissemination, Inner Mongolia region must strengthen the study of new media, in all aspects of national culture spread degree full use of new media technology, improve and optimize the national culture dissemination way, in order to truly realize the inheritance and innovation of national culture in Inner Mongolia.

2. THE SIGNIFICANCE OF NEW MEDIA IN THE DISSEMINATION OF INNER MONGOLIA NATIONAL CULTURE

With the help of new media, Inner Mongolia national

culture can be better inherited and innovated. Inner Mongolia national culture is formed in the long-term historical development and accumulation, in which many unique cultures are based on the object as the carrier, but in the course of history, many cultural relics are inevitably damaged. In the role of new media, this aspect of the problem can be effectively solved. In the process of new media communication, a variety of advanced technologies are often integrated, such as digital technology, which can implement digital processing and utilization conversion for some representative cultural relics of Inner Mongolia nationality. It is of great help to the dissemination of Inner Mongolia national culture in modern society to complete the technical processing of reproduction and restoration, expand the display form of Inner Mongolia national culture, and further strengthen the historical retention time and integrity of Inner Mongolia national culture.

3. ANALYSIS OF THE ROLE OF NEW MEDIA IN THE COMMUNICATION OF ETHNIC CULTURE IN INNER MONGOLIA

3.1 Strengthen the timeliness of ethnic culture communication in Inner Mongolia

Inner Mongolia is mainly located in the frontier area of China, which is relatively remote, which leads to regional restrictions on the dissemination of Inner Mongolia's ethnic culture. Under the communication mode of new media, the spatial restrictions in the process of Inner Mongolia national culture communication have been completely broken. In the era of new media, communicators can spread Inner Mongolia's national culture to all regions of the country and even the world in digital form through advanced network technology, without being limited by the region, which effectively strengthens the timeliness of Inner Mongolia's national cultural communication.

3.2 Expand the breadth and depth of the dissemination of Inner Mongolia's ethnic culture

In the process of ethnic culture communication in Inner Mongolia, one of the main advantages of new media is that it can break through the limitations in time and space and improve the breadth and depth of ethnic culture communication in Inner Mongolia. Through the combination of Inner Mongolia national cultural communication and new media form, cultural communication in the world can be realized instead of being confined to the local area, which can further improve the external recognition of Inner Mongolia national culture and promote the improvement of Inner Mongolia national cultural influence.

4. EFFECTIVE STRATEGIES FOR ETHNIC CULTURE COMMUNICATION IN INNER MONGOLIA UNDER THE BACKGROUND OF NEW MEDIA

4.1 Improve the investment model of cultural communication

At the present stage, the mode of investment and development under the guidance of the government is mainly adopted for the national cultural communication in Inner Mongolia. Under such a mode, the smooth implementation of the task of national cultural communication in Inner Mongolia can be ensured. However, due to the lack of consideration for the needs and preferences of the target of communication, it is difficult to achieve a better communication effect. At the same time, the investment mode under the guidance of the government can drive the overall social resources is not much, cannot really achieve the multi-dimensional coordination effect of Mongolian national culture communication. Moreover, the rapid development of communication concepts and technologies will greatly increase the cost of national culture communication by the government. Along with the continuous development of social economy and cultural industry comprehensive revival, in the process of development in the future, in Inner Mongolia during the transmission of national culture, should be more to go into a lot of social capital, as far as possible to know the market rules, and clear the audience demand of folk open more resources of national culture, social capital by the social capital have the characteristics of flexibility and diversity, to build a three-dimensional cross national culture dissemination pattern, for the spread of Inner Mongolia national culture in the future to lay the solid foundation.

4.2 Establish a digital platform for cultural communication

In recent years, weibo, WeChat the rise of social networking platform, make more and more areas such as choice through this platform to spread national culture, in fact, these platforms for the transmission of ethnic culture more belong to the scattered state of fragmentation, and for the establishment of Inner Mongolia national culture dissemination of digital platform is fully considered systematically. Comprehensive and professional communication. To be specific, this platform is mainly a national cultural information database established based on network communication and cloud storage, which can be effectively stored. Collection, display and application of rich functions. In practical application, this platform can input and store related resources of Inner Mongolia national culture through digital technology, and establish a digital library of Inner Mongolia national culture. Digital museums, combined with emerging 3D technology and VR technology, restore those cultural relics that have disappeared in the long history, and realize the recording and preservation of intangible cultural heritage. In this platform, institutional users and individual users who have completed registration can upload various media forms of Inner Mongolia ethnic culture resources, such as pictures related to Inner Mongolia ethnic culture, on the platform.

Through the initiative of network users, the platform can realize the expansion of the information collection function, so that the platform can display more and more rich Inner Mongolia ethnic cultural resources, to meet the user's different personality needs in all aspects.

4.3 Optimize the brand strategy of cultural communication

In the process of spreading ethnic culture, Inner Mongolia should base on the local ethnic characteristics, take the grassland culture and the "three little" ethnic culture as the main communication direction, and strive to expand the cultural brand advantage, and establish more high-quality cultural projects through the brand marketing with ethnic characteristics. In this process, we must take the protective development of Inner Mongolia ethnic cultural resources as the key work, pay attention to the in-depth exploration of the connotation of characteristic ethnic cultural resources, carry out scientific and reasonable planning for the cultural industry chain, and attach importance to its cultural value and economic value. In order to further strengthen the effect of brand marketing, we should fully grasp all the links that can communicate with the audience, such as brand promotion in the exhibition. Social media features topics, etc. That is to say, the focus should be on the communication and cognition of brand symbols to spread culture to the hearts of the domestic and foreign audiences through brand symbols. We must correctly realize the importance of branding strategy, which is also the key way to strengthen the dissemination of Inner Mongolia national culture.

4.4 Expand the value chain of cultural communication

With the breakthrough of new media technology today, in the process of spreading national culture, Inner Mongolia should fully grasp the communication characteristics of new media technology and combine the actual situation to extend and expand the economic value chain of ethnic cultural resources in Inner Mongolia. In practical application, the audio-visual technology of new media should be rationally utilized to promote national cultural resources. Audio-visual transformation of products and services; To grasp the market development needs, combined with the rapid development of the network game and animation industry, strive to create a culture with the characteristics of the Inner Mongolia national culture as the theme of the network game and animation; In recent years, 3D multi-dimensional digital technology has been widely used to further strengthen the experiential communication of national cultural resources. Give full play to the role of database technology and data-oriented application thought, and enlarge the ethnic cultural resources and industrial value chain of Inner Mongolia as far as possible, so as to bring favorable conditions for the dissemination of Inner Mongolia people's culture.

5. CONCLUSION

In a word, in the context of the new era, the extensive application of new media has put forward higher requirements for the dissemination of ethnic culture in Inner Mongolia. In the future, in the process of the development in Inner Mongolia have to all aspects of the application of new media to spread national culture, give full play to the advantages of new media, strengthen the

relationship between new media and spread national culture, innovation culture transmission path, explore in practice to a more suitable for their own national culture dissemination way, so as to effectively improve the efficiency of the national culture spread and strengthen the influence of the Inner Mongolia national culture to the outside world.

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Overview of The Current Situation of Online Games Under COVID-19

Fangya Xiong, Bing Zhang*

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

**Corresponding Author.*

Abstract: Online sports' meeting is helpful for people to do proper physical exercise at home. Under the COVID-19 epidemic, all people are closed and isolated at home, so all kinds of offline sports events cannot be carried out. People's physical exercise relies on the online platform. On this platform, people carry out activities in a variety of ways. This paper systematically introduces the phenomenon of online sports meeting under the COVID-19 epidemic, and provides some reference for the following research on the sustainable development of fitness sports meeting on the cloud.

Key words: COVID-19; Online sports meeting; Current situation

1. THE BACKGROUND OF ONLINE GAMES UNDER COVID-19

In China since the end of 2019 will be found coronavirus, almost all social and sports activities, press the "pause" in a "closed" environment, people's physical health problems have become urgent problems, also hit the whole sports industry at the same time, people also only the network, the social party, games, cell phone has completely influence teenagers to a normal life.

In this case, in order to make the national physique to get a healthy and comprehensive development, thus all parties held a variety of online sports. Online games can help people to occupy the right exercise, under the new crown outbreak, all the people were closed home quarantine, and all sorts of offline sporting events also cannot get, people's physical exercise is dependent on network platform, so by the outbreak, in some respects to the online alternative offline, especially in the field of sports more, the combination of both as people life rhythm speeding up and the rising demand for health, online or offline integration will inevitably become the norm of life in the future. Until today, all kinds of sports activities are still held on the Internet. In the future, online sports games will continue to develop. Therefore, the research on the current situation of online sports meeting under COVID-19 will be of great reference and research value for the future development of online sports meeting and sports industry.

2. THE CURRENT SITUATION OF THE ONLINE GAMES UNDER COVID-19

As for the current situation of the online games under COVID-19, they are classified as follows:

2.1 Initiator

Since the entire population was quarantined during the epidemic, students learned through online platforms, but cultural affluence ensured, and physical health was especially important. Therefore, most of the scope of the

development is initiated by various schools, which are divided into primary schools, middle schools and high schools due to different age groups and different students' abilities.

However, this does not mean that these activities are initiated by schools only, but also by provinces. For example, an online parent-child sports meeting was held in Hubei province during the epidemic.

As people's quality of life is improving day by day, they are also paying more attention to their health. Therefore, a variety of activities has been launched to guide and urge people to exercise during the closed period of the epidemic.

2.2 Scope

Different initiation objects face different initiation objects. Initiated by the provinces, the face is the people of the country or the provinces. The activities initiated by the school are generally online sports meeting aimed at students' physical fitness exercise, so this kind of activity is more for individual students. Initiated by each unit is the face of each employee initiated online sports.

People's home isolation has led to increased contact between children and their parents and relatives, and in order to get the whole family involved, various parent-child sports have been organized. For example, the parent-child sports meeting in Fujian Province, such as the Sports meeting in network, aims to make children and parents participate in it, enhance their relationship, and achieve the goal of fitness for all.

2.3 Category

Since the modern society, the country attaches more and more importance to physical exercise, people are more and more aware of the importance of physical exercise, the country's sports infrastructure is increasingly improved, and people can exercise more and more types. So although people home isolation, but the content of online sports is also rich and colorful.

For primary school students, more is a simple exercise. For example, the sit-ups in Chongqing Jiefang Primary School and the one-minute rope skipping and shuttlecock kicking in Jianping Lingang Primary School are all simple sports that students can participate in at home. Moreover, these simple sports are highly interesting and make children participate in them highly. Junior high school students are in better physical condition than primary school students, so most of them are plank sit-ups and so on. For high schools and universities, it is more diverse, such as football and volleyball.

For the national online games are more fitness and bodybuilding projects, such as Burpee, broadcast

gymnastics, of course, there are the elderly more like Tai Chi, five-step boxing, Tai Chi and so on. Not only physical exercise, but also mental exercise, such as Go.

2.4 Manner

Although online games are carried out through the network, but the network is also divided into different types. The games are usually held online in the form of recorded videos, which are judged by supervisors. If enough time, through Tencent conference and other live video link, on the spot to judge. Also can use the clock small program to achieve the purpose of supervision, to help supervisors reduce the burden. Of course, in addition to these, there are other methods under the development of technology. For example, Hangzhou University of Electronic Science and Technology uses AI technology in the APP to supervise. It will automatically determine whether the action standard is in place and automatically record the quality and quantity of the action completed.

3. QUESTIONS ABOUT THE ONLINE GAMES UNDER COVID-19

After looking up a lot of information, I think there are the following problems in the online games under COVID-19. After the release of the project, participants could not judge whether their actions were standard planning, but could only conduct self-reflection and cognition by concluding comments. However, on-the-spot correction and evaluation will give participants more timely and standard evaluation, and participants will be impressed by this, reducing the occurrence of residual errors. In addition, in the process of completion, if participants have physical discomfort, they cannot get timely and accurate diagnosis. Moreover, the diagnosis results searched by participants on the Internet cannot be guaranteed to be accurate. If serious but not timely seek medical treatment, sequelae and complications may occur in the future. For sports events, there are some differences between face-to-face and online events, which may bring different experiences, good or bad.

In today's era of advanced science and technology, photo editing and other functions are becoming increasingly powerful, so it is not certain that the participants in the video or photo are themselves. This makes it a bit harder for regulators to judge, and undermines the aim of the online games to improve the quality of the population.

Although today's sports facilities are better built, online games may seem stiff to ordinary families. Every family may not be well prepared for the equipment, so it may happen that the pot will replace the badminton racket, and the replacement of this kind of equipment will more or less affect the participants' experience. Moreover, for home isolation, there is still a gap between the site and the outdoors, which can also affect the experience to some extent.

4. ONLINE GAMES UNDER COVID-19 COUNTERMEASURES

The function positioning of advanced cloud sports meeting, through research, field investigation and other online sports meeting function scientific and reasonable positioning. Then, the operation mode is simulated and adjusted to build an intelligent sports service platform and

continuously simulate and adjust, so as to solve new problems in cloud sports and gradually form an ecological chain of online and offline integrated sports and fitness games.

5. SUMMARY AND ENLIGHTENMENT OF THE CURRENT RESEARCH ON ONLINE SPORTS MEETING UNDER COVID-19

To sum up, I make the following conclusions and comments on the research on the current situation of online sports meeting under COVID-19: First, online sports meeting under COVID-19 has a large number of activities and a wide range. The aim of the program was achieved, so that the people who were quarantined at home got good exercise during the epidemic, and the family atmosphere was invigorated, bringing joy to the people in the epidemic. Secondly, in the case of imperfect equipment and facilities, people used wisdom to find the replacement of equipment and equipment, and successfully completed the sports events. In addition, it also tells us the importance of the existence of the network today, the necessity of the existence of online sports meeting, the possibility of improving online sports meeting.

Therefore, the research on the current situation of online sports on COVID-19 is of great help to the research on the development of fitness sports on the cloud from the perspective of COVID-19.

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Research on The Factors and Motivation of Disabled Students Participating in Sports in Colleges and Universities

Yi Ning

Department of physical Education and Research, Changchun University, Changchun, Jilin, China

Abstract: Physical education needs refer to the psychological reflection of people's objective requirements on physical education. It is a basic content of the spirit of sports life, and also the main psychological motivation of all sports life behaviors. The needs of disabled students for physical education are more urgent than that of able-bodied students. The development of physical education for disabled students can not only enhance the physical fitness of disabled students, improve and enhance physical function, but also achieve the goal of social adaptation of school physical education through physical activities, and demonstrate their creativity and value. Understanding the physical education needs of disabled students can promote us to earnestly pay attention to extracurricular activities, create a good physical education atmosphere, meet the physical education needs of disabled students, and promote their psychological development to a higher level of physical education needs.

Keywords: Colleges and universities; Students with disabilities; Sports participation; Motivation stimulation

1. INTRODUCTION

Motivation can be described as an intrinsic drive that forces an individual to take action. Sports motivation is not only a static psychological construction, but also a dynamic process. Frequency from more to less for the enhancement of physical fitness, happy mood, make friends. No students thought that physical exercise was not beneficial. The physical education needs of disabled students for being happy and making friends are basically the same as those of able-bodied students, except that disabled students pay more attention to the health value of physical education than able-bodied students. In addition, the family's sports behavior, sports skills and their help and care will also affect the motivation and confidence of the disabled students to participate in sports. The family is the cell of the society, and all kinds of influences and effects of the outside world will affect the disabled students through the family, especially the disabled students participate in sports activities, which depends on the help and support of the family to a large extent. In foreign countries, one-to-one or two-on-one special physical education teaching is largely dependent on the assistance of student volunteers, which is also a method worthy of our learning. The difference in the attitudes of students who participate in sports camps for the disabled and those who do not participate in sports camps for the disabled shall be handled by social instructors, students

with special physical education skills or students. Before taking up the post, volunteers should be trained and guided first. On the one hand, the theoretical level of volunteers should be improved, especially the theory of sports learning, technical principles, protection and help knowledge, etc. On the other hand, attention should be paid to improve the organizational management ability of volunteers, to help disabled students do a good job in organizing extracurricular sports activities. In addition, colleges and universities should give full play to the role of the school doctor, under the guidance of the school doctor to make a scientific exercise prescription, to avoid those difficult sports, and periodically increase the exercise load. School doctor should also periodically do medical examination for students with disabilities, and combining the disabled students' subjective feeling together form feedback, thus the exercise prescription of disabled students timely supplement, properly adjusted, to ensure the benign development of sports effect, so as to overcome their own obstacles, improve the ability to adapt to life, improve disabled students' physical fitness, improve immunity, improve the psychological condition.

2. FACTORS INFLUENCING THE PARTICIPATION OF DISABLED STUDENTS IN UNIVERSITIES

For the special group of disabled students in colleges and universities, their special physical and psychological characteristics affect their participation in sports. Their individual differences are large, their abilities are uneven, and their development degree is different, which is bound to bring difficulties and influence to their participation in sports. Disabled students themselves also believe that their physical and psychological states affect their participation in sports, economic conditions and learning burden have little impact on sports participation, and the subjective factors of students' physical and psychological state play a decisive role. Physical and psychological conditions are objective physiological characteristics and the basic factors that objectively affect sports participation. The difference of physical and psychological factors indicates that the influence of psychological factors on sports participation is greater than that of physical factors. The participation of disabled students in sports should attach importance to psychological education, so that they can get the courage and confidence to participate in sports, success and happiness, so as to enhance physical fitness and actively participate in sports participation.

According to the different levels of influence, the external factors are divided into three aspects: macro factors, social

relations factors and concrete factors. As the primary problem that students with disabilities face is to choose the exercise program suitable for their own conditions. The unsuitable sports program is the primary reason that many students with disabilities think affects their participation in sports. Classmates, friends and other sports partners are the most important social groups for disabled students to participate in sports, and their influence degree ranks the second, while the influence degree of sports guidance on disabled students' sports participation ranks the third. The higher the requirement of teachers' comprehensive quality is, the higher the education can be, only when it is combined with science. Due to the physical particularity of thousands of disabled students, we should pay more attention to science in the teaching process, in order to enhance the physical quality and psychological quality of disabled students, in order to have better teaching effect. To develop the participation of disabled students, it is necessary to train a team of teachers with certain professional qualities. From the analysis of the sources of physical education teachers for disabled students, they mainly come from physical education teachers for sound students, but it is still necessary to further cultivate and improve professional knowledge, carry out on-the-job training, and improve teachers' teaching ability and scientific research ability to take physical education for disabled students.

3. MOTIVATION OF DISABLED STUDENTS' PARTICIPATION IN SPORTS IN COLLEGES AND UNIVERSITIES IS STIMULATED

On the whole, the participation of disabled students in sports in colleges and universities is in a blind and disordered state, because the participation of disabled students in sports has been on the edge of sports in colleges and universities for a long time. There is no correct concept of disabled students' participation in sports, and they do not care about the normal needs of disabled students from a deep level. According to this factor, it is urgent to propose reasonable motivation for disabled students to participate in sports. The participation of disabled students movement develops with the development of education for disabled students. However, the participation of disabled students' movement has been criticized since its birth. Until today, many people still do not understand the participation of disabled students' movement. Through physical education, the physical and mental development of disabled students will be healthy. The practice of complex movements can enable the disabled students to overcome various physical and psychological obstacles and difficulties, and to hone and cultivate willpower qualities such as diligence, courage, tenacity and perseverance. Through PE theory education, disabled students can master the knowledge of sports, health care and disease prevention. Through teaching competition, students with disabilities can be trained to make progress, strive for progress, win not arrogant and not suireness, for the collective honor to fight for the good moral fashion. It can be said that the opening of physical education for disabled students is an effective way to enhance the physical fitness of disabled students and

improve their ideological and moral qualities. Although students with disabilities are not disproportionately represented in schools and vary in physical condition, this is no excuse for not offering physical education to them.

3.1 Improve the physical education teaching quality of disabled students

The physical education curriculum for disabled students has not been set up reasonably at present. The participation of disabled students' movement in colleges and universities not only educates disabled students, but also has educational significance to the society. In other words, the participation goal of disabled students' movement in colleges and universities includes not only individual goals but also social goals. Develop a strong will. The social goal of the disabled student's movement is to promote social civilization and promote educational reform. Physical education materials for disabled students should be linked with the cultivation of disabled students' abilities and practical needs in the future, and with lifelong physical education for disabled students. The teaching material should emphasize acceptability, scientific nature, highlight fitness, entertainment, interest, lifelong sex and practical, while compiling the teaching material can also refer to the physical education teaching material of the special education school.

3.2 Standardize the teaching content

Through the field survey, the physical education courses of disabled students in most schools are quite random, untargeted and special, and what they can only consider is to set some soft and slow sports items, such as Taijiquan, Qigong and so on. What we usually see is just getting these students together and doing exercises in some kind of regimen program. Disabled students need reasonable and scientific physical education teaching content. In addition, the teaching content should not be separated from social life. In the survey, it is found that the physical education teaching content of disabled students seldom involves social life experience. Sports originates from the society, as a social phenomenon, and has a hard relationship with the society. At present, the participation of disabled students in colleges and universities only starts from cultivating individuals, aims at teaching sports skills and strengthening students' physique, so that students can passively adapt to social development. Disabled students are less likely to participate in social life due to physical reasons, while disabled students' participation in sports in colleges and universities fails to bring its social effect into play, so the current teaching content is in urgent need of standardization.

3.3 Determine the amount of physical activity and exercise intensity suitable for disabled students

How to determine the appropriate amount of physical exercise for disabled students is the most important content in the implementation of teaching. Exercise intensity is the most important factor to determine the amount of exercise in the exercise prescription. Improper choice will also lead to adverse consequences. The amount of exercise is the product of exercise intensity and exercise time. The two are interrelated. In other words, if the total energy expenditure of the activity is equal, the

improvement in physical fitness of the activity completed at lower intensity and longer duration is similar to that at higher intensity and shorter duration.

3.4 Reform of traditional teaching evaluation methods

Physical education evaluation plays a guiding, regulating, motivating and identifying role in physical education learning of disabled students. The evaluation of physical education performance of disabled students should be carried out in a multi-dimensional way, combining qualitative and quantitative evaluation, process and result, absolute evaluation and relative evaluation. Diversified evaluation methods should be paid attention to, including language evaluation, object evaluation, emotion evaluation and skill evaluation. In the evaluation of the disabled students to give positive encouragement, so that disabled students feel the joy and happiness of success, so as to actively mobilize the learning enthusiasm and initiative of disabled students. Disabled students in colleges and universities extracurricular sports participation is low, in order to improve the extracurricular sports participation of disabled students, schools should organize all kinds of disabled students to attend school from the angles of sports activities, in addition to the morning exercises, the lesson hold, should also be held for students with disabilities to participate in sports, sports, etc., the school also can organize student sports clubs or disabilities students sports clubs, etc. When organizing extracurricular sports activities for disabled students, attention should be paid to the choice of sports items, the organization and guidance as well as safety protection.

Disabled students have different physical conditions and physical conditions, so it is not easy to arrange their physical education teaching one by one. Therefore, only by engaging in physical exercise scientifically and maintaining the functional level to the greatest extent, can students' physique and willpower be strengthened, which requires the formulation of sports prescriptions suitable for students' actual physical conditions. By the thousand exercise prescription has the scientific, the individual case characteristic, the implementation may have the scientific fitness and the rehabilitation double effect. In the formulation, we should make full use of the medical role of the school hospital, under the guidance and help of physical education teachers and volunteers, according to the physical condition of disabled students. It can be seen that physical education teachers need to pay more patience, love and painstaking efforts in teaching disabled students, take more care in teaching content and teaching methods, and do not enjoy extra special treatment, but they did not complain, which reflects the noble quality of physical education teachers, regardless of personal gain and loss, to bear the burden of hard work.

3.5 Provide preferential treatment for students with disabilities

Students with disabilities do not receive any special treatment compared with able-bodied students through universities. A survey of the equipment and environment on which students with disabilities were most dependent for sports found that students with disabilities did not have priority access to sports equipment and venues, and did

not have special free or preferential access to sports equipment and venues. It can be said that colleges and universities do not pay attention to the physical exercise of disabled students, do not proceed from the reality of disabled students, to provide special treatment to encourage and help disabled students to participate in sports, this is the university in the disabled students lack of consideration in sports participation. The physical education instructor of disabled students should teach them the safety knowledge of physical education. Warm-up and relaxation exercises should be done before and after the exercise, and various safety precautions should be taken. The instructors should also learn the common sports injuries and first aid knowledge of disabled students and do a good job of sports safety for disabled students. And did not enjoy extra special treatment, but they did not complain, which reflects the physical education teachers regardless of personal gains and losses, the noble quality of hard work. Physical education teachers of disabled students in colleges and universities, compared with physical education teachers in special education schools, physical education teachers of disabled students in colleges and universities have the same work intensity and time input as teachers in special education schools, but the policy treatment of physical education teachers of disabled students in colleges and universities has a blank spot here. In colleges and universities, there should be certain preferential policies for the treatment of thousands of teachers engaged in the movement of disabled students, including allowance for disabled teachers, scientific research projects, professional title evaluation and other aspects, and appropriate consideration should be given to them. Policies and opportunities should also be provided to create a platform for them to study outside and broaden their horizon. In a word, the care for teachers should be put into practice, which will improve teachers' work enthusiasm, promote them to work hard, and make greater contributions to the participation of disabled students in the movement.

4. CONCLUSION

There are few physical education classes for disabled students. Sports are difficult to choose. The primary problem that the disabled students face when they carry out sports activities is to choose the sports items that suit their own conditions, which is also the problem that the physical education teachers face in the choice of physical education teaching content. Students with disabilities need the help of sports instructors to carry out sports scientifically and effectively. Often the psychological factors of disabled students have more influence on sports participation than physical factors. The school does not pay enough attention to the participation of disabled students in the movement, the rules and regulations are not implemented, the organization and management system is not sound, and the publicity work is not in place. Less available for students with disabilities to participate in school sports, besides some schools require students to the morning exercises, the school has neither disability, the student sports organization is not disabled students sports clubs, and other available for disabled students to

participate in the school sports activities, and the school sports game is not disabled students can take part in the project.

It is irresponsible to ignore the participation of disabled students in sports. In schools, it is inappropriate to exempt disabled students from PE classes. Therefore, we must set up a good physical education for disabled students, pay attention to and strengthen the participation of disabled students in sports. In order to do the physical education work of disabled students well, schools must strengthen the training of disabled students' sports participation teachers and improve the quality of teachers. Schools should make sports priority cards for disabled students, so as to provide disabled students with priority or free access to field equipment, so as to encourage disabled students to participate in physical exercise. For disabled students to carry out a variety of extra-curricular sports activities, hold sports games suitable for disabled students to participate in the project, and should pay attention to the acceptability of sports activities, scientific and interesting, in order to promote disabled students to participate in more sports.

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Research on the Development of Traditional Sports Resources of Ethnic Minorities in China

Guang Liu

College of Physical Education, South-Central University for Nationalities, Wuhan 430074, Hubei, China

Abstract: With the development of society, our country's education is constantly reforming, whether it is three-level curriculum management or quality education reform, its original intention is people-oriented, everything for the sake of students, let students better develop their personality. Curriculum resources are fundamental in the reform. The development of school-based curriculum resources for traditional ethnic minority sports can fully promote the development of students' personalities, especially those from ethnic minority groups. Based on the classification of physical education curriculum resources, this paper investigates and analyzes the development status of traditional minority physical education school-based curriculum resources in Minzu universities from six dimensions.

Key words: Ethnic Minorities; Traditional Sports; Resource Development

1. INTRODUCTION

In this era of rapid expansion of information, people have to constantly update their knowledge and change their ways, but people are always the master and disseminator of knowledge and technology, and human resources are still the embodiment of the country's soft power and comprehensive national strength. The human resources of traditional minority sports school-based curriculum mainly include: school leaders, physical education teachers, students, local minority traditional sports folk artists and other available human resources. Physical education teachers play a vital role in both teaching and development of physical education curriculum resources. They are both implementers and leaders. Although teachers in universities cannot satisfy the development of school-based curriculum resources of traditional ethnic minority sports, school-based curriculum resources of traditional ethnic minority sports have been developed and existing teacher resources have been fully utilized to carry out the development of school-based curriculum of traditional ethnic minority sports. Through the interview that: physical education teachers have not been fully developed and utilized for many reasons, such as: lack of enthusiasm of teachers, school leaders do not support, students have no enthusiasm and so on.

2. DEVELOPMENT OF FOLK ARTISTS OUTSIDE TRADITIONAL SPORTS OF LOCAL ETHNIC MINORITIES

Only 9% of the schools are located in areas without folk artists of traditional ethnic sports, and the remaining 91% of the schools have folk artists of traditional ethnic sports. Although the number of folk artists varies from region to region, there are many or many folk artists in some regions,

and some are ordinary or few, but there are folk artists of traditional ethnic sports. Among the 81 local schools with folk artists, only 19 schools make full use of local folk artists to train their teachers and students, accounting for only 23.4%. The remaining 76.6% schools have good human resources outside the school, but do not develop and utilize them.

Our country advocates people-oriented, also reflected in the education of our country, both culture courses and physical education curriculum, all the students as the center, and sports and health curriculum standard (2011) also pointed out that the schools should be combined with the local course resources, the characteristics and students' interests to organize the implementation of teaching. Since it is student-oriented, students should play an important role in the development of school-based curriculum resources of traditional ethnic minority sports. Students are the implementers of school-based curriculum of traditional ethnic minority sports. Only with the participation of students can courses suitable for students and students' interests be developed. Among the schools surveyed, students with traditional ethnic sports skills were evenly matched with those without. Among the schools with special students, only 28 universities have brought into full play the special features of traditional minority sports students, accounting for only 62.2% of the schools with special students. Among the students in minority areas, some schools even have minority students accounting for more than 80%, but there are no students with minority traditional sports skills, while those with special skills do not give full play to their role. Only 31.5% of the students participated in the development of the school-based curriculum resources of traditional ethnic minority sports, which fully indicates that the development of school-based curriculum resources of traditional ethnic minority sports has not been fully student-oriented nor fully utilized

This human resource.

2.1 Development of other sports resources

Although PE teachers and students are the core human resources for the development and utilization of traditional school-based curriculum resources of ethnic minorities, the attitude of school leaders often determines the development path of each curriculum. According to the survey, only 3.4% of the schools believe that the attention of the leaders will not affect the development of the school-based curriculum resources of traditional ethnic minority sports, which shows that the attitude of the school leaders plays a crucial role in the development and utilization of the school-based curriculum of traditional ethnic minority sports. The leaders of the schools

surveyed were not very optimistic about the importance they attached to them, with only 1.3% of the schools that did or very much attach to them. Through on-the-spot investigation and interview at the university of physical education teachers, found that part of the university of leadership main focus was on the college entrance examination, and no attention to the students real physical and mental health development, still think sports curriculum is dispensable courses, there are no hard and fast rules of traditional minority national sports school-based course must be carried out, so more ignored. Aware through visiting survey: national ideas of parents and students are still more traditional, think that the university entrance exam is to determine the fate of children, so that the child's all thoughts should be put on learning, and even some drop out of the child's parents think it useless to go to school, and you can't feed, children make it work to maintain the livelihood of home. Most parents do not realize that it is very important for children to grow up healthily. Sports is a crucial course for children's growth, so parents' support is not high. However, parents in relatively developed cities are exposed to more new things and ideas, and hold a supportive attitude towards students' participation in the development of traditional minority sports school-based curriculum resources.

2.2 Development status and Analysis of sports venues and equipment resources (inside and outside the school)

Sports venues and equipment are the necessary material conditions for carrying out physical education courses. Of course, traditional ethnic minority sports also need venues and equipment, which is one of the important guarantee conditions for carrying out school-based curriculum of traditional ethnic minority sports. After The Beijing Olympic Games, China's sports undertaking from a sports power to a sports power forward, with the reform of the sports system, China attaches more and more importance to mass sports, only from the point of view of the public sports venues have made great progress. According to 2018 statistical yearbook data: the public sports venues in 2017 than in 2016, more than 11833 sites, including the gym more than in 2016, 100, the national fitness activities center more than in 2016, 19, 2017, supplemented by the township sports fitness project 1178, 11631 village farmer sports fitness projects, the national fitness route engineering, 1091. So the present stage of the university for nationalities and the surrounding venues, the status quo of equipment?

2.3 Development of campus resources for traditional ethnic Minority Sports courses

In general physical education, there is basically no need to worry about equipment, because there are explicit rules on what equipment the school must be equipped with, and the Education bureau will regularly monitor the quality of school physical education work. However, there are no hard and fast rules on the equipment needed for traditional sports of ethnic minorities, so they are less optimistic. The situation of the equipment is better than external situation, although there is no equipment and equipment less is 13.5% higher than outside the school, but for the equipment utilization is higher than 3%, that although there are half

of the schools that equipment can not meet the development of traditional minority national sports school-based curriculum resources, but for the use of equipment resources situation is better.

3. DEVELOPMENT STATUS AND ANALYSIS OF SPORTS SCHOOL-BASED CURRICULUM CONTENT RESOURCES

There are many ethnic minorities in ethnic regions, and there are also many traditional ethnic minority sports spread among the people. Some of the sports are similar to each ethnic group, or have become the official competitions of the national ethnic minority Sports Games. Through the interview, we know that the reason why we start the board race and the high foot race is that we can take part in the competition and get honor. Students and teachers have goals and motivation. There are 18 schools that make full use of the most distinctive traditional sports of the local ethnic minorities, among which 9 schools carry out traditional sports of the Miao ethnic minority, including miao wrestling, Gedongshui Drum dance in Jianhe County, bamboo pole dance, backrow wooden drum dance and Duzhu drifting. There is only one school that carries out traditional sports for Dong minority, which is dong wrestling. There is a school that carries out the traditional sports of the aquatic minority, which carries out the aquatic bamboo ball. The Bouyei chaff dance took place at a university. Tujia waving dance is held in three schools of Tujia nationality. "Dozen meel eggs of gelao nationality also has three schools to carry out. It is not difficult to see that 61.1% of the schools choose dance. According to the interview, dance projects can not only enable students to achieve the purpose of exercise, but also have no high requirements on venues and equipment, and some projects even have no equipment. Moreover, dance and dance are the most popular projects of ethnic minorities in national festivals, with a broad mass base. However, some after-school training has not been fully developed. One reason is that students do not have good self-control ability. The other reason is that teachers should consider the safety of students.

3.1 Sports information resources

Now is an era of big data, information sources are very extensive, but physical education teachers are still mostly adapted to the traditional mode of information transmission, such as: body surface wall chart, blackboard diagram, oral narration, multimedia and other ways. Few make use of the Internet to transfer knowledge to students. Through the questionnaire survey, it is found that most of the ways for teachers to acquire the knowledge of traditional minority sports are sports books, sports periodicals, the Internet, quality sports classes, TV, newspapers, watching competitions, etc. Teachers improve the teaching skills of traditional ethnic minority sports by attending training classes, watching quality classes, watching the Internet and watching TV, and some learn from folk artists and reading relevant books to improve their teaching skills. The degree of support from the education functional departments of the national government, the degree of importance attached by the leaders of the Education Bureau, and the degree of

importance attached by the school leaders have always been an important factor affecting the development of school physical education. It is known that college physical education teachers of ethnic minorities basically have the most basic understanding of traditional minority physical education school-based curriculum, but do not have in-depth understanding and research on relevant theories, knowledge and skills, but to a certain extent, this determines the physical education teachers' physical education school-based curriculum development ability.

3.2 Material resources of the School

64.1% of teachers believed that school material resources would affect the development of school-based curriculum resources of traditional minority sports. The material resources are the material basis of the development of the traditional school-based curriculum of the minority nationalities physical education. The material resources of physical education generally include all the available sites and equipment of the school. Along with our country's education reform, the sport is also more and more attention, and the sports venues and equipment are put forward the corresponding requirements, and evaluate the quality in the school sports work every year, but the traditional minority national sports, and there is no such requirement, so the development of traditional minority national sports in school slowly. The common phenomenon is that there are few sites and equipment used for the school-based curriculum of traditional ethnic minority sports, which cannot meet the needs of the development of the school-based curriculum of traditional ethnic minority sports. As for the venues and equipment around the school, the utilization rate is not high due to the consideration of the safety of students. The main source of local schools' financial resources is the local government, and China's economic development has a strong regional character. Most of the course teaching, teaching and research activities, training and competitions need financial support. Only with a certain financial basis can we better develop school-based courses, especially those with backward education. If we want to develop education, we must first inject some financial resources to better develop the local traditional culture. According to the survey, 69.6% of the teachers believe that financial resources affect the development of school-based curriculum resources. Most of the physical education teachers say that even if the government funds schools to develop physical education, some schools will not use the funds to develop physical education. Or even in the physical education, because there are few competitions in the traditional sports of ethnic minorities, there will be few honors, so the funds will not be used in the development of traditional sports of ethnic minorities. In the era of big data, information sources are very extensive. It is understood that the main ways for ethnic college PE teachers to acquire knowledge and skills are sports books, the Internet, TELEVISION, newspapers, watching games and so on.

4. CONCLUSION

The traditional sports resources of ethnic minorities are rich, and each region has its own characteristics. Common

among every nationality are dragon dance, lion dance, wrestling, shooting crossbow, dragon boat race, high foot race, gyro, martial arts and ethnic songs and dances, etc. There are also the special events of each nationality, such as "Beating meel eggs" of Gelao nationality, "backpadding-wood dance" of Miao nationality taijiang, "Gedong water dance" of Jianhe, and "waving dance" of Tujia nationality. A total of 89 universities were investigated in this study. Only 63 universities have developed school-based curriculum resources for traditional ethnic minority sports, and 70.8% of them have opened schools. There are some problems in the development and utilization of traditional minority physical education school-based curriculum resources in universities: school physical education is not closely related to social needs, and it is not based on serving the local community; Government education functional departments do not pay attention to, the level of support is small; The resources of traditional minority sports school-based curriculum are not fully exploited and utilized. The project is too unified, and the traditional minority sports school-based curriculum resources are not consistent with the local ethnic characteristics. The concept of development and utilization of PE school-based curriculum resources by school teachers, leaders and students is not clear, which makes the development of traditional PE school-based curriculum resources of ethnic minorities incomplete. In the development process, there are unreasonable phenomena, some schools practice because of the competition, blindly pursue the results of the competition, in order to cope with the superior inspection, only do the data, did not really implement into the school sports, just development in full swing, then put aside, all the resources are all put aside, waste resources. The development of traditional sports of local ethnic minorities and the development of traditional sports of ethnic minorities in each region have an invisible influence on the development of traditional sports of ethnic minorities in schools.

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Research on the Development of Social Sports Major in Colleges and Universities Under the Background of Healthy China 2030

Jiuxiang Li

Social Studies Education, Sunchon National University, Sunchon 57922, Jeollanam-do, Korea

Abstract: Carry out health 2030 outline of Chinese spirit, earnestly implement the health of China's 2030 sports development strategy planning, combining with the current situation of the current university social sports development, analysis of the college social sports development is not professional factors and so on, this government as a whole, is given priority to with regional, highlight the characteristics of university social sports professional development plan, and then through effective means of laws and regulations, organization and management and policy guarantee mechanism, supervision and inspection and examination assessment mechanism, for the economic development of rural areas, sports facilities, sports human resources, Sports activities and sports propaganda work provide relatively equal opportunities and conditions, in order to achieve a certain regional economic coordinated development of community sports facilities configuration number and the way of relative professional social sports construction planning structure is reasonable, the social sports funds investment relative balance, the configuration of the urban and rural social sports workers relative major, the rate of social sports activities to carry out the relative balance, social sports organizations and sports and fitness propaganda work relative to the coordinated development, promote the professional development of social sports in colleges and universities, improve the level of district people's health, to promote the health of China's 2030 make a positive contribution.

Key words: Healthy China 2030; Colleges and universities; Social sports

1. INTRODUCTION

In the social sense, professional development means equality and fairness. Professional development is a dynamic development process, not a static performance, let alone what we call equalitarianism. At the same time, this dynamic development process is manifested through its own differences. Therefore, the professional development of social sports refers to the dynamic process of progressive and coordinated development among various subsystems of social sports. Meanwhile, under the guidance of the ideology of social equality, the professional state of social demand and investment can be reached, and on this basis, the spiraling development process of unbalanced -- balanced -- unbalanced can be gradually realized. Thus realize social sports professional development is the basic embodiment of social rights and equal opportunities, reasonable structure and function of

the social sports organizations, social sports service relative balance of supply and demand are equal social sports resources allocation is reasonable, the social sports resources with high efficiency, social sports function can be better implemented at the same time in order to achieve high quality professional social sports development not only according to the result of social comparison to determine the degree of the realization of the goal, even in the physical body and psychological function, interpersonal function and leisure entertainment function, life and aesthetic function, education function, political function, economic function, The realization of cultural functions and so on.

2. COUNTERMEASURES FOR THE DEVELOPMENT OF SOCIAL SPORTS MAJOR IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF HEALTHY CHINA 2030

The economic conditions of a region are an important guarantee for the development of all undertakings in the region. Only sufficient funds can accelerate the construction and development of all aspects of the region, so is the development of sports undertakings. Though on the whole in the present universities attaches great importance to the coordinated development of economy, but in terms of development of social undertakings of physical culture and sports, colleges and universities focus on rural economy is not very big, another reason is that most of the universities is concentrated distribution in the towns, in all aspects of the social sports in colleges and universities due to attention and devotion are superior to the country. Therefore, under the background of healthy China 2030 plan and under the continuous promotion of national fitness, accelerated coordinated economic development is one of the key means to realize the development of social sports professional. First, the relevant national policies and guidelines should be actively implemented, especially the rural policies should be attached importance to. Second, on the basis of not affecting the normal development of urban economy, the relatively backward rural areas should be given more economic support. Third, formulate relevant welfare policies for social sports development, guide social organizations, companies, enterprises, private and other social forces to participate in the development of rural economy, and broaden the road of rural economic development; Fourth, we should encourage more young people and outstanding college students to actively start businesses in rural areas, so as to add impetus and vitality to the development of rural economy. Five is to make full

use of the green resources, further perfecting the greenway functions, build events tourism consumption scenarios, sports training consumption scenarios, outdoor leisure sports consumption scenarios such as the three ecological green fitness scene, colleges and universities will be into a fitness leisure good place for tourists at home and abroad, sports consumption, promote the development of economy in colleges and universities better. To sum up, in order to have sufficient financial and material support to realize the professional development of social sports and promote the construction of healthy China 2030, it is necessary to coordinate the economic development.

Take the countryside as the focal point to broaden the supply channel of social sports resources. At present, the supply channels of social sports resources in colleges and universities are not too many, which cannot fully meet the needs of residents in colleges and universities for social sports. Especially, the distribution channels in rural areas are more single. Therefore, only by broadening the supply channels of resources, can the construction of social sports be better supported. First of all, in terms of capital input, cities and towns mainly rely on the state and government finance, sports lottery public welfare fund, some associations, companies, enterprises, private and other social forces for sponsorship, while villages mainly rely on the state government subsidies and sports lottery public welfare fund, etc. Therefore, in order to accelerate the development of social sports, we should: One is the welfare of the related policy, actively guide social organization, social forces, such as businesses and private support for rural sports development, swallow the village sports resources disposition way, for this part of the staff and enterprise, the government should give some relevant welfare policy, fully establish good relations of cooperation for a long time, urban also should actively absorb more social groups, enterprises and private and other social forces into the development of social undertakings of physical culture and sports in colleges and universities. At the same time, most of the sports system must first in the whole range of screening of social sports facilities, fitness facilities in a timely manner of damage repair maintenance and consolidation, cannot repair maintenance of facilities should be replaced, make good use of the existing sports resources, through the diversification of sports department and develop the fit with their own funds to develop the sports industry to gather the undertakings of physical culture and sports, to raise their hematopoietic function, increase the supply of social sports resources.

3. SCIENTIFIC PLANNING OF SPORTS FACILITIES AND ESTABLISHMENT OF REGIONAL SPORTS RESOURCE SHARING MODE

The planning and distribution of sports facilities is also an important factor for the development of sports. A scientific and reasonable planning scheme can not only effectively avoid the waste of sports resources, but also improve the utilization rate of sports resources to a certain extent, that is, a mode of regional sports resource sharing can be established on the basis of scientific planning. First of all related departments can according to the situation of

colleges and universities to take social sports guidance of two-way communication, namely the social sports in cities and towns to rural areas social sports guidance services, village social sports instructors, to the city to carry out the guidance work of social sports guidance two-way communication mode, the two areas can be good work plan, can make use of the social sports resources sharing, learn advanced sports fitness methods and management experience; Secondly, it can actively organize and carry out social sports exchange activities or sports friendship competitions to enhance the sports communication between them; Finally, cities and towns can also give some idle sports facilities to areas with relatively backward sports construction, so as to solve the problem that some marginal rural communities have not yet installed national fitness equipment, and in some communities, multiple resident groups share a set of fitness equipment.

3.1 Professional allocation of social sports instructors, and strengthen their capacity building

In the development of social undertakings of physical culture and sports constantly progress and the right of sports and fitness, in the process of social sports instructors, who plays a very important role, can say a number of social sports instructor team and quality is directly related to the region of the development of social undertakings of physical culture and sports and sports and health consciousness of people. At present, the team of social sports instructors in colleges and universities is relatively strong, but the quality difference of regional teams is relatively obvious, especially in rural areas, there is a lack of some social sports instructors with strong professional ability and high cultural quality. Meanwhile, some social sports instructors have not yet given full play to their sports work functions. Therefore, relevant government departments in colleges and universities should strengthen the training of social sports instructors' abilities: actively organize relevant training and lectures, and carry out various training methods to expose them to the latest knowledge. In particular, the training channels of rural social sports instructors should be broadened. Secondly, a sound training class hour system and work assessment system should be established, and relevant policies should be formulated to stimulate their initiative learning enthusiasm. Personnel with poor working ability can also be provided with regular remedial training to continuously improve the working ability of social sports instructors.

3.2 Strengthen the management of social sports workers and improve relevant laws and regulations

Social sports instructors and workers are important organizers and decision makers of social sports development. They directly determine the quality of social sports activities, and indirectly determine the quality of sports development. Therefore, local administrative planning departments should pay attention to the allocation of social sports management staff, especially to attract talents with strong professional ability and high educational level, and appropriately increase the number of social sports department and other functional

departments; Secondly improve the region's sports policy and related laws and regulations and improve the social sports instructors and the sports workers management system and evaluation system, strictly implement skill-grading system, at the same time the government sports administrative departments responsible for strengthening the management, training, assessment, evaluation and supervision of social sports instructors, and make full use of local sports association, sports clubs and community workers and other social forces to promote social sports instructor's work, give full play to social sports instructors and the worker's job functions, constantly promote the development of social sports, to promote the health of China's 2030 construction improve the solid foundation and the safeguard.

3.3 Improve the construction of social sports organizations and consolidate the national fitness organization system

We should pay full attention to sports publicity. For some residents with low education level, we should always be patient and careful, and actively guide them to take the initiative to participate in sports. At the same time, we can also combine the characteristics of rural areas to create sports and leisure camps: Can be implanted in green comprehensive post and demonstration post national fitness path, table tennis table, basketball courts, football pitches, 5 people badminton courts, children's slide track and other sports facilities, and implanted in the dak bicycle, basketball, sports apparel products selling point, build sports, sports salon characteristics such as brand, the national university sports atmosphere, vigorously promote rural residents awareness of sports and fitness, actively promote the development of social sports professional colleges and universities. Sports and life are closely related, so careful organization of influential mass sports competitions with a good mass base and suitable for people of different ages can gradually improve the sports atmosphere and increase the number of sports population in the whole region. Strong brand building activities, promote sports venues open to the public free of charge, and different time periods at the same time actively undertake a number of major sports events, create brand of colleges and universities, enrich residents amateur sports cultural life and rich in the atmosphere, promote the overall development of rural sports work, promote the professional development of social sports in colleges and universities, make a positive contribution to promote the health of China's 2030 construction.

4. CONCLUSION

At present, compared with the past, the social sports facilities in colleges and universities have an increasing trend every year, and the situation of social sports facilities in cities and towns is better than that in villages. At the same time, generally speaking, the types of social sports facilities in towns and villages are relatively single, and the installation points of sports facilities are not very professional, which cannot meet the different needs of exercise residents. At present, the development of social sports in urban colleges and universities is better than that in rural areas, and the utilization rate of free public sports facilities in urban areas is also higher than that in rural

areas. In addition, for rural residents, their awareness of sports and fitness is generally lower than that of urban residents, and the overall cultural level of rural residents is also lower than that of urban residents. To some extent, many factors explain that there is a big gap between the development of social sports activities in rural areas and those in urban areas. Social sports instructors in colleges and universities there are some problems on configuration number, at the same time explore the results show that the job functions of the social sports instructors play and ability training way is different, the number of rural social sports instructors, the average weekly guide is lower than the towns, the second way of rural social sports instructor training is relatively single.

Social sports investment funds in colleges and universities is not balanced, the town of investment and investment way is much better than the countryside, individual country social sports funds are scarce, and the town's sports funds put into use in on line is superior to the country, which to a certain extent, also reflects the urban social sports activities carried out more rich, on the use of funding projects at the same time also is better than that of the country. In terms of social sports information resources attention, access channels and dissemination scope, the current situation of university towns are better than that of rural areas. The main reason for the difference between the development of social sports in colleges and universities are: the influence of the unbalanced economic development between social sports resource allocation system and the influence of uneven channels, residents living rhythm and the influence of sports consciousness difference, the influence of social sports instructor team misallocation, the influence of social sports instructors work function inequality, number of sports facilities, quality and planning of distribution, the influence of the impact of dual structure. Actively develop rural economy and pay attention to its government input to speed up the coordinated development of sports economy; Secondly, relevant incentive mechanism will be introduced to actively encourage more young people and outstanding college students to start their own businesses in rural areas, which will add impetus to the development of rural economy. Secondly, colleges and universities in rural areas can make full use of the function of greenway, build pastoral sports stations relying on greenway Courier stations, and build greenway outdoor sports and leisure consumption scenes with college characteristics, so that the greenway system can become the green economic carrier for the integrated development of mass sports and leisure and industry in our district, and promote the coordinated development of the economy of colleges and universities. To increase the ability of social sports instructor training, actively organize training seminars, establish and improve the performance of social sports instructors guide service work and regular retraining system, second place the planning administrative department should pay attention to sports management personnel equipped, positively absorbs high quality talents, broaden the sources of the social sports instructors, further improve the social sports instructor training,

management, registration and filing system, to strengthen the supervision and administration of social sports instructors. We will actively organize and carry out social sports activities, promote national fitness in daily life, promote professional development of social sports in colleges and universities, and make positive contributions to the construction of a healthy China in 2030.

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Research on the Construction of Practical Ability of Postgraduates of master of Physical Education

Rufeng Wang^{1,2}

¹College of Physical Education, South-Central University for Nationalities, Wuhan 430074, Hubei, China

²Institution of Education Science, Wuhan University, Wuhan 430072, Hubei, China

Abstract: The training objective plays a guiding role in the whole process of graduate education. It determines what kind of graduate students to be trained and what kind of object to serve. According to the training objective, colleges and universities conduct professional setting, training mode, curriculum setting, degree awarding requirements and so on. Training units should actively improve the sports master specialized degree graduate student training goal, first of all schools, teachers and students to understand the concept of professional sports master, with the academic master degree apart from the training goal, not too much emphasis on the cultivation of the scientific research ability, and ignore the important teaching practice ability enhancement. Secondly, from the social practical needs, the combination of theoretical knowledge and practical teaching, set up the correct training objectives.

Keywords: Master of Physical Education; Professional degree; Practical ability

1. INTRODUCTION

Teaching material is the basis of teaching, with a good teaching material teacher can better prepare lessons, teaching, students can better achieve better learning results. According to the discipline characteristics, discipline requirements, training objectives and social practical needs of master of Physical Education, colleges and universities should construct teaching materials, pay attention to the characteristics of application, practice and profession, and embody the principle of dynamics. Learn from advanced experience, collect teaching practice teaching material content, get valuable suggestions and opinions, collect a large number of excellent teaching plans, summarize specific teaching cases. It is suggested to draw on the advanced experience at home and abroad, invite relevant experts and scholars to participate in compiling textbooks based on the frontier theory of discipline development, and constantly develop new courses and new teaching modes.

2. THE WAY TO BUILD THE PRACTICAL ABILITY OF POSTGRADUATES OF PROFESSIONAL MASTER DEGREE OF PHYSICAL EDUCATION

Curriculum structure should reflect the professional features, tightly around the training target, pay attention to cultivate students use theoretical knowledge to solve the problems in the practical work, some professional technical and practical course should account for larger proportion, highlight the characteristics of the cultivation

of the master's degree in professional sports, helps to cultivate the student to obtain more professional skills of teachers; The curriculum structure should lay emphasis on comprehensiveness, application and technical knowledge. Teachers should have many professional abilities, so the curriculum structure design must be reasonable arrangement and organization, adjust the curriculum structure, optimize the curriculum system, strengthen the training of this ability. On the basis of the rational allocation of theoretical and practical courses, we should strengthen the practicality of theoretical courses and carry out more practical courses such as simulation teaching, fragment teaching, trial lecture and lecture. The addition of technical practice courses can effectively apply theoretical knowledge to practical teaching. It should focus on learning teaching method, pay attention to case teaching, combine with practical application, and try to make assessment in the form of speaking and simulating teaching.

3. STRENGTHEN THE CONSTRUCTION OF TEACHING MATERIALS FOR POSTGRADUATES OF PROFESSIONAL MASTER DEGREE OF PHYSICAL EDUCATION

3.1 Increase the construction of postgraduate tutor team for master of Physical Education

A scientific selection mechanism should be established to expand the team of tutors by selecting professional instructors with rich practical experience and those with high scientific research innovation ability and basic teaching experience. To establish a training system for tutors and provide targeted training for tutors, so as to improve the teaching practice ability and education and teaching level of postgraduates with master's degree in physical education; Establish a scientific evaluation and management mechanism to strengthen the management of the tutor team. Each training unit should formulate detailed work management rules, strengthen the management of the tutor team, so that the tutor has a clear positioning of their own responsibilities, establish a sense of responsibility, clearly define their own tasks, and regularly carry out strict assessment and evaluation, evaluation results as an important basis for the level of remuneration. The appraisal system should be detailed and practical.

3.2 Methods for the practical ability of physical education teaching of postgraduates with professional degree of Master of Physical Education

The tutor should set up the correct educational idea and

attach importance to the cultivation of postgraduate teaching practice ability. It is necessary to create practical teaching opportunities for students, encourage and guide students to participate in teaching practice activities, so that postgraduates of master's degree in physical education can timely combine theoretical knowledge with practice. The tutor should strive to improve their own quality, strive to improve their own ability, pay attention to their role as a model for students, set an example for students, but also should strictly manage students. We should keep pace with The Times, learn more knowledge of other disciplines, be good at absorbing and learning method knowledge of other disciplines, constantly enrich and update our knowledge structure system, and creatively apply it to this discipline. The tutor should improve the ability to teach knowledge and guide students in study and research. To be good at using a variety of effective teaching methods, teaching means, so that students easily understand and absorb the knowledge taught, obtain the best teaching effect.

3.3 Optimize the curriculum for postgraduate students of master of Physical Education

The setting of public basic courses should keep pace with The Times to meet the needs of social development and occupation. Only politics and English are included in the curriculum of public basic courses in the training colleges of the university of China. Therefore, it should be considered to add computer courses. Professional required course should be closely related with training objectives, characteristics and the cultivation of physical education teaching direction should be closely, to improve teaching practice ability targeted set of relevant teaching, the practical problems in teaching as a practice teaching content, in addition, should also strengthen the ability of physical education and sports technical skills training, each project practical courses, to introduce some new sports. Make full use of elective courses to broaden students' knowledge and improve their comprehensive ability.

3.4 Improve the teaching methods of postgraduates of professional master of Physical Education

Teachers should correctly use teaching methods, pay attention to diversity, change the single old teaching methods, and reasonably combine various methods, including teaching, discussion, case analysis, observation, cooperative exploration and other teaching methods. In order to improve teaching practice ability and guide students to pay attention to practical problems in education and teaching, excellent primary and secondary school teachers and special level teachers can be invited to the school to give special lectures, and graduate students can go to primary and secondary schools to observe excellent teachers and learn other people's classroom organization skills and teaching methods. Encourage the use of modern educational technology, enhance practical operation practice, let students participate in simulation training, watch the class, learn to use theoretical knowledge to practice reasonably, improve their teaching practice ability.

4. STRENGTHEN THE EDUCATIONAL PRACTICE

OF PROFESSIONAL POSTGRADUATE STUDENTS

Before the practice of colleges and universities should require graduate students of all aspects of the preparation, the plan, including the purpose of the internship and requirements, content arrangement, the guidance of teachers, practice group division and organizational leadership practice contents include not only in class, and the teacher in charge work, training, sports competition, etc., also should carry on the password before the internship practice, practice, queue formation to learn the correct use of whistle, learning sports related knowledge of the organization. Formulate relevant regulations and systems for educational practice, effectively supervise and manage the educational practice for postgraduates with professional degrees of master of Physical Education, arrange leading teachers and instructors to supervise the actual implementation of practice periods, teaching attitudes and other conditions, and ensure that postgraduates conscientiously complete the internship tasks as required. Establish and improve the assessment and evaluation mechanism of educational practice, set up assessment and evaluation teams, go deep into the classroom lectures of graduate practice, give scientific evaluation, and timely feedback evaluation information, so that graduate students know their own strengths and weaknesses, so as to better improve. The proportion of independent practice should be reduced appropriately, and the university should arrange unified practice for graduate students as far as possible.

4.1 Means to improve the practical ability of physical education teaching for postgraduates of professional master degree of Physical education

The training mode of master of physical education should be based on the needs of the occupation market and reflect the correspondence with the occupation of physical education teacher. The curriculum should be based on the knowledge and skills required by physical education teachers, and the cultivation of knowledge and ability required by physical education teachers' practical work should be emphasized, so as to form a curriculum system that closely connects theoretical lessons with practical lessons. Take the participation, the practice as the guidance, chooses the teaching method. Students are required to participate in certain practical classes, various competitions, guide sports training and other practical activities, and submit practice reports as required credits; Students are encouraged to obtain professional qualification certificates related to their majors, and vocational skills training and guidance are provided. It is mandatory that students must obtain some vocational qualification certificates before graduation. Invite experts and experienced professionals from relevant fields to give lectures and give lectures. Strengthen the cooperation between the school and practice units to provide more practical opportunities for students; Strengthen application orientation, establish multiple assessment and evaluation methods, pay attention to the diversity of assessment and evaluation content, carry out all-round evaluation from multiple perspectives, such as public basic theoretical knowledge, professional theoretical

knowledge, sports skills, teaching practice ability, etc.; Evaluators should not be too single, should be integrated with multiple evaluation opinions such as teacher evaluation, student evaluation and self-evaluation; Pay attention to the diversification of assessment and evaluation methods, should adopt different ways to make the assessment and evaluation structure more persuasive. General training, not to mention a certain teaching practice ability, it is difficult to make greater progress in a short time. The improvement of teaching practical ability in graduate education is based on the practical ability before admission. If undergraduate students with poor teaching practical ability and interdisciplinary personnel without relevant knowledge of physical education enter the graduate team

It is bound to affect the average level of teaching practice ability of the whole master of Physical Education.

4.2 Ensure the quality of students for master of Physical Education

Professional sports master's admission examination to the examinee to conduct a comprehensive inspection, should notice to examine more on the choice of students practical ability, as far as possible the high ideological quality, professional theory knowledge, strong practical operation skills, as far as possible with the creative scientific research potential, positive enterprising, assiduously talents selection. In order to ensure the quality of students, each master's training institution of physical education should clearly stipulate that interdisciplinary candidates should not be admitted. In order to lay a solid foundation for postgraduate education of master's degree in physical education in the future and cultivate talents meeting the needs of the society, it is necessary to relax the requirements for political and English scores and expand the recruitment of in-service physical education teachers with strong teaching practice ability within a reasonable scope.

4.3 Improve the awareness and consciousness of teaching practice ability

First of all, graduate students should attach great importance to themselves and have the consciousness of improving their teaching practice ability. To a large extent, the backward teaching practice ability of graduate students is due to the weak concept of improving teaching practice ability. Therefore, in order to fundamentally improve the teaching practice ability of postgraduates, we must establish a correct concept, understand the importance of teaching practice ability, and stimulate the enthusiasm of postgraduates. Only the attitude of the first importance, it is more conducive to practical action. But only attention is not enough, we should also maintain consciousness, actively participate in the practical action, actively face the difficulties in practice. In the face of practical difficulties, we must have confidence and perseverance.

4.4 Professional practice teaching base for postgraduate students

The selection and establishment of practice teaching base should be carried out according to strict procedures, and the practice base must be determined after strict screening.

The training unit needs to set up an investigation team, conduct in-depth field investigation, and sign an agreement after discussion and examination according to the actual situation; Strengthen the management of sports master specialized degree graduate student, establish the supervision of the management committee and the reasonable evaluation mechanism, serious check and supervision of education practice work, down to the practice base for checking and supervision work, develop various meetings regularly, in a timely manner to understand students' internship, collect students' opinion, help students to solve problems in practice work. In the process of inspection and supervision, it is necessary to report the problems to the training unit in time, and take corresponding measures to solve the specific problems, so as to improve the quality of practice; In order to ensure the practice base of long-term effective cooperation and training units, and actively cooperate with and provide high quality resources for sports master specialized degree graduate student for effective education practice, should be related to practice base construction funds, and information resource sharing, to both mutual benefit and win-win, to establish long-term effective practice bases can be guaranteed.

5.CONCLUSION

The teaching practice ability level of master of Physical Education has a great influence on their employment. The society has a high demand for the teaching practice ability of postgraduates of professional master degree of physical education. There is still room for improvement in the accuracy, fluency and appeal of language expression for postgraduates of master's degree of physical Education, so they should strengthen the learning of how to use teaching language, be able to express with appropriate words, improve the appeal of their own language expression, stimulate students' interest in learning and attract students' attention. In class, the expressions are simple, flat and even tense, indicating that most graduate students still need to make efforts in body language expression, which needs to be further improved. Master of Physical Education professional degree graduate students in the movement of demonstration can basically achieve accurate movement, but not standard, in the choice of demonstration direction and method should be strengthened, the biggest problem in the combination of action demonstration and explanation. Most of the graduate students only have a one-sided grasp of multimedia technology, using multimedia teaching frequency is not high, can use the Internet resources to make courseware, but to independently make courseware ability needs to be strengthened, in addition to the application of classroom teaching, multimedia another knowledge is very weak. Most master of Physical Education professional degree students do not have a high degree of understanding of students, in the understanding of students did not cause enough attention, and not comprehensive. The teaching plan is not standard, the content is too simple, not enough detail; The key points and difficult points of teaching are relatively accurate. Most of the graduate students can find the wrong action in

time, but their ability to choose the correct method is insufficient, resulting in the error correction effect is not obvious. Secondly, they can complete the course leading and concluding links, but the way is single, lack of novelty and attraction, especially the course leading. Then there is no control of the classroom, classroom discipline is poor, lack of processing experience, although it will stop students but not effective. But most students make good use of the equipment. Postgraduates of master of Physical Education have academic research experience, but they do not do much research on education and teaching. There is a sense of reflection on their own teaching activities, the form of reflection is also various. In terms of teaching, it is found that most students still follow the traditional method in class, while innovative teaching is seldom seen in class. Some factors, such as unreasonable enrollment system and curriculum setting, imperfect management assessment system, some tutors' bad influence, weak educational practice link, high expectations of postgraduates, declining comprehensive quality, and lazy attitude towards learning, affect the improvement of postgraduates' teaching practice ability.

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Research on the Teaching Effect Optimization of Psychological Course for College Students in Higher vocational Colleges

Fen Tan

Institute of Media Art, Hubei Science and Technology College, Wuhan 430074, Hubei, China

Abstract: High-quality, professional psychological health education team is an important guarantee to effectively solve the psychological curriculum teaching effect of college students. The higher vocational colleges should invest in the funds, allocate enough according to the requirements of the Ministry of Education, and arrange the professional teachers of psychological health education for college students, so as to increase the quantity of psychological health education teachers for college students, improve the quality, achieve the reasonable allocation of full-time and part-time, and promote mutual development. It is necessary to constantly improve the psychological curriculum quality and professional level of health teachers to provide them with training and promotion opportunities. The recruitment and selection of part-time psychological health education team should be done well, and the preferential policies should be carried out in terms of salary and professional title evaluation, so as to ensure the professionalism and stability of this team. Make full use of counselors in higher vocational colleges in dealing with the role of students' psychological course teaching effect, high school counselor professional ability standard (interim) in the early, the senior instructors in college students' psychological health education work goal has clear rules and standards, as a standard should enhance the training of instructors, actively build platforms for them, and instructors in the ideological and political education and psychological health education course of two-way promoting effect. Professional teachers should make use of classroom teaching and club activities to widely publicize and popularize the knowledge of psychological health education, improve the students' psychological health quality, cooperate with schools to complete the related work of psychological health education for college students, and make up for the shortage of psychological health teachers in higher vocational colleges.

Key words: Higher vocational colleges; College students; Psychological courses; Teaching effect

1. INTRODUCTION

According to the opinions on strengthening the mental health education of college students (Teaching and Social administration [2001] No. 1 document), the contents and methods of mental health education should be enriched according to the characteristics of different grades and majors of higher vocational college students. Should carry on Thanksgiving education to college students, teach them to show gratitude, and learn to show kindness to others,

enhance their sense of responsibility, collective consciousness and sense of return, only let students experience touched, know how to thank, gratitude, will overcome their existence of paranoia, jealousy and other bad communication psychology courses. It is necessary to strengthen frustration education to educate college students to learn to face setbacks, deal with setbacks, transform setbacks, educate them to calmly face the psychological curriculum pressure and mental burden caused by setbacks, and consciously resist and guard against the bad effects of setbacks. In addition, to strengthen the career planning guidance to higher vocational students, higher vocational system, using the advantages of mechanism, enhancing university-enterprise cooperation, pay attention to the real one, provide policy support for students with entrepreneurial intention and guide, constantly improve their competitiveness in employment, help them to build up my confidence in the job, alleviate or solve their psychological course teaching effect because of the employment pressure; It is necessary to strengthen the reform of education and teaching methods. Through case method, flipped classroom method, task-driven method and other methods, students' learning enthusiasm should be aroused, their confidence in learning should be enhanced, their interest in learning should be improved, and the teaching effect of relevant psychological courses caused by academic troubles should be alleviated. To fully realize the important role of interpersonal relationship in students' development, through the student organizations and student associations, builds the platform for the students, broaden the channels of communication, through elective courses, such as way to teach students how to communicate with people, such as the method and skill of interpersonal communication, promote the formation of the harmonious campus interpersonal relationship, help them to have fun, happy growth, can effectively solve their various because of the interpersonal psychological course teaching effect. On the basis of full-time psychological course health education for college students, the school should also adopt psychological course education in stages, levels and points, such as adaptive education for college life and belonging education for school for first-year students, so as to help freshmen to complete the role transition as soon as possible. For sophomore students to focus on learning education, to help students overcome the psychological course weariness, complete the academic task; For junior students, it is necessary to strengthen the training of post

ability, strengthen the anti-setback psychological courses, adjust the employment mentality, and help students face the society positively, so as to complete the seamless connection from school to society and from post ability to professional quality ability.

2. IMPROVE THE MONITORING AND MANAGEMENT OF PSYCHOLOGICAL COURSES

According to the actual situation of vocational education, higher vocational colleges should do a good job in the monitoring and management of students' psychological courses, establish a four-level guarantee system, and comprehensively cover the monitoring and management of students' psychological courses. Level of protection system for college students psychological health center course, according to the national requirements with sufficient mcsol, perfect made to accord with the students' psychological health education course of higher vocational education plan, guide and supervise implementation and carry out the secondary unit, unified organization mental health test course, regularly carry out psychological course census, screening work, classifying the teaching effect of students' psychological course, set up psychological course health records, tracking and attention, provide a reference for later psychological course intervention; Secondary protection system for the secondary school (department), it is the important carrier of implementing level system, to set up the specialist is responsible for communicate with the school and report, general by mcsol counselor, the teacher in charge, they needed to the area students psychological course of thorough knowledge and master, through the daily administrative work and education management combined with college students' psychological state of course a baseline, master first-hand information, more convenient and efficient psychological health course implementation plan; Level 3 protection system in the class, members of the class committee, youth league and the class of psychological course, to give full play to this part of the group in the students' psychological course teaching effect the supplementary role of monitoring and management, to assist the college (department) to carry out psychological course activities and timely summary and feedback, through the school or secondary units of psychological course in this part of the personnel training; The four-level protection system is the dormitory, which is in the charge of the dormitory leader. It finds out the students' psychological course status through daily details and timely reflects the psychological course teaching effect of the students in the dormitory. In this way, the grade-by-grade report can timely intervene the psychological course teaching effect of the students. In particular, we should pay attention to and monitor the key groups, such as family or students' personal emergencies, love failures, more failed exams, economic difficulties, unreasonable behavior continuity and other teaching effects.

3. TO REALIZE THE EFFECTIVE INTEGRATION OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION

3.1 Combine the teaching effect of solving psychological

courses with the practical needs

It is an important principle of college students' ideological and political education to combine the effect of ideological and political teaching with the effect of practical teaching. To solve the higher vocational college students' poor teaching effect, to seriously implement the award, help, credit, fill, flat, exemption policy, to understand students to real life situation, dependency can be joint enterprise, provide students with work-study programs during the winter and summer vacation, the opportunity to work part-time, exercise the students' practical skills, and can alleviate the difficulties students economic pressure, combination of material poverty and spiritual poverty. Higher vocational colleges should actively play its system, mechanism, the advantages of optimized professional Settings, set up professional, jobs are badly in need of such as family nursing, preschool education major, health management, etc., the low starting point, industry employment talent gap is huge, it has good prospects for career development, and is suitable for vocational education students this kind of fast and good job, also can effectively alleviate the pressure of the higher vocational college students' employment psychological courses and psychological anxiety. At the same time, in view of the higher vocational students' poor learning ability teaching effect, strengthen the school ethics strengthen construction, style construction, teaching with the teacher's love and patience to help in learning psychology course teaching effect of students, into the heart of the student, understand their true thoughts, to do first after the friend is the best teacher, more guidance less criticism, more to encourage less lecturing, by virtue of the strength to humanize the infected students, cultivate their interest in learning, and make them happy and want to learn, to learn, to solve their learning problems.

3.2 Teaching effect of the course of resolving psychology in social practice

As an important way of ideological and political education for college students, social practice is one of its functions, which is to test the effect of health teaching of college students' implicit psychological courses. Through social practice activities, it can stimulate the potential of college students, play the regulating role of college students' self-psychological courses, and promote the improvement of the quality of psychological courses. In the process of social practice, college students would face the school does not have the effect of the new teaching, classroom teaching to establish some new relationships, at this point, the self-adjustment ability can quickly enter the role, self-adjustment ability is poor students into the new environment, the psychological course teaching effect will emerge, how to resolve their psychological course teaching effect, the social practice has become an important carrier. Social practice activities on campus and off campus can be carried out. Campus practice activities can rely on student associations to carry out campus cultural activities and strengthen the publicity and popularization of psychological course health knowledge. For example, a series of psychological course health activities can be carried out and evaluated in the annual

5.25 psychological course health month to promote training. Through a variety of sports, music, dance, science and technology, entertainment and other activities, as well as the development of theme essay writing, psychological course speech contest, watching psychological course movies and TV plays, psychological course games and other activities, so that college students can effectively vent their bad psychological courses and emotions. At the same time, students of higher vocational colleges should be encouraged to go out of school to experience social life, and take part in more social practice activities, such as research, part-time job, visit, and volunteer work. Through the experiential education of these activities, their psychological course tolerance can be improved, their social experience can be increased, and then the effect of psychological course teaching can be alleviated.

4. EXERT SOCIAL EFFORTS TO SOLVE THE PSYCHOLOGICAL COURSE TEACHING EFFECT OF HIGHER VOCATIONAL COLLEGE STUDENTS

4.1 Give play to the leading role of schools

The school should give full play to the leading role in the healthy growth of students' body and mind, guide students to develop in an all-round way and become individuals with perfect personality. At present, the solution of the college students' psychological course teaching effect in higher vocational colleges, in addition to the psychological health education course, psychological counseling course, practice activities thereof, but also to mental health education curriculum through the teaching in higher vocational colleges, management education, environmental education, cultural education, full service, all-round, the whole process, the psychological education lies in intellectual education, sports, aesthetic education, participation and the long-term mechanism of formation, and formulate the perfect psychological health education course evaluation system. To solve the problem of students' psychological course teaching effect into the regular course teaching, using the characteristics of high vocational students strong hands-on ability, cultivate their interest in learning, establish learning confidence. In the process of management education, attention should be paid to the combination of the characteristics of students' psychological courses, in the process of daily management and organization of activities to consciously promote the formation of students' good psychological course quality. Bring into play the educational role of campus culture and campus environment, carry out various campus cultural activities, create a suitable living environment for students, cultivate students' sentiment, cultivate students' positive, optimistic and confident attitude towards life, and offset the negative impact of adverse psychological courses. In service, all departments and all the members of the faculty must consciously to college students' mental health education curriculum into their work, pay attention to the service attitude, improve the quality of service, let the students a sense of belonging and identity, it will also ease to a certain extent on the higher vocational students for the school not equal to idea of inferiority, repressed psychology courses. The solution of college students'

psychological course teaching effect should be integrated into the school's all-round education, and the system of full participation and full education should be established to form the education joint force, give play to the synergistic effect and help the healthy development of college students' psychological course.

4.2 Build a network environment with clean air and positive atmosphere

Contemporary students are grown up with Internet, are in a psychological course ablation area they face all kinds of growing confusion and pressure, the higher vocational college students for learning, learning foundation weak, poor self-control were reason, make these more clearly reflect the confusion and stress, most of the students will be attention to the Internet, not equal to idea of escapism, through the network to find the solace of mind, network makes a lot of higher vocational college students, bad network information about their psychological course had a great negative impact. Therefore, it is necessary to improve relevant laws and regulations, purify the Internet environment, severely crack down on Internet violence, gambling, pornography and other information, and prevent college students from abnormal psychological courses due to Internet addiction and long-term Internet addiction. Network media should actively assume social responsibility, actively spread socialist core values, excellent traditional Chinese culture, increase the frequency of public service advertisements, promote social positive energy through film and television education, news exhibition, newspaper and newspaper, network push and other ways, and optimize the environment of psychological curriculum health education for college students. Various forms of online thematic education activities, such as classroom meetings, debates, and lectures, should be conducted to guide students to strengthen their learning and shift their attention from the Internet to the classroom. We should strengthen the network civilization education to students, guide college students to establish a correct network view, consciously resist the erosion of network bad information, prevent college students from breeding various psychological courses teaching effects.

5. CONCLUSION

Objective self-cognition refers to a person's understanding, feeling, prediction and evaluation of his/her physical and psychological courses, environment and events in a practical way. It plays an important role in promoting the regulation of people's emotions, emotions, psychological courses and behavioral performance. Objective people who know themselves have confidence and the ability to face the complex changes of the outside world. They are good at avoiding their own weaknesses and exploring their own potential. They are not arrogant when they are proud and will not feel ashamed when they are frustrated. Higher vocational students should constantly carry forward their advantages of psychological courses, learn to exercise themselves through various ways and opportunities, and carry out self-experience, so as to promote self-growth. Third, to develop the social self, in the study and life to learn to build good relationships with the students around,

with their own happy heart to warm the people around, at the same time, they can have more happiness and friends. Actively accept yourself more objective understanding of the self-psychology course teaching effect, through professional psychological course test to understand the status of the ego psychology course, when there is a psychological course contradictory or psychological imbalance, can accept objective understanding and active psychological course counseling and psychological counseling, psychological course teaching effect will solve in the bud. In addition, vocational college students can adjust the teaching effect of their psychological courses by means of introspection and venting, make use of internal and external factors and self-repair ability, face various teaching effects and setbacks in study, life and work, realize their ideal of life, and finally achieve self-development and self-progress.

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Design and Application Analysis of Electrical Engineering and Automation Technology

Luo Lei

Guodian Suzhou NO.2 CD_Generation CO., LTD., Suzhou 234000, Anhui, China

Abstract: Electrical Engineering, as the foundation of modern national development, has a great impact on the national economy and people's livelihood. It will not only directly affect the living convenience of the public, but also play an important role in maintaining national stability and unity. But in the traditional electrical engineering, too much reliance on human resources, with the continuous prosperity of socialist economy, China's human costs are also increasing, resulting in electrical engineering has to seek new solutions to reduce production costs. Automation technology is a good solution. On the one hand, it can greatly reduce the labor intensity of workers and reduce the production cost; on the other hand, the automatic industrial facilities are more stable and efficient. Obviously, in the future society, with the incubation and development of automation technology, electrical engineering is bound to eliminate a large number of middle and low-end workers to achieve the purpose of improving production efficiency. In this paper, the future development trend and application of automation technology in electrical engineering will be discussed for reference and guidance of electrical engineering personnel.

Keywords: Electrical Engineering; Automation technology

1.INTRODUCTION

At the present stage of China's development, the construction of various infrastructure has not reached the saturation stage. If we continue to use the traditional construction mode, a large number of relevant power technology talents will be needed, but the talent supply and demand market is limited, which is bound to slow down the construction speed. After the rise of automation technology, automation technology has been applied in numerous electrical engineering, which makes the operation of electrical engineering more automatic. Only a few technical personnel can maintain the operation of the project, and the stability of operation is significantly improved, so as to achieve the purpose of releasing social productivity and make electrical engineering can operate in a large number. Therefore, for electrical engineering, automation technology is the direction of future development, not only the inevitable requirement of market supply and demand, but also the necessary condition for China to become an industrial power [1-9]. With the breakthrough in the field of information technology and electronic technology, automation technology has become more reliable, and its practical value has been greatly enhanced, and has gradually become a strong power to promote social development

and national prosperity.

2. BASIC DESCRIPTION OF ELECTRICAL ENGINEERING AND ITS AUTOMATION TECHNOLOGY

2.1 Basic description of Electrical Engineering

With the development of science and technology, the concept of many things is also gradually changing, some of the scope is gradually reduced, some of the scope is gradually increasing, and for electrical engineering, its scope is gradually increasing, in the early stage of scientific development, the scope of electrical engineering only includes electrical and electronic two categories, and in the later development of science and technology, with the letter The emergence and development of information technology, and plays an increasingly important role in the social field, makes electrical engineering gradually evolve into a general term including all electronic and photonic related engineering.

2.2 Basic description of automation technology

In the external form of expression, automation technology is to make machinery have higher autonomy, and can produce products independently. It seems to be a very simple thing, but it contains huge technical difficulties, requiring the high degree of cooperation of many disciplines, such as: modern information technology is an essential core technology, plays a central control role; system engineering technology, automation Control technology is the foundation of automation technology application.

3. SIGNIFICANT ADVANTAGES OF AUTOMATION TECHNOLOGY IN ELECTRICAL ENGINEERING

3.1 Automation technology can effectively improve the work quality and efficiency of electrical engineering

Although in high-precision engineering, the role of master craftsmen is far greater than that of simple machines, and the parts made by master craftsmen are more accurate, after all, there are a few craftsmen in big countries, and the number of people who can reach the peak of the industry is very small, which is not enough to support the operation of electrical engineering in the whole country Need ultra-high precision, only need to maintain a high level of accuracy can. In the high-precision level, whether in quality or efficiency, the indefatigable characteristics of the machine are far more than manual, which can guarantee the quality and production efficiency of electrical engineering products to the greatest extent. For the vast majority of skilled workers, it is not only difficult to achieve the accuracy level of the machine, but also easy to feel tired due to the limitations of human brain and body, resulting in a

substantial decline in precision. Therefore, by strengthening the application of automation technology in electrical engineering, making it develop towards automation direction, not only can the product quality be significantly improved, but also the production efficiency can be greatly improved.

3.2 Automation technology can effectively reduce the work intensity of technical personnel

In the traditional operation mode of electrical engineering, the technical workers have to take care of all aspects of the project operation, which results in the great work intensity of the technical workers. Moreover, since the electrical engineering is usually operated 24 hours a day, the shift system is also easy to cause the mental fatigue and physical fatigue of the technical workers. Through the construction of automation, automation technology can be used to replace a large number of skilled workers in electrical engineering, so as to reduce the labor intensity of technical workers. Technical workers only need to be responsible for simple work processes. Those with high work intensity can be completely handed over to automation equipment. Technical workers only need to carry out necessary auxiliary work. At the same time, the reduction of labor intensity means that the number of skilled workers required by electrical engineering is greatly reduced. Under the social background of increasingly serious aging in China, it can effectively alleviate the problem of labor shortage.

3.3 Make the operation of electrical engineering more stable and technical workers more safe

In the process of electrical engineering operation, due to the highly complex operation system, the probability of problems is higher. Before the application of automation technology, only manual safety investigation can be carried out. Not only is it difficult to investigate in some areas, but also the causes of some problems are hidden in the depth of the equipment, and the technical workers can not check and deal with the problems in the first time. Remedy when it occurs. After the automation technology is applied to electrical engineering, with the support of information technology, we can comprehensively check the safety status of equipment, find hidden problems in the first time, and the areas that are difficult to check can also be inspected in time. In addition, depending on automation technology, safety automation equipment can also be designed. Once there is a problem in a certain equipment link, the safety automation equipment can timely and effectively deal with it, cut off the equipment energy and effectively isolate it.

4. DEVELOPMENT HISTORY OF ELECTRICAL ENGINEERING AND AUTOMATION TECHNOLOGY

In the long process of scientific development, sometimes the theory comes before the application, first puts forward the relevant theory, and then gradually excavates the related technology, and applies it to the real life to make contribution to the social development; and sometimes the application precedes the theory, when a scientific research personnel in the experimental process hit a certain achievement by mistake, and found that there is a

great social application Value, put it into application, and then gradually improve the relevant theoretical system. Electrical engineering automation technology is in the reality of the demand, under the guidance of the market, first to establish a general theoretical framework, and then in the promotion of capital continue to test and improve. Before the emergence of electrical engineering automation technology, electrical engineering can only rely on human resources to promote, but since China's reform and opening up, the economic development is very rapid, the demand for electrical engineering is also significantly improved, the existing electrical engineering can not meet the needs of economic construction. In order to further improve the output of electrical engineering, so that economic development can get rid of the shackles, it is necessary to carry out 24-hour non-stop operation mode, but this obviously brings great pressure to technical workers. In this case, automation technology was born naturally, hoping to use automated machinery to replace labor, in order to maximize the progress of production. At the present stage in China, electrical engineering automation technology has formed a relatively perfect theoretical system and application mechanism, not only in the major colleges and universities and vocational colleges have relevant courses, continue to transport automation technology talents for electrical engineering, but also in electrical engineering also introduces a large number of automation equipment, with sufficient automation technology personnel jobs, can effectively eliminate To transform the technical talents delivered by major educational institutions.

5. EFFECTIVE APPLICATION OF ELECTRICAL ENGINEERING AND AUTOMATION TECHNOLOGY IN INDUSTRIAL CONTROL

At present, automation technology has become a hot topic of the times. Its low-cost characteristics and high production mode have aroused the extensive interest of numerous production units, and actively promote the automation construction in their respective fields, so that the automation technology becomes a powerful power for production. For electrical engineering, the application of automation technology is mainly reflected in the production automation.

In the 21st century, under the leadership of the Communist Party of China, China has achieved economic prosperity and industrial rejuvenation in a very short period of time, and has become a responsible industrial power, and has the reputation of "world factory", but it is far from reaching the standard of "industrial power". In many technical aspects, it has reached the world's top standard, made in China However, there is still a big gap between China and western developed countries in high-tech and high-precision technology. Especially in the field of electrical engineering and automation technology, western developed countries have been able to apply automation technology to all aspects of electrical engineering, basically realizing full-automatic development, making the production efficiency particularly amazing. However, in China, due to the late start of electrical engineering and automation technology,

although the state has expressed enough attention, and carried out a lot of economic support and policy support, there is still a certain degree of technology gap, which can not reach the level of automation technology of western old brand developed countries, and can only use automation technology to effectively control electrical engineering. Simple electronic components exert influence on complex industrial system, so as to achieve the purpose of effective control. This kind of automation measures can not only effectively increase the output of electrical engineering, but also greatly improve the accuracy of products.

Especially after China has entered a new era of information technology, the demand for digital products has increased significantly, whether it is national construction or residents' life. In the production process of digital products, there is no doubt that higher standards are required for the production accuracy. In this situation, if we continue to use the traditional mode of human production, it is obviously not desirable. There are very few craftsmen who can meet the accuracy requirements of large-scale production of digital products. Only by using automation technology in electrical engineering can we meet the market demand in precision and quantity. Therefore, the application of automation technology in electrical engineering is the inevitable result of market orientation.

6. FUTURE DEVELOPMENT DIRECTION OF ELECTRICAL ENGINEERING AND AUTOMATION TECHNOLOGY DESIGN

According to the investigation and research results, the three industrial revolutions in the history of human civilization are developing towards the direction of better serving human beings and reducing people's production burden. The electric revolution has significantly reduced the human productivity and greatly improved the social productivity of human beings. In the third industrial revolution of information technology, it can be clearly seen that the substitution of machines for labor is more thorough. It can not only replace labor in operation, but also replace labor in "instructions", so as to realize a completely independent production process. It can be predicted that automation and intelligence are the future development direction of society.

6.1 Intelligent design direction

According to the general trend of the development of science and technology, it can be concluded that in the future, the number of technical workers involved in an electrical engineering will be less and less, and more automatic equipment will gradually replace manual operation. This requires more intelligent in the process of design. In the current electrical engineering automation process, although the automation technology has played a good effect, but this is far from its limit. The initial stable operation of automation is not the end of technology, but just the starting point of technology. It is necessary to add more intelligent elements in the electrical engineering automation process, add more logic algorithms to the core operating procedures, make it more "smart", less dependent on manual, more accurate

judgment can be made at more times, and more effective operation measures can be carried out independently on this basis.

6.2 Design direction of informatization

In electrical engineering and automation technology, the whole process is based on modern information technology, which is the core of automation technology. If there is no third information industrial revolution, there will be no soil for the birth of automation technology. Therefore, the future of electrical engineering and automation technology design direction is bound to be closer to information, in order to more convenient operation. At the same time, under the influence of the Internet technology, another variety of modern information technology, the world has gradually become a whole, the communication between different regions is closer, and the thinking collision among researchers is more intense. Moreover, the knowledge explosion caused by the Internet platform is also accelerating the accumulation and breakthrough of knowledge, which makes the technology update faster and faster. In the design process of electrical engineering and automation technology, considering the influence of the Internet, we can not only widely absorb the "nourishment" of the Internet world, so as to promote technological innovation, but also significantly enhance the degree of automation.

Conclusion: through the hard work and hard work of countless scientific research workers day and night, the automation technology has been greatly improved, not only more accurate, but also more simple, laying the foundation for industrial use. Electrical engineering, related to China's national economy and people's livelihood, is the most important industrial foundation engineering, which can not tolerate any mistakes. Its unique and important nature determines that the technology used must be perfect, mature and highly feasible. In today's increasingly perfect automation technology, finally achieved the results of practical application, and the emergence of the general, has a significant impact on the development of electrical engineering, making electrical engineering operation efficiency has been significantly improved. It can be seen that in today's aging society, automation technology is of great significance, which can effectively alleviate the shortage of young labor force, and has made an indelible contribution to China's economic growth.

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Construction and Application Of 0-6-Year-Old Music Education and Teaching Guidance Platform

Yifei Wang

School of Children's Welfare, College of Humanities & Sciences of Northeast Normal University, Changchun, Jilin, China

Abstract: With the continuous improvement of the level of information technology, people's life style has been greatly changed, along with the integration of education and teaching methods, information technology has been transformed. In this paper, 0~6-year-old children's music teaching, the construction of education and teaching guidance platform, analysis of the advantages of the platform construction, needs and functional architecture ideas, as well as the final expected application effect. The purpose is to design the platform to provide more professional music guidance for children.

Key words: Children; Music education and teaching; Guidance platform

1. INTRODUCTION

In the development of preschool education and teaching work, vigorously building information technology is an important part of preschool education. China proposes to promote the informatization construction of preschool teaching infrastructure, resources, software and application ability, comprehensively improve the application level of informatization, and promote the comprehensive development of children's music literacy.

2. ADVANTAGES OF CONSTRUCTING MUSIC EDUCATION AND TEACHING GUIDANCE PLATFORM

In the network era, in the music teaching for children, the platform integrates music theory knowledge of music specialty, and integrates into the multiple links of appreciation, learning to sing, creation, etc., which breaks through the limitation of single guidance of children's music teaching, and can broaden children's music teaching to extracurricular music learning. Based on the Internet, the platform supports pictures, audio, voice, SMS, text and other ways, and can quickly update, reply, zero cost and mobile cross platform convenient guidance. It can send music learning related materials with the help of the platform, including materials needed inside and outside the classroom. It can also push music videos, communicate group chat, and discuss topics.

3. PLATFORM CONSTRUCTION REQUIREMENTS

In the construction of the music guidance teaching platform, we should follow the music teaching rules of 0-6 years old children and meet the relevant needs of daily teaching. Therefore, the requirements for the construction of music teaching platform for children are as follows:

3.1 Meet the organization, release and management of music curriculum resources;

3.2 Music teaching course exchange, extracurricular communication and discussion;

3.3 The platform can be used to collect, sort out and consult according to the operation;

3.4 Students' music works can be uploaded, shared and exchanged in the platform;

3.5 To facilitate the organization and management of school music activities.

4. PLATFORM DESIGN IDEAS AND FUNCTIONS

4.1 Design ideas

In the design of 0-5-year-old children's music education and teaching guidance platform, we need to create the platform based on the school teaching website. The education information website can share the information of the platform, so that teachers can use the platform to push the music teaching related curriculum resources on the network in real time, and the works and interactive data of students, teachers and other users in music teaching are also included. It can be saved in the platform. The platform is more like a window to realize foreign exchange, which can realize teachers' more professional music education guidance for children.

4.2 Function design

4.2.1 Information release

The function module is mainly responsible for the real-time release of music teaching related information, including the users of music teaching platform. It can be responsible for editing, publishing and platform maintenance of the music teaching content to be released. As a registered user of the platform, announcements are generally applied to teachers, children's parents and platform managers.

4.2.2 Official document management

The function module can better connect with the school office system, meet the paperless office in the network operating system, effectively improve the overall work efficiency, and can supervise the whole operation process of the platform.

4.2.3 educational resources

The function module can provide audio, homework, theoretical expertise, text, video and other resources for children's daily music learning.

4.2.4 Music assisted teaching

The function module is mainly responsible for the daily music teaching of children. It can use the platform to complete daily training and examination exercises. It can also do online Q & A in normal children's music teaching, and interact with home to guide children's music learning

for parents, so as to better promote the improvement of children's music level.

4.2.5 System management

The system management is mainly for the later maintenance of the platform in the process of daily use, including user management, log management and daily music auxiliary teaching of children. The platform can be used to statistics music teaching related data information, and provide decision-making data for the teaching activities of preschool music teachers. Log management is responsible for operating platform functions, including the application logs of teachers and students platform. As the basic information of platform application, user management can complete the functions of modifying, saving, deleting and adding, and ensure that the functional operation interfaces of different users are different.

5. PLATFORM DEVELOPMENT ENVIRONMENT

In the development of the infant music education and teaching guidance platform, mainly in two aspects of hardware and software to complete the platform development. First of all, in the platform development hardware, the design of the server should ensure that the CPU of the server is above 2GHz of Intel Pentium, and in the actual operation of the system, data can be configured separately and different function services can be applied. For different servers of the platform, the memory hardware configuration should be above 4G. The data server is arranged in disk array, which can automatically increase and service space is more than 50g. The client design of the platform needs to install IE browser above 6.0 to achieve user interaction. Based on the system software, the operating system designed for this platform is win7 and above.

6. PLATFORM APPLICATION

Through the application test of the design of children's music education and teaching guidance platform, it is found that the platform can basically meet the basic requirements of 0-6-year-old children's music education and teaching, and the platform can meet the requirements of operation efficiency and stability in actual operation. The interface of the platform is intuitive and simple, which can prompt a variety of music guidance teaching resources, and also can give professional guidance to prompt the required improvement errors, which can guide

children to complete the music learning operation. Therefore, the design of 0-6-year-old music education and teaching guidance platform can meet the needs of practical function application in children's music teaching, not only establishes good teacher-student interaction, but also enables children to obtain personalized music guidance from teachers with the help of this platform, and establishes a good teacher-student relationship. The platform can also absorb the wisdom of other users, truly enhance children's interest in music, and cultivate children's desire to learn music through diversified music experience under the guidance of professional teachers.

7. CONCLUSION

In short, the application of music teaching guidance platform can enable students, parents and relevant platform users to learn, share and exchange children's music with the help of the platform, as well as provide professional guidance, which helps to broaden the space-time limitations of children's music teaching, and can also mobilize children's music creation initiative and create a good autonomous learning music atmosphere. Learning creation can cultivate children's musical sentiment.

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