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A Comparative Study of Two Junior Middle School Mathematics Textbooks from the Perspective of Core Literacy -- Taking "Function" Knowledge as An Example

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Abstract: Curriculum standards have made specific requirements for the classification and cultivation of core literacy. Textbook research can determine the implementation of core literacy in textbooks, and help and guide teachers to "teach with textbooks" better. Perspective on o'clock and Qingdao in this paper, based on the core literacy in the new version of the junior middle school mathematics teaching material "function" knowledge were analyzed, from the knowledge content arrangement, column setup, setting the example problem from three aspects, studies the characteristics of the two versions and the similarities and differences, and puts forward the corresponding suggestion, in order to the writing of the teaching material for the future and provide reference for teachers' teaching.

Keywords: Core Literacy; Comparison of Teaching Materials; O'clock; Qingdao New Edition; Junior High School Mathematics; Function

1. RESEARCH BACKGROUND

The core literacy of mathematics includes six aspects: mathematical abstraction, logical reasoning, mathematical modeling, intuitive imagination, mathematical operation and data analysis, which is the concentrated embodiment of the goal of mathematics curriculum. the development of students' core literacy in mathematics fully demonstrates the educational value of mathematics, and is also an important measure to implement and carry forward the concept of talent cultivation in traditional Chinese culture of cultivating talents with neutral morality [^{0}. Teaching materials are potential implementation courses that reflect the concept, objectives and content of curriculum standards and directly guide the implementation of curriculum [^{0}Comparative study of teaching materials is a good way to explore the characteristics and similarities and differences of the compilation of teaching materials. Combined with the core literacy of mathematics and the characteristics of teenagers' growth and development, we can better select the best and remove the bad, and explore more suitable teaching materials.

Function is an important part of the content of middle and high schools, and it is also the knowledge system that students feedback is difficult. It is also the most important content connecting middle and high schools. It plays the role of connecting the preceding and the following in the middle school stage, and is the main line of learning in the field of mathematics and algebra courses in middle school. Textbook research can help teachers quickly grasp the key differences between multiple editions of textbooks and guide teachers to better "teach with textbooks ". In order to understand the differences between local textbooks and mainstream textbooks, this paper selects "Compulsory Education Textbook Mathematics (Qingdao Press)" (later referred to as the New Qingdao Mathematics Textbook) and "Compulsory Education Textbook Mathematics (People's Education Press)" (later referred to as the People's Education Edition Mathematics Textbook) for comparative study.

2. CONTENT ARRANGEMENT COMPARISON

Table 1: Distribution table of each section of "function" knowledge system in the two editions of textbooks

Year period version	*O 'clock*	*Qingdao new*
Eighth grade Second volume	*Chapter 19 Functions of a degree* *19.1 The function* *19.2 A function* *19.3 Study program selection*	*Chapter 10. Functions of a degree* *10.1 Graphics of functions* *10.2 A function and its graph* *10.3 Properties of a function of one degree* *10.4 Function of one degree and bivariate equation of one degree* *10.5 Inequality for a function of one degree and unary one degree* *10.6 Application of one-time functions*
Book ONE for grade nine	*Chapter 22 Quadratic functions* *22.1 Images and properties of quadratic functions* *22.2 Quadratic functions and quadratic equations of one variable* *22.3 Practical problems and quadratic functions*	
Second volume of Grade 9	*Chapter 26 Inverse proportional Function* *26.1 Inverse proportional function* *26.2 Practical problems and inverse proportional functions*	*Chapter 5 re-exploration of functions* *5.1 The function and its representation* *5.2 Inverse proportional function* *5.3 Quadratic Function* *5.4 Images and properties of quadratic functions* *5.5 Determine the expression of the quadratic function* *5.6 Images of quadratic functions and unitary quadratic equations* *5.7 Application of quadratic functions*

The "function" knowledge system in the Mathematics Curriculum Standard for Compulsory Education (2011 Edition) (later referred to as the "Curriculum Standard") includes functions, primary functions, quadratic functions, inverse proportional functions and other contents. the knowledge distribution in each learning section is shown in Table 1 after comparison of the two textbooks:

As can be seen from Table 1, the chapter catalogue of the New Qingdao edition is more detailed and specific than that of the human Education edition. Both textbooks place primary functions in the first volume of grade 8, while inverse proportional functions and quadratic functions are quite different. O 'clock the orchestration of the archies of both the content and the difficulty of smaller, less content of inverse function arrangement in the ninth grade vol. 6, the more difficult, the content of quadratic function arrangement in grade nine days, a function and grade eight vol. 6 form good cohesion, this arrangement reflects the escalate, has risen in a spiral of scientific principles, Suitable for the gradual cognitive characteristics of students, is conducive to the gradual cultivation of students' core literacy in mathematics. Qingdao version of the inverse function and a quadratic function into a chapter, arranged in the ninth grade vol. 6, a function with grade eight book1&book 2 learning interval one semester, and inverse function arrangement before the quadratic function, a function and quadratic function of learning time interval is longer, can lead to knowledge more difficult to establish the correlation between students, is not conducive to student learning, More conducive to the cultivation of the literacy of the students' abstract thinking and logical reasoning, is disadvantageous to teachers' teaching, such arrangement is not enough to reflect the integrity of the function of knowledge and well and quadratic function of such a difficult to knowledge in junior middle school teaching material of the last book, in the actual teaching, may give an examination of the students and teachers great difficulty and pressure.

3. COMPARISON OF COLUMN SETTINGS

Whether the columns of context, exercise and activities in the textbook are set properly will directly affect students' understanding of knowledge and the cultivation of students' mathematical core literacy. Now, the columns of "function" knowledge system in the two editions of the textbook are compared, as shown in Figure 1 and Figure 2.

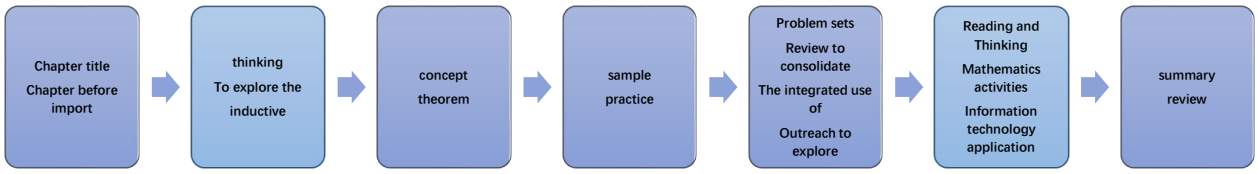

Figure 1: Setting diagram of human Education Page column

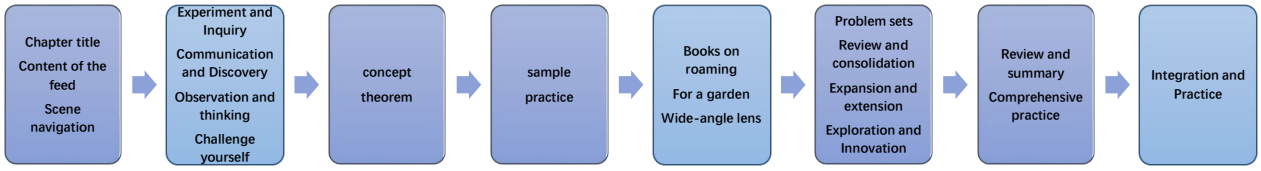

Figure 2: Column setting diagram of Qingdao new Edition

O 'clock and Qingdao columns are similar, in the new import from scene problem, through exploring thinking let students experience the exploration process, and gradually acquire knowledge, then use examples and exercises to consolidate knowledge, interspersed with "books on roaming", "information technology" and other columns. "books on roaming" introduces the rich variety of history of mathematics, "Application of information technology" shows the intuitive image of mathematics, broadens the students' vision and so on, so as to stimulate the students' interest in learning, and design multi-level exercises to make different students get different development, expand the students' knowledge of mathematics.

Qingdao new also set up special columns "challenge", "comprehensive and practical", introduces the development of sexual knowledge study provide spare capacity of students, adhere to the different characteristics on the development of students, thus promotes the development of different levels of students, also conforms to the "curriculum" in "the teaching material content design to exhibit a degree of elasticity" requirements, to meet the different needs of students. of course, there are differences in the following details between the two editions.

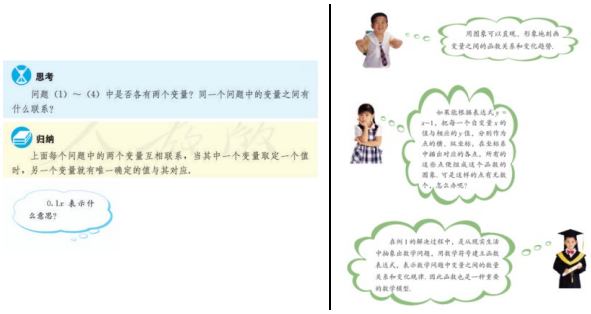

Figure 3: Comparison of the Column of Inquiry and Thinking between the Human Education Edition (left) and the Qingdao new Edition (right)

Inquiry thinking column design is different. As shown in figure 3, o 'clock use title distinct column name directly guide students thinking, to explore, inductive, Qingdao the new students of three special character image are adopted to simulate the guiding questions in the form of dialogue in the form of a virtual team to discuss created the problem, to give students a higher sense of situational and interactive feeling, thinking, lively and interesting, It also meets the requirement of "textbook compilation should reflect readability" in the "curriculum standard", which is easier to stimulate students' interest in learning.

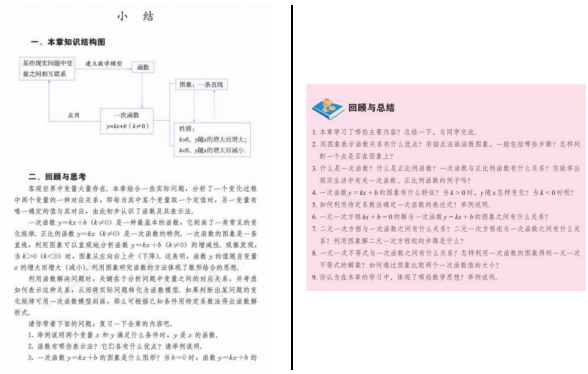

Figure 4: Comparison of summary at the end of chapter between the Human Education Edition (left) and the Qingdao Edition (right)

Chapter end summary column design is different. As shown in Figure 4, "Knowledge structure chart of this Chapter" and "Review and Reflection" are set in the summary at the end of chapter in the Human Education version, while "Review and summary" is only set in the Qingdao new version. Middle school students do not fully understand the integrity of knowledge, pay little attention to knowledge structure, and lack the consciousness of self-summarizing knowledge structure. However, the "knowledge structure chart in this chapter" in the human Education edition can help students form a good knowledge structure, guide students to pay attention to the integrity of knowledge, and cultivate students' logical thinking quality. This design conforms to the requirement of "teaching material compilation should reflect the integrity" in the "curriculum standard", and can help students to understand the relationship between knowledge in a deeper level.

4 EXAMPLE PROBLEM DESIGN COMPARISON

4.1 Distribution of sample exercises in literacy types

Examples and exercises are an important part of teaching materials and an important way to consolidate mathematical knowledge and cultivate core literacy. In the "function" knowledge part, mathematics core literacy is mainly reflected in five aspects: mathematical abstraction, logical reasoning, mathematical modeling, intuitive imagination and mathematical operation. In order to make a better quantitative comparison of the core literacy reflected in the examples, five core literacy are coded.

Long-distance calls made from point A to point B will be charged 2.4 yuan for A maximum of 3 minutes and 1 yuan for each minute after that. Write the functional expression of call cost y(unit: yuan) regarding call time x(unit:min). With 10 yuan, what is the maximum length of a call?(In this case, x is an integer. If the call duration is less than 1 minute, the call duration is 1 minute.)

Coding principle: This question is recorded as one question. Solving this problem requires students to use abstract thinking, establish mathematical models and carry out mathematical operations in real situations. Therefore, this problem reflects the three core qualities of mathematical abstraction, mathematical modeling and mathematical operations. [0]

Based on the above coding principles, the number and percentage of example exercises in "function" knowledge in the five core qualities are obtained statistically, as shown in Table 2.

Table 2: Statistical table of the distribution of example exercises in "function" knowledge in each literacy in the two editions of textbooks

version	*chapter*	*project*	*Mathematical abstraction*	*Logical reasoning*	*Mathematical modeling*	*Intuitive imagination*	*Mathematical operations*	*The total*
people teach version	*Chapter 19 A function*	*Cases of problem sets*	*43*	*4*	*1*	*38*	*53*	*82*
		The percentage	*52.4%*	*4.9%*	*1.2%*	*46.3%*	*64.6%*	
	Chapter 22 Quadratic function	*Cases of problem sets*	*19*	*1*	*4*	*22*	*28*	*46*
		The percentage	*41.3%*	*2.2%*	*8.7%*	*47.8%*	*60.9%*	
	Chapter 26 Inverse proportional function	*Cases of problem sets*	*22*	*8*	*1*	*10*	*17*	*40*
		The percentage	*26.8%*	*20.0%*	*2.5%*	*25.0%*	*42.5%*	
	The proportion of each accomplishment		*50.0%*	*7.7%*	*3.6%*	*41.7%*	*58.3%*	*168*
Qingdao new	*Chapter 10 A function*	*Cases of problem sets*	*26*	*17*	*9*	*25*	*46*	*75*
		The percentage	*34.7%*	*22.7%*	*12.0%*	*33.3%*	*61.3%*	
	Chapter 5 A reexploration of the function	*Cases of problem sets*	*58*	*19*	*22*	*18*	*84*	*116*
		The percentage	*50.0%*	*16.4%*	*19.0%*	*15.5%*	*72.4%*	
	The proportion of each accomplishment		*44.0%*	*19.9%*	*11.0%*	*22.5%*	*68.1%*	*191*

4.2 Research results and analysis

As can be seen from Table 2, the total number of example exercises in Qingdao new edition is slightly higher than that in human education edition. the highest proportion of example exercises in "function" in both editions is mathematical operation literacy, which is higher than 58%. the proportion of mathematical abstract accomplishment is the next, followed by the proportion of intuitive imagination and logical reasoning. the literacy with the lowest proportion was mathematical modeling literacy, which was lower than 11%. There is a big gap between them in visual imagination, logical reasoning and mathematical modeling literacy. Both textbooks attach great importance to mathematical operation literacy and mathematical abstract literacy, but the other three literacy is not enough. O 'clock in the logical reasoning and mathematical modeling accounted for less than 10%, but the abstract quality and higher than many modeling literacy, which suggests that in word problems need logical reasoning and modeling is not much, but logical thinking ability and development play an important role on people's thinking, modeling is to cultivate students ability to find problems in the practical background thinking and problem solving skills. the proportion of mathematical abstract literacy in Qingdao new edition is about twice that of intuitive imagination literacy, which

indicates that Qingdao new edition textbooks pay more attention to the cultivation of abstract literacy than intuitive literacy, which is also consistent with the psychological development of young people "abstract logical thinking has been transformed from 'experience' to 'theory'".

In terms of mathematical abstraction and intuitive imagination literacy, the proportion of the example exercises of the one-step function in the human education edition is higher than that in the Qingdao new edition. In terms of logical reasoning and mathematical modeling literacy, the proportion of example exercises of the one-step function in the human education edition is much lower than that of the one-step function in Qingdao new edition. Qingdao new version of the function to explore the corresponding is the human education version of the first function and inverse proportional function, the number of example exercises is much higher than the human education version of the total example exercises, in the intuitive imagination literacy, the human education version of the first function and inverse proportional function of the example exercises accounted for more than Qingdao new version of the function to explore the example exercises accounted for; This shows that the human education version attaches great importance to the image of inverse proportion and quadratic function, which is also an important way to cultivate students' intuitive literacy. While the Qingdao new version mainly implements mathematical modeling literacy in situational word problems, which is much better than the human education version.

5. SUMMARY AND SUGGESTIONS

From the perspective of core literacy, through the comparison of the content arrangement, column setting and sample problem design of "function" knowledge in the two versions of junior middle school mathematics textbooks, the following enlightenments are obtained:

In terms of content arrangement and column setting, we can consider introducing more and better arrangement and setting on the basis of retaining the original characteristics, so as to design excellent textbooks that cannot only meet the teaching requirements, facilitate the teaching arrangement, but also implement the core literacy of mathematics. For example, the new Qingdao textbook can divide the content of quadratic function and inverse proportional function into two chapters, and advance the progress appropriately, and pay attention to the connection of relevant knowledge; Chapter structure chart can also be added to make the knowledge structure clear and promote the cultivation of students' logical thinking quality. Human education edition textbooks can be considered to improve the interactive sense of textbook reading experience, stimulate students' interest in learning.

As far as the design of example exercises is concerned, teachers can make full use of the advantages of example exercises in various versions of textbooks, reasonably configure example exercises, and better promote the core literacy of students in mathematics. the examples and exercises in the "function" knowledge of the two editions attach great importance to mathematical operation literacy and mathematical abstraction literacy, but pay insufficient attention to logical reasoning literacy and mathematical modeling literacy. Logical reasoning is an important way to get mathematical conclusion and construct mathematical system, which enables students to think logically and form rigorous thinking quality and rational spirit. Mathematical modeling is the basic means of applying mathematics to solve practical problems, as well as the power to promote the development of mathematics. It can make students consciously express the real world with mathematical language, discover, propose and solve problems, and enhance the consciousness of innovation and scientific spirit [04]. When teachers supplement routine exercises, they should pay more attention to the routine exercises to cultivate logical reasoning and mathematical modeling literacy. For example, by adding routine exercises with life background, students can independently explore variables, build mathematical models and solve practical problems. To the student that learns to have power, can increase difficulty of exemple exercise appropriately and novelty degree, can satisfy the desire that the student explores independently, also be helpful for broadening the mathematical vision of the student.

In a word, mathematics teaching materials are important resources to achieve the goal of mathematics curriculum and to achieve high quality teaching, and they should be compiled and revised more rigorously and expansively. In actual teaching, the teachers are faced with different versions of teaching materials should also be more fully consider the advantages and disadvantages of the teaching material, more fully play its potential, to cultivate students ability literacy of students should pay attention to their aptitude, also do not require all students to "get going", based on the teaching material itself well stratified teaching and learning, enable all students to get a developmental study.

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Research on the Innovative Mode of Youth Sports Training under the Internet Background

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Abstract: Under the background of the continuous improvement of the science and technology level in the information age, the Internet has gradually played an important role in various industries and fields, laying a solid foundation for the innovative development of the modern society. Especially in the Internet context, the youth sports training mode also effectively breaks through the limitations of the traditional training, and plays an auxiliary role in getting twice the result with half the effort. Based on this, the article analyzes the characteristics of the innovative mode of youth sports training under the Internet background and the problems existing in the youth sports training, and puts forward the strategy of implementing the innovative mode of youth sports training under the Internet background, aiming to promote the innovative development of youth sports training in China as a whole.

Keywords: Internet Background; Youth; Sports Training; Innovation Model

1. CHARACTERISTICS OF THE INNOVATIVE MODE OF YOUTH SPORTS TRAINING UNDER THE BACKGROUND OF THE INTERNET

With the accelerating process of informatization reform, with information, efficient Internet technology gradually strengthen the industry has played a good role in promoting, also to a certain extent, promote the change of youth sports training, each master the young athletes individual differences on the basis of scientific training plan, help teenagers deeply understand the unique charm of sports training, achieve the purpose of exercise its physical quality, improve the level of sports training. Therefore, in the Internet background to actively promote the innovative development of youth sports training, has become an inevitable result of adapting to the development trend of the new era.

1.1 Information characteristics

In the context of the booming Internet era, big data has gradually set off a wave of technological revolution in the whole world, and has also played a vital role in various industries. In the context of the Internet era, big data also has a key influence in youth sports training, which promotes the innovative development process of youth sports training in a subtle way. Youth sports training data has changed year by year, the change trend is more significant, relying on the Internet platform under the big data technology can effectively collect and store youth sports training data, can also build on the basis of the system of youth sports training database, effectively solve the problem of traditional data information storage difficulties. Based on young athletes database, related coaches can real-time understand and master the actual situation of each young athletes, through systematic data analysis develop scientific and effective training plan, for young athletes to create a harmonious and efficient training environment, and orderly youth sports training provides technical support, also to a certain extent, improve the quality of outstanding youth talent training.

1.2 Interest characteristics

For teenagers in the critical period of physical and mental growth and development, they are very easy to be influenced by all kinds of new things during the daily training process, and they are unable to maintain concentrated attention during the training process. Therefore, in the process of youth sports training, it is necessary to deeply explore the interests of young athletes, promote them to maintain a serious and rigorous attitude in the process of special training always, and promote the comprehensive and balanced development of teenagers while ensuring the quality of sports training. Coach, on the other hand, in the youth sports training, can make full use of the Internet function, the students interested in elements into the specific training link, to a certain extent, improve the whole training process of fun, create a lively training atmosphere for students, encourage students to have a strong interest in sports training.

1.3 Interactive characteristics

Compared with the traditional youth sports training method, under the background of "Internet +" of youth sports training mode effectively balance the relationship between coaches and young athletes, by building the Internet online communication platform, for young athletes and coaches provides a good communication environment, help young athletes quickly master all kinds of movement skills. and the traditional training process, although teenagers and athletes can communicate through face to face communication, but under the influence of traditional fixed thinking is usually dominated by coaches, while young athletes passively accept the corresponding training instructions, to a certain extent, weakened the communication between the two. But with the support of the new era of Internet platform, effectively break through the limitations of the traditional way of communication, make teenagers and athletes in an equal position, both can effectively communicate the problems existing in the process of daily training, young athletes can also be bold to express their own views and opinions, really highlighted the main body status of young athletes.

2. PROBLEMS EXISTING IN ADOLESCENT SPORTS TRAINING

2.1 Common lack of interest in exercise training among adolescents

Exercise is an essential activity in each individual growth stage, and it is necessary to form good exercise habits and

awareness in adolescence. However, in the actual process of youth sports training, there are still a lot of factors affecting the quality of adolescent sports training. Compared with the sports training programs of ordinary students, the mode and content of the traditional youth sports training programs are relatively boring and boring, and the sports training in the student period also organically combines learning and sports, but for the youth sports training, the whole process is only mainly boring sports training. In the daily training process, teenagers usually need to repeat and experience the same content, resulting in the whole sports training process is too mechanized, which is not only unable to guarantee the effect of youth sports training, but also may erase the enthusiasm of teenagers to participate in sports training independently in the long run.

2.2 The professional level of the coaches is limited

In youth sports training, some coaches to their own subjective consciousness as the core of sports training, even blindly adopt unified training standards, excessive pursuit of young athletes task completion, ignoring the youth personalized growth needs and adaptation to the training standard, cause most of the coaches in the actual training process still adopt traditional training mode, did not actively adapt to the development of the new era needs innovation and targeted teaching methods, cannot fully mobilize the subjective initiative of young athletes in the actual training process. At the same time, the traditional sports training mode does not combine the actual situation and physical quality of young athletes, leading to the obvious deviation of the final sports training effect and expectation of teenagers. Therefore, in the process of practice, the relevant coaches must really think from the perspective of young athletes, and try to cultivate their interest in actively participating in sports training as the fundamental task, and encourage teenagers to consciously participate in daily training activities.

3. STRATEGY OF IMPLEMENTING THE INNOVATIVE MODE OF YOUTH SPORTS TRAINING UNDER THE BACKGROUND OF THE INTERNET

3.1 Make full use of the auxiliary functions of the Internet

Youth sports training in the actual process, the Internet usually can play a vital role in many aspects, but in the process should avoid the phenomenon of putting the cart before the horse, but correctly view between the primary and secondary relationship, highlight the subject status of youth sports training, give full play to the auxiliary function of the Internet data. In youth sports training activities, the most fundamental purpose is to rely on sports training to improve youth physical quality, improve the overall health level of the teenagers, and the Internet is just an auxiliary means, optimize the whole training process need to combine the specific content and the personalized needs of teenagers in the training process, to the core task of sports training as a starting point, give full play to the maximum value of Internet technology. But it is important to note that in the actual training process, we should avoid excessive reliance on Internet application technology, and also need to prevent teenagers because of self management ability and lack of social experience and addicted to the Internet, but combined with adolescent physical and mental growth law construction system network defense mechanism, carefully screen teenagers grow positive information, strictly resist network bad behavior, at the same time seriously observe the growth of teenagers, timely psychological guidance, to provide teenagers clean green network environment, always follow the basic principles of training.

3.2 Strengthen the Internet application ability of the coaches

Under the background of the rapid development of information technology, various advanced Internet technologies have emerged at the Times require, which to a certain extent has put forward higher requirements for the technical application ability and professional quality of coaches. Therefore, the relevant coaches should always pay attention to the industry development dynamic, actively learn youth sports training theory knowledge, combined with the actual teaching situation constantly optimize and perfect the training content and training system, with the help of advanced Internet platform and information technology to timely obtain the required data information and industry dynamics, constantly improve their information acquisition ability and technology application ability. Based on this, under the background of the Internet era, it has become an important research subject that must be paid great attention to to actively strengthen the application ability of Internet technology and improve the overall effectiveness of youth sports training. on this basis, should regularly organize coaches to participate in reeducation training activities, require coaches to master Internet application knowledge and basic operation skills, around the comprehensive quality of coaches construction system education training system and resource guarantee mechanism, maximize the coaches' information literacy and professional level, truly provide young athletes with scientific and effective theory and technical guidance.

3.3 Strengthen the construction of Internet infrastructure

Actually our country youth sports training project started late, failed to give full play to the maximum role of the Internet model, investigate the fundamental reason is that the current Internet infrastructure construction is insufficient, most of the youth training team is not equipped with complete Internet facilities, the "Internet +" mode of youth sports training cannot get orderly development. In addition to the shortcomings of hardware, youth sports training still lacks corresponding software support in the actual development process. Most of the developed software with youth training as the core is not targeted and effective, which cannot fully meet the psychological demands and practical training needs of teenagers. For this, the relevant government departments and organizations must attach great importance to the Internet construction work, actively give substantial help for youth training team, under the premise of capital allows appropriate increase investment, and actively introduce various advanced Internet technology, build systematic youth sports training system, for the depth of

the Internet technology and youth sports training fusion lay a good foundation. In addition, the relevant government departments can also actively form a special youth sports training expert team, intensify the selection of high-quality talents, for the background of the Internet youth sports training work smoothly to provide human support, comprehensive build high-end, system of youth sports training system, in promoting the long-term development of youth sports training at the same time, continuous innovation and optimization of youth sports training mode.

epilogue

Under the background of the Internet era, its unique information, interest and interactive characteristics not only fully meet the psychological needs of young athletes, but also improve the overall quality and efficiency of youth sports training, and give full play to the auxiliary function of Internet technology. In the process of youth sports training practice, the effective application of Internet technology helps to optimize the teaching mode, and can respect the youth individual differences on the basis of layered training, exercise the adolescent physical quality can also improve the overall level of sports training, for our country social development construction provides human support.

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Research On Integrating Red Cultural Resources Into Patriotism Education Of College Students

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Abstract: Patriotism education is an important part of ideological and political education in colleges and universities. Strengthening patriotism education is particularly important for cultivating the patriotism and moral quality of contemporary college students. Red cultural resources are important resources of socialist advanced culture and educational resources with distinct political characteristics in ideological and political education. It is of great significance to integrate red cultural resources into the patriotism education of college students. This paper first analyzes the importance of integrating red cultural resources into the patriotism education of college students, and discusses the relevant integration paths.

Key Words: Red Cultural Resources; Colleges And Universities; Patriotic Education

1. INTRODUCTION

Local young college students are the hope of the country and the nation, shoulder the great rejuvenation of the Chinese nation and socialist modernization of the country's construction. For a long time, the education of young college students, especially the ideological and moral cultivation has always been the focus of the Party and the state. Patriotism education is an important way to train college students to establish correct ideological and moral character. It is the call of national leaders in the new era to make good use of red resources, carry forward red traditions and inherit red genes [1]. Therefore, the integration of red cultural resources into the patriotism education of college students is helpful to further improve the effect of patriotism education and help students form good patriotic thoughts and sentiments.

2. THE IMPORTANCE OF INTEGRATING RED CULTURAL RESOURCES INTO THE PATRIOTISM EDUCATION OF COLLEGE STUDENTS

2.1 Enhance college students' cultural confidence

The red culture resources are rich in profound history and culture, which is the precipitation and witness of the arduous struggle led by our party. At present, many college students lack relevant content about the development history of the Party's revolution in the process of learning history and culture. They only know important historical nodes, but are not aware of the suffering and even sacrifice of the revolutionary martyrs behind them, and it is difficult to deeply understand the profound connotation of the great rejuvenation of the Chinese nation [2]. And red culture resources collection of national spirit and national emotion in one, a red culture resources into the patriotism education, can make students fully understand Chinese history and culture, the correct understanding to the only people of all ethnic groups unite together to resist foreign invasion, this to cultivate college students' love of Chinese history and culture, set up the national self-confidence, enhance cultural self-confidence plays an important role.

2.2 Strengthen the ideals and beliefs of college students

Red cultural resources contain various spiritual forces, with strong appeal. the political struggle and revolutionary historical practice led by the red spirit have continuously confirmed the feasibility of Marxist theory as the scientific guidance of socialism with Chinese characteristics [3]. Only by setting up the lofty ideal of communism, unswervingly following the leadership of the Party and walking on the road of socialism with Chinese characteristics can we make our country rich and powerful and realize the great rejuvenation of the Chinese nation. Integrating red culture resources into patriotism education is helpful to firm up ideals and beliefs of college students and root patriotism in their hearts.

2.3 Internalize the patriotic conduct of college students

The deeds of revolutionary martyrs, red culture activities and revolutionary history museum are all important components of red culture resources, as well as important resources for university students to carry out patriotism education. From these red cultural resources is not only able to found the theory achievement of the development of the revolutionary martyrs promote the construction of the motherland, and to be able to dig out the Chinese people's resistance to oppression, of the heroic struggle of the practice, the theory and the wisdom crystallization of red culture resources have distinct characteristics of the Times, is internalized in the patriotism education as the important carrier of college students' patriotic behavior.

3. THE PATH OF INTEGRATING RED CULTURAL RESOURCES INTO THE PATRIOTISM EDUCATION OF COLLEGE STUDENTS

3.1 Enhance the objective cognition of integrating red cultural resources into patriotism education

Ideological and political theory course is an effective channel for red culture resources to be integrated into patriotic education, and also the foundation of red culture. It can be said that most of the theoretical knowledge of red culture that students know at the cognitive level comes from the contact between ideological and political theory courses and red culture resources. Therefore, integrating red cultural resources into ideological and political theory courses can make students correctly recognize the red historical years, unconsciously identify with red culture, promote the transformation of red cultural spirit into patriotic spirit, so that students can establish a positive attitude to accept ideological education actively. In

addition, the red culture resources in universities should not only be limited to ideological and political classes, but also be integrated into the teaching of professional courses so as to give full play to the collaborative role of ideological and political education. the red culture resources are integrated into the professional courses, and the red seeds are planted in the professional courses so that students can set up patriotic thoughts imperceptible.

3.2 Improve the propaganda method of integrating red cultural resources into patriotic education

Red cultural resources contain the glorious deeds and moral qualities of revolutionary martyrs. To carry out the propaganda work of red culture resources based on the important historical nodes is conducive to arousing emotional resonance and making patriotism education deeply rooted in people's hearts. For example, the year 2021 is a special historical juncture for the centenary of the CPC. On this occasion, a large number of films and TV series will be launched nationwide to celebrate the centenary. All kinds of red movies and TV plays, red poems and poems come into the public's field of vision, which make the public retrace the glorious history of the Party's one hundred years, and have obvious attraction to college students. Therefore, colleges and universities should make use of the special historical node, increase the propaganda of red culture resources, make students review the red classics, spread red culture, and help students establish a good patriotic character.

3.3 Carry out practical activities of integrating diversified red cultural resources into patriotic education

Red practice is an effective way to integrate red culture resources into college students' education, and also an important form of patriotism education in colleges and universities. the red culture activities cover red art works, painting, calligraphy and photography activities, red songs and so on. Through carrying out such red culture activities, create a good red culture atmosphere, so that students can feel the influence of red culture imperceptibly, and better achieve the goal of patriotic education. At the same time, colleges and universities should guide students to go out of the classroom and personally experience the material red cultural resources. For example can learn travel activities, organizing college students to carry out red research for patriotic education in practice, helps to stimulate the enthusiasm of students, expand students' vision, dissemination of red culture, feeling red cultural spiritual power, increase the appeal of red culture and expressiveness, further improve the education effect of patriotism education.

4. CONCLUSION

To sum up, the deep integration of red cultural resources and patriotism education for college students is the practical need of strengthening ideological construction of college students in the new era, and plays a positive role in cultivating students' good patriotic conduct, enhancing cultural confidence and strengthening ideals and beliefs. Therefore, colleges and universities need to strengthen the red culture resources into the patriotism education objective cognition, constantly improve the red culture resources into the patriotism education way of publicity, actively carry out diversified red culture resources into the practice of patriotic education activities, to ensure that the red culture resources, give full play to the educational function and patriotism education financing, promote each other.

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On the Relationship Between Saxophone Sound and Breath and Practice Points

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Abstract: Saxophone is a popular music art. Good timbre has become an important index to measure the performance level, and timbre is closely related to breath. Therefore, learning to analyze the relationship between saxophone sound and breath can carry out targeted training, so as to realize the complementarity of sound and breath. This paper aims to study the relationship between Saxophone sound and breath and the key points of practice, so as to promote the progress of mastering saxophone breath.

Key Words: Saxophone; Sound; Breath; Practice Points

1. INTRODUCTION

The saxophone was named by its maker Adolf Sachs. In 1840, Adolf invented the first saxophone with the upper and lower e tones, which marked the birth of saxophone art. Saxophone is loved by many people for its tension sound and soft timbre, but there is an important connection between the sound of saxophone and the application method of breath. Good breath can give full play to the beautiful timbre of saxophone. Therefore, clarifying the relationship between sound and breath and the key points of practice is of great significance to improve the performance level of saxophone.

2. THE RELATIONSHIP BETWEEN SAXOPHONE SOUND AND BREATH

The sound of the saxophone is also known as the timbre. the body of the saxophone is a resonant cavity, and the sound is produced by the vibration of the air column. There are openings of different sizes on the tube, forming a saxophone playing system. the propagation distance of sound waves in the air column can be selected according to different keys, so as to produce different pitch effects. the correct Saxophone timbre will bring people a sense of vastness. the timbre is mellow and pure, with a unique musical beauty. the sound of saxophone can be summarized as unimpeded, loose, wide, round, pure, beautiful and other characteristics. As an important skill training in saxophone performance, breath needs to use accurate ways to ensure the smoothness of breath.

The relationship between Saxophone sound and breath is mainly reflected in three points: first, the influence of breathing mode on timbre. Chest belly breathing valve is often used in saxophone performance, which plays an important role in playing long musical sentences and continuous spitting, which can make the player more fluent in the process of playing scale and semitone, and it is also a guarantee for human health; the second is the influence of breath position on timbre. the sound of saxophone is pure and clean, which is mainly related to the number of overtones during performance. When the overtones increase, the sound will be clearer and brighter, which needs to maintain a high breath position during performance; Third, the influence of air pressure and volume of breath on timbre: good timbre needs the support of breath to achieve timbre unity, which requires the control of air pressure and volume of breath. When the exhaled breath is hot, the breath entering the saxophone is more delicate, so that the sound emitted on the whistle is also delicate and warm, which makes the sound of the whole Saxophone appear warm. Therefore, controlling the air pressure and volume of the breath can also help the tone to be more harmonious [1].

3. PRACTICE POINTS OF REALIZING THE INTEGRATION OF SAXOPHONE SOUND AND BREATH

3.1 Establish a correct concept of timbre

As one of the instruments closest to human voice, saxophone can continuously improve the expressiveness of music. In the wrong cognition of timbre, it only pursues the volume when playing and ignores timbre, which makes it lack of aesthetic feeling when playing. the pronunciation of saxophone is mainly realized by the whistle vibration caused by breath. Therefore, the tension and breath of lip play an important role in timbre. When the lips are too tight, the sound will be too tight and stuffy. When the lips are not strong enough, the breath will be too short and lack of penetration. In the process of correcting the wrong timbre concept of saxophone, we should first improve the performer's ability to identify timbre. Only by clarifying what timbre is aesthetic, can we master the correct training direction. In the process of practicing saxophone, we should listen to the correct way and pure timbre as a demonstration, and consciously correct the bad timbre in the performance, so as to promote the improvement of aesthetic feeling in the performance process and form the correct timbre concept. Under the guidance of the correct concept of timbre, players can more clearly understand the relationship between sound and breath in saxophone performance, so as to continuously improve the performance level of saxophone.

3.2 Master the correct breathing method

There is a close relationship between breath, timbre and breathing mode in saxophone performance. In order to pursue enough breath when playing, many players inhale hard and even shrug to increase the pressure on the chest during breathing, which not only failed to prolong the breath, but also shortened the breath and affected the timbre. Especially for some beginners, when playing, they only press down the diaphragm, making the breath rigid, which has become an important reason to hinder the progress of performance level [2]. the correct way of breathing should first achieve the overall relaxation. When changing the way of breathing at the beginning, you can

try to get away from the musical instrument and keep the whole body relaxed. Put your hands on the back waist, and your feet are flush with your shoulders. When exhaling, the center of gravity sinks, and the heel is forced to exhale and inhale slowly. When inhaling, you can feel the obvious bulge of the abdomen and the outward tension of the palm. When exhaling, the lower jaw part of the coin deduction shall be as offline as possible to produce a feeling of pressing the throat. the interior of the mouth is almost in the "O" shape, so that the exhaled breath can remain columnar and the timbre can naturally appear thick. the correct breathing mode requires that the abdomen is the main force producing part, which is quite different from the conventional breathing mode. This requires the performer to exercise every day and consciously use the thoracoabdominal breathing method in daily life, so as to make the thoracoabdominal breathing a habit. the daily practice time of about 20 minutes is the best.

3.3 Enunciation practice

As the basic skill of saxophone, enunciation involves the cooperation of fingering, breath, mouth shape and so on. First of all, we should pay attention to the cooperation of tongue, breath and fingers. When using the tongue to spit out sound, we should form a stable high-pressure gas velocity. By practicing breathing and long sound, we can ensure that each sound can be expressed in an appropriate form, so as to form the required gas velocity. Secondly, the tongue should be kept in a natural state as much as possible when spitting out. the tongue should be relaxed and lifted slightly. the tip of the tongue can be properly tilted upward to contact the lower edge of the whistle tip, and the contact area should be as small as possible [3]. the tip of the tongue at the front of the tongue should be slightly retracted, and the form of slightly touching the tip of the whistle from above to below to produce "protruding" or "beeping" syllables. the state and position of the tip of the tongue should be repeatedly pondered in order to produce a clean sound, which is also the basis of saxophone performance. When the rapid sound can be spit out, it shows that the sound and breath have been properly integrated.

4. CONCLUSION

To sum up, the saxophone is characterized by its deep sound and rich in the player's emotion, which can bring the audience a new aesthetic experience. In order to make a pleasant sound in the performance process, we need to pay attention to the training of breath, so as to maintain the performance level of climax. Starting with the relationship between saxophone sound and breath, this paper explores how to realize the perfect integration of sound and breath, which is closely related to the performer's cognition of timbre and the mastery of breathing methods. Paying attention to the training of enunciation mode in the training process can more effectively help the performer output crisp timbre and continuously improve the performer's performance level.

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Textual Research On the Objects And Contents Of Sacrificial Texts In the Collection Of Dunhuang Praying Texts

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Abstract: The basic cognition of people's life in Dunhuang society in the 5th-11th century is to keep in good health and regret the death and the deceased is the greatest. Based on the Collection of Dunhuang Praying Texts published by Yuelu Press in 1995 and annotated by Zheng Huang and Wei Wu, according to the different objects of sacrifice, this paper divides the contents of the sacrifice into three categories: the sacrifice of praying for the dead to die in the pure land of Buddhism, the sacrifice of praying for the dead to come back again, and the sacrifice of praying for the dead animals, and the specific content of each category is explained.

Key Words: Dunhuang Praying Texts; Funeral; the Dead Of Laity; the Deceased Monk; Dead Animal

1. INTRODUCTION

All the perspectives of this paper are derived from Zheng Huang and Wei Wu:the Collection of Dunhuang Praying Texts, Yuelu Press, November 1995 edition. According to the different identities of the sacrificial recipients, the contents of the sacrifice in the prayer text are divided into three categories: the sacrifice of the laity dead in the pure land of Buddhism, the sacrifice of monks and nuns to the pure land of Buddhism, and the sacrifice of animals to eliminate disasters, and the contents of each type of sacrifice are analyzed.

2. SACRIFICE OF THE DEAD IN THE PURE LAND OF BUDDHISM

2.1 Pray for all living beings to eliminate disasters and die

S. 522 The Praying Texts of Eliminating Cross Mindedness and Dying

Its content is about how to end the earthly relationship at the end of each body's life, that is, to eliminate the process of communication and thought to pass away. On the day of death, the life span of this life came to an abrupt end. How to eliminate earthly relationship? "Until the end of life, just pay attention to all Buddhas, and don't cry and suck. ". At the time of the death of their loved ones, the relatives around them should suppress their grief and are not allowed to wail, because they should understand that "all love must be abandoned". "Love" here refers to all things in the world. How to abandon? Everything should be regarded as white bones, that is, "first think about yourself naturally, from foot to top, all like white bones. Then look at all the trees, gardens, houses, mountains and rivers, earth, wives, children, men and women, food and clothing, all white bones". the language of the original text is simple and instructive, just like a teacher guiding us to sit quietly and meditate when we practice yoga. After eliminating the concept of communion, we will embark on the road of life smoothly. the sacrifice said that on the way to death, the following situations will be encountered in turn. the deceased need to experience and carefully identify one by one in order to reach the blissful world of death. With regard to the situation after death, the article wrote that "when see the Buddha's body, all the sick will get rid of their differences, all those who are sacrificing their lives will live a long life, and all those who have evil views will enter the right view; prison will be free from suffering; the long way will lose its way, leading to their own way; poverty will get rich; six senses are absent, and the appearance and body are now in it; or if they become a monk, they will get four Salmonella fruits". It means that as long as you can die in your life, you will never suffer from illness, enjoy a long life, and meet the light of life. I think this is the ultimate super life and death advocated by Buddhism, and the so-called see through, put down, clean and free.

2.2 Pray for the dead parents to eliminate the disaster and die

P. 2341 take Dead Father and S. 6417 A Sacrifice to Dead Father for example.

The above two sacrificial texts are about praying for the elimination of disasters and death for the dead parents. That is, "however, those who hold the stove and kneel piously now have two ends although fasting for a while: one is set for the death day of parents. " "Those who set up fasting will be regarded as a blessing meeting for the memory of the deceased. ". the place of death described by the sacrifice is "wishing to turn into the treasure house of life and travel Jintai; without going through three painting and eight difficulties. Giving up Yanfu to promote longevity and obtain the long years of pure land; abandoning the humble body and realizing the joy of no life".

Buddhism has three roads, five hardships and eight difficulties. Three roads:one is fire road, which is the place burned by the fierce fire of hell road; Second, blood road, where animals eat each other; the third is sword road, where the hungry ghost road is forced by the sword. Another is:one is the road of torturing the former, the other is the road of animals paying for their work, and the third is the painting of hungry ghosts suffering the most, they are thirsty to drink fire essence, and hungry to eat charcoal. It is called three painting. Five sufferers: one is the pain of mountain of swords; Second, the pain of sword tree hell; Third, the suffering of copper pillar hell; the fourth is the suffering of wok soup hell, and the fifth is the suffering of

mingling hell. Eight difficult people: one has to live in humanitarian difficulties; It is difficult for the two to go to women for men; the three bodies are completely difficult; Fourth, it is difficult for them to live in the middle of the earth; the five are worth the difficulty of a gentleman; the six are benevolent and difficult; the seven are worth the peace and difficulty of the country, and the eight are difficult to meet the three treasures. the eight difficulties of "miscellaneous cultivation and photography" in Volume 35 of the seven signs of cloud collection are the eight difficulties of not abandoning the Tao heart, not knowing the teacher, not trusting the three difficulties of living idle, not giving up the four difficulties of world affairs, not cutting the five difficulties of love, not making six difficulties of profit desire, not eliminating the seven difficulties of happiness and anger, and constantly lusting. It can be seen that people in Dunhuang have a deep fear of the world after death and a deep expectation of living in a good place.

2.3 Pray between husband and wife for disaster relief and death

P. 2449 (former remnant) "Calyx Luo Deer Sheshi's Recommendation of His Dead Wife"

The content of this sacrifice is about calyx luolu sheshi's recommendation of his dead wife to eliminate disasters and die. Previously, we analyzed the so-called eight difficulties in life. Before we note that it is difficult for men to go to women, which is specifically stated in this sacrifice, That is, the author said: "I am afraid that the dead is women, with many obstacles and difficulties, and I am afraid to create all kinds of karma; I am greedy and jealous, and I am slow to pay high tribute; I indulge my body and mind, and speak evil words; I drink and eat meat, and call the gods and ghosts; I commit evil and disobey the instrument, do not believe in cause and effect, despise the three treasures, and violate the four blessings; fight against marriage, beat and scold the servants; call a small fight lightly, and cut the baht; I hope to make a profit in face to face bullying; see right for wrong; be treacherous and devise thousands of plans; break fasting and give up the Buddha to the monk; see wrong for wrong, sees law for illegality. " According to Buddhists, women have practiced less than men for at least 500 years, so they will suffer more hardships in their life. the vower calolau was worried that his dead wife would have the following 11 sins and karmic obstacles when she was alive: greed and jealousy (stingy and jealousy), calling gods and ghosts (love to provoke gods and monsters), contempt for the three treasures (contempt for Buddhists and monks), disorderly marriage (make the family unhappy), belittle Xiaodou (taking advantage of others), bullying against each other (aggressive), seeing right and wrong (don't distinguish between true and false), scheming (crafty), breaking fasting (breaking fasting), seeing the non cause because of the cause (it's easy to abandon the book and go to the end), etc. From this point of view, the view that men and women have different status has a long history. Women still have a long way to go in striving for equality with men.

2.4 Pray for the Brotherhood to eliminate disasters and die

P. 1104 "Chasing Blessings for the Dead Brother Taibao"

The content of this sacrifice is about the Hexi Garrison Commander Taifu praying for his old brother Taibao to eliminate the disaster and die. the most striking thing about this article is that the vower wrote about the brotherhood of brothers, that is, "my Taifu and the Minister of filial piety Jilang Kun, are happy to play on the babbler field, four birds sobbing at the peak; while the wild geese are walking, two feathers are sad at Zhifu". the scale of the Dharma meeting recommended by Taifu for brother Wang is also amazing. That is, "my Taifu and Zhu Kunji, the Minister of Filial Piety, are happy to play on the babbler field, four birds whimper at the peak, and two feathers are sad at Zhifu in the travel of wild geese". the scale of the Dharma meeting recommended by Taifu for brother Wang is also amazing. That is, "now the moon is vast, and flags are widely erected; the Dharma objects are everywhere, with songs everywhere and fog swirling; please come to Jiuling mountain and order Gaye to come to Jifeng; turn twelve sutras and invite thousands of monks; burn hundreds of Buddhist incense and provide a lot of delicious food". I'm afraid that only the Hexi Festival envoy Taifu can undertake such a grand Dharma meeting!

2.5 Pray for servants and maidservants to eliminate disasters and die

S. 5637 "Memorial to Dead Mother"

The content of this sacrifice is about praying for the children and maidservants in the family to eliminate the disaster and die. This is rare in the ancient society with orderly hierarchical concept. First of all, affirm the due diligence of these servants, that is, "slaves are diligent and respectful in their work; they have no sullen look in their work and no hate voice in their pain", "but they are gentle and gentle, respectful:you have the heart of bowing and caress the appearance of being sullen". For this reason, the author believes that they may "return to the black road" after their death, so he "set up fasting and pursue happiness" for them.

3. MONKS AND NUNS WISH TO COME AGAIN AND OFFER SENTIMENTAL SACRIFICES

3.1 On the eternal spirit of martyrdom

S. 4318 "Shi Tuolin Sacrifice"

Corpse forest is a transliteration of Sanskrit, which means the place where the corpse is abandoned:The author of the sacrificial text "all Buddhas in ten directions and three generations have proved that disciple a". We don't know the specific identity of a here, but we can be sure that he is a true believer who can sacrifice his life and body for all living beings like Jesus. He said: "when this life is over, the body, skin, muscles and bones, head, marrow, brain, hands and feet divided by this section will be given to all hungry beings to pay their old debts. Worship the path of the ascetic Bodhisattva and sacrifice their blood and flesh in the place of the corpse Tuolin. " He vowed that at the end of his life, he would give his "segmented body, skin, flesh, muscles, bones, head, marrow, brain, hands and feet to all hungry beings", and "may all sentient beings take my flesh and live with me; because they eat my flesh, they are free from hunger, thirst and suffering". One of the reasons for this wish is to make yourself "for Buddhism

and Taoism, so now give meat to fill the Buddha and Taoism behind him". Another is to "hope that when all sentient beings are dying, their hearts will not be disordered, their bodies will not be reversed, and their mindfulness will be achieved. If they enter meditation, they will all know the boundless state of life in the past". What moved us most was that he didn't want to be able to transcend life and death after this robbery. Instead, he would rather "pray for the place where he was born. He often practices asceticism and gives alms in life and death. After his death, he was under the mountains and trees, and the birds and animals ate it". Pay tribute to the great martyrdom of the vower!

3.2 On the foresight of death

P. 3183 Vow from Master Tiantai Wise Man

The memorial said: "may all living beings in the Dharma world, when they are dying, predict seven days ago, until now, the heart is not reversed, the heart is good and chaotic, the heart is not lost, there is no pain in body and mind, and the body and mind are happy, such as entering meditation". Every life knows that he is about to die seven days before his death, and can die happily without mental disorder, fear and fear! What a fascinating scene it is!

4. ANIMAL DISASTER ELIMINATION AND DEATH SACRIFICE

In Dunhuang in the middle ages, under the production state of agricultural civilization, heavy production and life made people form a deep friendship with their livestock.

S. 5637 "Memorial to Dead Mother"

Being able to hold a special blessing meeting for their livestock shows the owner's recognition of their contributions! the contribution of these livestock owners was highly affirmed. the first is to depict their handsome figure. "Their horses are God's trace, their steeds are sudden, and their nature is the best; their colors are like peach flowers, and their eyes are like hanging mirrors; their manes are high and broad, and their umbilicus and abdomen are flat". What a good picture of steeds! In particular, the description of the dog is full of deep friendship. "The dog is a person who knows his kindness and loves the Lord, and guards the gate at dawn; he knows and argues (distinguishes) intimacy, and guards in and out. Zhou patrols the yard and garden, and is surprised when the grass falls; when he goes back and forth to the garden, the wind and leaves just feel", which vividly depicts the image of a loyal dog. the last part of the offering is to pray that they can break away from the animal way and die into a higher form of life, that is, "always turn to knowledge with a solemn dead horse: only wish to leave the three ways forever and leave the eight difficulties for a long time"; "Therefore, we set up fasting and mourning, and we are willing to trust human form; merit and virtue are ready for cultivation, and reincarnate the way of heaven. ".

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Based On the Teaching Reform And Practice Of "Currency And Finance" In Ideological And Political Courses

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Abstract: With the continuous development of social economy and science and technology, our country educational cause has undergone a variety of changes. Monetary finance is an introductory course for learning and mastering financial knowledge, as well as one of the core courses in the current financial and economic education in colleges and universities inour country. the effective integration of ideological and political education in the course teaching of "monetary finance" can combine the development of financial related professional education with ideological and political education, and thus effectively realize the effective implementation of ideological and political courses in colleges and universities. This article mainly analyzes and studies the teaching reform and practice of "currency and finance" based on ideological and political courses.

Key Words: Ideological And Political Curriculum; Currency And Finance; Teaching Reform; Practice Research.

1. THE EFFECT AND PROBLEMS OF CURRICULUM IDEOLOGICAL AND POLITICAL IMPLEMENTATION

In the development of education cause in our country due to the change of society in order to make college education can be effective to the enterprise cultivate technical talents, we must strengthen education in the cause of ideological education, the current also has a clear request is pointed out that in order to improve education teaching achievements, should realize the balanced development of education courses and other courses, based on the requirements, Most colleges and universities in China have also carried out ideological and political education practice, but due to the limitation of the time and way of education, some courses have not achieved significant results. Monetary finance is the core of business professional courses, the ideological education and the effective combination of course content, can not only realize the multidisciplinary interspersed with references, can be achieved in the study of monetary and financial train students' correct values, due to some theoretical knowledge of financial education is discussed, and through the ideological education to which discusses the content and the actual combination of, In this way, students' ability can be effectively improved through learning. Through the study of China's current monetary finance and ideological and political education, it is found that the main problems are as follows:

irst, teachers cannot effectively integrate ideological and political education. In monetary finance education is affected by the traditional concept of teachers only pay attention to the education on students' professional knowledge, so in the process of teaching only explain about professional skills upgrading, not pay attention to the cultivation of student's quality and moral education, when teachers don't realize good for education to effectively promote the development of students, even to improve the students' professional ability, After entering the society will also be due to professional quality problems and make the employer feedback is not good. Secondly, some teachers cite some ideological and political knowledge in the education process of currency and finance. However, to ensure the smooth progress of moral education while teaching professional knowledge, both teachers' ideological and political knowledge and teaching design are highly required. Therefore, when the curriculum design is unreasonable, ideological and political education cannot be effectively carried out [1].

Second, the teaching method is single. Through the study of currency finance some college education, although the majority of colleges and universities in the course into the ideological education, but because of the teacher's own ability is limited, in the process of education is only a theory of political education course in some knowledge to blunt grafting monetary finance education, education of non-computer majors is also used in the process of education, Such single teaching not only fails to improve students' interest in learning, but also leads to confusion of students' understanding through rigid integration, which ultimately fails to improve students' ideological and moral quality and reduces their learning efficiency of professional courses [2].

2. COURSE IDEOLOGICAL AND POLITICAL TEACHING DESIGN

2.1 Principles of monetary and financial reform based on ideological and political education

Teacher as a student's guide to improve the teaching effect will first about its ability to ascend, education is the main purpose of the education through education for the students to set up the correct values in life, when the teacher education curriculum in the socialist core values into itself can also be in the process of education to improve student behavior concept under osmosis. In order to can be achieved in the currency finance education, to the promotion of students' comprehensive ability needs teachers in the process of education on socialist core values as the guidance for education, currency finance

theory knowledge learning in some tache in ideological concept, so through the discussion of students to their logical thinking ability and values for ascension. Secondly, in order to enable students to effectively participate in the learning process, students' learning interest should be improved through diversified teaching methods [3].

2.2 Monetary and finance reform practice based on ideological and political education

First, scientific guidance should be carried out according to the characteristics of students. the current college students is growing up in the background of the Internet, because the information on the Internet has diversified values so that the present students more or less influenced by western ideas, according to the characteristics of students, in the education needs to adopt a reasonable way to implement and students' spiritual resonance, so that to be effective to the student ability of ascension. For example, in the study of monetary finance financing, due to the different financing risk is different, in the process of education allows students to analysis the effects of different financing ways, based on the analysis of complete then let the students watch a similar financial actual case, through case to let students find the social problems, This way of combining with actual cases can not only make students have a clear position on their own learning content, but also improve the ideological and moral development of students through the analysis of cases.

Second, improve the innovation of teaching. Through the past monetary finance education research in our country, promote the teaching effect of the main reasons is because the single teaching methods make students't interest of study, based on this kind of situation, in monetary finance education into the ideological course by reasonable way to promote the innovation of the teaching, in order to ensure municipal course into order, Information technology can be used to sort out the knowledge related to monetary and financial content, so that students can be cultivated in the process of education under the influence of moral education. Secondly, flipped classroom can be used to allow students to analyze the content to be learned through group discussion between formal learning. In the course, each group can choose one person to express their opinions on the content of learning. If there is a difference of opinion, students can debate by themselves. After the students finish the debate, teachers should timely popularize the theoretical knowledge and ideological and political knowledge to students, which can not only fully mobilize the enthusiasm of students, but also deepen their memory of knowledge points in the process of learning [4].

3. CONCLUSION

To sum up, in the currency finance appropriate blend in ideological education, to the realization of effective in cultivating students' professional technology to cultivate the students' correct outlook on life and values, because in the past teaching teaching methods adopted by the unreasonable to promote teaching achievements, based on this situation, the education curriculum into financial education school, In order to ensure the effect of teaching, teachers should not only improve their ability, but also strengthen the diversified development of teaching methods, so that students can actively participate in the process of learning and gain certain knowledge in the process of learning.

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The Mediating Role Of Emotion Regulation Between General Self-Efficacy And Interpersonal Anxiety Among College Students

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Abstract: To investigate the relationship between general self-efficacy and interpersonal anxiety and the mediating role of emotion regulation. METHODS: General self-efficacy scale, interpersonal anxiety scale, and emotion regulation scale were administered to 692 college students. Results: (1) General self-efficacy of college students negatively predicted interpersonal anxiety; (2) Emotion regulation mediated the relationship between general self-efficacy and interpersonal anxiety. Conclusion: General self-efficacy not only negatively predicted the level of interpersonal anxiety but also indirectly influenced interpersonal anxiety through emotion regulation.
Keywords: General Self-Efficacy; Interpersonal Anxiety; Emotion Regulation

1. INTRODUCTION

With the rapid development of information technology, the Internet has become the main tool for people to communicate and exchange information. Nowadays, the use of Internet devices by college students is not restricted, and students neglect interpersonal communication in reality because of Internet problems, resulting in most students having obvious social barriers nowadays, especially the problem of interaction anxiety is the most prominent (Hongxu Wang, 2021). Interpersonal anxiety is an unpleasant emotional experience of an actual or imagined interpersonal situation, which is characterized by the fear of negative evaluation of oneself by others (Yang, 1995). Some studies show that the proportion of interaction anxiety among college students is increasing year by year, so it is necessary to study the problem of interpersonal anxiety among college students.

Many factors influence interpersonal anxiety among college students, and self-efficacy largely influences the ability of college students to handle interpersonal relationships (Chen, Snap, and Xu, 2017). Ralf Schwarzer, a German clinical and health psychologist, proposed a general self-efficacy based on Bandura's self-efficacy, which refers to an individual's general self-efficacy when coping with challenges in different environments or facing new things (Schwarzer, 1997). As research progressed, Sun Shujing and Zhao Fucai(2008) suggested that general self-efficacy could also influence social anxiety levels. the results of the study by Haibin Li, Han-Ying(2016) also confirmed that general self-efficacy can negatively predict interpersonal anxiety. Ma Hongying's (2019)study also showed that general self-efficacy has an effect on interpersonal interactions, and individuals with high general self-efficacy are more confident and generous in interpersonal interactions, and they produce less social anxiety. Based on this, this study hypothesized that there is a significant negative effect of general self-efficacy on interpersonal anxiety among college students (H1).

In addition to the above analysis, studies have found that emotion regulation also affects interpersonal anxiety. Interpersonal anxiety is a negative event, and cognitive reappraisal in emotion regulation is a more effective emotion regulation strategy that can better alleviate individuals' negative emotions and contribute to psychological well-being (Zhao, X., Zhou, R. L., 2014). Individuals' emotion regulation also involves the regulation of self-efficacy, i. e., general self-efficacy and emotion regulation are closely related (Liu, Q., Zhou, L., and Mei, S. L., 2011). Emotion regulation is the process by which individuals influence the production, experience, and expression of their emotions. Emotion regulation strategies can be divided into two categories: cognitive reappraisal and expressive suppressive (Gross & John, 2003). Based on the above, this study concluded that general self-efficacy not only directly affects interpersonal anxiety but also indirectly affects interpersonal anxiety through emotion regulation, so this study hypothesized that emotion regulation has a mediating role between general self-efficacy and interpersonal anxiety (H2).

2. OBJECTS AND METHODS

2.1 Subjects

In this study, 692 college students were randomly selected for the questionnaire test by questionnaire star, 43 invalid questionnaires were excluded, and 649 valid questionnaires were distributed, among which 174 were male and 475 were female; 213(32.8%) were freshmen, 167(25.7%) were sophomores, 173(26.7%) were juniors, and 96(14.8%) were seniors.

2.2 Research tools

2.2.1 General Self-Efficacy Scale (GSES)

The Chinese translation completed by Zhang & Schwarzer (Zhang Zuoji, 2005) was used in this study. the GSES was developed by Schwarzer et al. in 1981, and the scale consists of 10 items. A 4-point Likert scale was used. Incorrect, Fairly Correct, Mostly Correct, and Correct were scored as 1, 2, 3, and 4; and were found to have good reliability and validity when used among college students in China. Its internal consistency coefficient Cronbach $\alpha=0.87$ and retest reliability $r=0.83$ ($p<0.001$). the GSES has only one dimension and is indexed by the total score

of college students on the scale (Wang, C. K., Hu, C. F., Liu, Y., 2001).

2.2.2 Interpersonal Interaction Anxiety Scale (IAS)

The Social Anxiety Scale is used to rate the tendency to experience subjective interaction anxiety independent of behavior. From the supplement to Wang, Xiangdong's Handbook of Mental Health Rating Scales. the scale has good measurables and can be used as a valid tool for social anxiety research among college students in China ah. It contains 15 items, and these items are answered on a 5-point scale. the minimum total score of the scale is 15 and the maximum score is 75, and the higher the score, the higher the level of social anxiety. Social anxiety is measured by the total score of the college student on the scale. the correlation coefficient between all items of the scale and all other items was at least 0.45, and the alpha coefficient exceeded 0.87 (Peng, Chunzi, Gong, and Zhu, 2004).

2.2.3 Emotional Regulation Scale (ERQ)

Gross developed the Emotion Regulation Scale (ERQ) with 10 items scored on 7 points, and higher scores indicate more frequent use of emotion regulation strategies. the scale consists of two dimensions: cognitive reappraisal and expressive inhibition. the cognitive reappraisal dimension consists of 6 items and the expressive inhibition dimension consists of 4 items. the alpha coefficient for the Expression Inhibition dimension of the Emotional Regulation Scale was 0.77, and the alpha coefficient for the Cognitive Rating dimension was 0.83 (Wang, L., Lu, Y. P., and Li, C. K., 2007).

2.3 Statistics and analysis of data

Descriptive statistics, correlation analysis, and regression analysis were performed using SPSS13 software to analyze the obtained data, and the differences were considered statistically significant at $p<0.05$.

3. RESULTS

3.1 Test for common method bias

The scales used in this study were all self-assessed by the respondents and were inevitably subject to homogenous error; therefore, the researcher tested for possible common method bias. Using the Harman single factor method, all question items used in the study were subjected to exploratory factor analysis, and the results of the unrotated molecular analysis showed that a total of five common factors with characteristic roots greater than one could be drawn, of which the first common factor explained 26.57% of the total variance, which was lower than the 40% criterion, indicating that there was no serious common method bias in this study.

3.2 Descriptive statistics and correlation analysis of the study variables

The results of the study descriptive statistics and correlation matrix are shown in Table 1. general self-efficacy was negatively correlated with interpersonal anxiety ($r=-0.198$, $p<0.01$), general self-efficacy was positively correlated with emotion regulation ($r=0.426$, $p<0.01$), and emotion regulation was divided into two dimensions: cognitive reappraisal and expression inhibition, where cognitive reappraisal was correlated with interpersonal anxiety ($r=-0.08$, $p<0.05$) was negatively correlated and expression inhibition was positively correlated with interpersonal anxiety ($r=0.109$, $p<0.01$). This provided a prerequisite basis for a subsequent test of the mediating role of emotion regulation between general self-efficacy and interpersonal anxiety.

Table 1 Descriptive statistics and correlation analysis of variables (r)

Projects	M	SD	1	2	3	4	5
1.General self-efficacy	25.21	5.79	-				
2.Interpersonal anxiety	45.28	8.74	-0.198**	-			
3.Emotional Regulation	47.14	8.92	0.426**	0.001	-		
4.Cognitive reassessment	29.63	5.75	0.438**	-0.08*	0.916**	-	
5.Expression inhibition	17.51	4.31	0.297**	0.109**	0.846**	0.562**	-

**, at the 0.01 level (two-tailed), the correlation is significant.

*, at the 0.05 level (two-tailed), the correlation is significant.

Table 2 Relationship between demographic variables and general self-efficacy, interpersonal anxiety, and emotion regulation

Variables		General self-efficacy		Interpersonal anxiety		Emotional Regulation		Cognitive reassessment		Expression inhibition	
	n	M	SD	M	SD	M	SD	M	SD	M	SD
Male	174	27.14	6.18	44.29	9.56	48.76	10.96	29.94	6.87	18.82	4.72
Female	475	24.50	5.48	45.64	8.01	46.55	7.98	29.52	5.29	17.04	4.05
t		5.24**		-1.74		2.43*		0.74		4.42**	
Freshman year	213	24.30	5.39	45.44	9.71	47.43	8.85	30.00	5.84	17.42	4.34
Sophomore	167	26.19	5.84	45.06	8.38	46.40	9.39	29.21	5.95	17.19	4.56
Major	173	24.85	6.04	45.33	8.10	47.27	8.75	29.40	5.45	17.86	4.15
Senior	96	26.18	5.80	45.19	8.35	47.60	8.35	29.95	5.74	17.66	4.11
t		4.54*		0.07		0.56		0.78		0.76	

**, at the 0.01 level (two-tailed), the correlation is significant.

*, at the 0.05 level (two-tailed), the correlation is significant.

3.3 Testing the mediating effect of emotion regulation between general self-efficacy and interpersonal anxiety

Based on the hypothesis, a model of the mediating effect of emotion regulation between general self-efficacy and interpersonal anxiety was constructed in this study, and a three-step regression analysis was used (Zhonglin Wen, Lei Zhang, Jietai Hou, et al., 2004). the relationship between general self-efficacy and interpersonal anxiety was examined. To avoid the effects of multicollinearity among variables, the data corresponding to each variable were first centralized, and then stepwise regression analysis was conducted using the forced entry method. First, the regression analysis between general self-efficacy and interpersonal anxiety was conducted to obtain the regression path coefficient c. Second, the regression analysis of general self-efficacy on emotion regulation was conducted to obtain the regression path coefficient a. Finally, the regression analysis of emotion regulation and general self-efficacy on interpersonal anxiety was conducted by including emotion regulation to obtain the regression path coefficients b and c'. the results showed that in the first step of the regression analysis, general self-efficacy had a negative predictive effect on interpersonal anxiety; in the second step of the regression analysis, general self-efficacy had a positive predictive effect on emotion regulation; in the third step, the mediating variables were added to the regression equation, and it was found that after excluding the effect of emotion regulation on interpersonal anxiety, general self-efficacy could still negatively predict interpersonal anxiety, and its regression coefficient the regression coefficient decreased, indicating

that emotion regulation partially mediates the relationship between general self-efficacy and interpersonal anxiety.

The significance of the mediating effect was examined using the Bias-Corrected Bootstrap procedure (Chen, R., Zheng, Y. Huang, & Liu, W. J., 2013). the 95% confidence interval for the indirect effect of general self-efficacy to interpersonal anxiety was obtained as 0.0005-0.1369, and the interval did not contain 0 indicating that the above mediating effect was statistically significant, i. e., emotion regulation was a partial mediator of general self-efficacy and interpersonal anxiety, at which point the direct effect of general self-efficacy to interpersonal anxiety was -0.3655, and the mediating effect accounted for 22.6% of the total effect. 22.6% of the total effect.

Table 3 Mediating effects of emotion regulation in general efficacy and interpersonal anxiety

Steps	Dependent variable	Independent variable	R^2	F	t	P
1 (Paths c)	Interpersonal anxiety	General self-efficacy	0.039	26.29	-5.13^{***}	<0.01
2 (Paths a)	Emotional Regulation	General self-efficacy	0.1817	143.67	11.99^{***}	<0.01
3 (Paths b)	Interpersonal anxiety	Emotional Regulation	0.048	16.28	2.46^{**}	<0.05
(Paths c')		General self-efficacy			-5.71^{***}	<0.01

4. DISCUSSION

4.1 Negative effect of college students' general self-efficacy on interpersonal anxiety

This study showed that there was indeed a significant negative correlation between general self-efficacy and interpersonal anxiety (r=-0.198, p<0.01), that is, the stronger college students' confidence in their challenges in different environments and in facing new things, the lower their interpersonal anxiety, and conversely, the relatively higher their interpersonal anxiety. This finding is consistent with the findings of Fu Mei, Ge Minggui, and Sang Qingsong on the relationship between general self-efficacy and social anxiety among college students. College students are in a collective living environment, in which there are many social and campus activities, and college students have relatively free time, so more college students choose to join campus activities such as clubs and some social practice activities, which can improve their abilities and enhance their general self-efficacy (Lili Cao, 2010). the higher the general self-efficacy of college students, the more challenging the interactive activities and the interaction environment they choose, the more they will take the initiative to create good interaction situations and create a harmonious interaction environment, so that the scope of interaction becomes more and more extensive, thus reducing interpersonal anxiety and developing both ability and friendship (Fu, 2005). Therefore, there is a significant negative correlation between general self-efficacy and interpersonal anxiety among college students.

4.2 The effect of mediating emotion regulation

Previous research has shown that general self-efficacy has a negative predictive effect on interpersonal anxiety, cognitive reappraisal in emotion regulation has a significant negative association with interpersonal anxiety (r=-0.08, p<0.05), and expression inhibition has a significant positive association with interpersonal anxiety (r=0.109, p<0.01) (She Xiao, 2020). However, fewer studies have explored the relationship between the three simultaneously, so based on the results of previous studies, this study constructed a model of the mediating role of emotion regulation between general self-efficacy and interpersonal anxiety and examined the data results using hierarchical regression analysis and Bootstrap procedure. the results revealed that the mediating effect of emotion regulation between general self-efficacy and interpersonal anxiety was significant, with the mediating effect accounting for 22.6% of the total effect, indicating that general self-efficacy not only negatively and significantly predicted the level of interpersonal anxiety but also indirectly influenced interpersonal anxiety through emotion regulation. This may be because individuals perceive that the higher their general self-efficacy, the more they will actively cultivate positive emotions and feelings, which will make them feel more in control of restraining their frustration and anger and expressing positive emotions, thus promoting them to form harmonious interpersonal relationships and overcome interpersonal anxiety. the opposite is true for people with low general self-efficacy (Zhu, Qiujin, and Zhong, 2020).

4.3 Shortcomings and improvements of the study

The selection of the subjects in this study differed significantly in number by gender, with 174 male students and 475 female students. There may be differences in the personalities of male and female students, with male students being more sociable and more proactive in their interactions. Therefore, the data can be collected more evenly in terms of gender later when conditions allow, making the study avoid some random errors and the data can reflect the problems and phenomena in more detail.

For the analysis of the subjects, only a single form of questionnaire was used, and other factors that may affect the subjects, such as social influences, family expectations, and special events, could not be taken into account comprehensively. To measure the subjects more objectively, if time and conditions allow, we can consider adding more diverse survey forms, such as interview method, and even adding some interventions to complement the study so that we can analyze the data results from multiple perspectives and propose more scientific and targeted improvement suggestions.

Finally, the depth and breadth of research on the relationship between general self-efficacy, social anxiety, and emotion regulation among college students are not enough. In the future, we will combine and apply knowledge from related scientific fields to conduct more comprehensive research and analysis on the mental health problems of college students.

5. CONCLUSION

This study found that general self-efficacy was negatively related to interpersonal anxiety, general self-efficacy was positively related to emotion regulation, and emotion regulation was divided into two dimensions: cognitive reappraisal and expressive inhibition, in which cognitive reappraisal was negatively related to interpersonal anxiety and expressive inhibition were positively related to interpersonal anxiety. Gender differed significantly in both general efficacy and emotion regulation, and grade differed significantly in general self-efficacy. Emotion regulation mediated the effect in general self-efficacy and interpersonal anxiety.

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Intelligent Development Drives the Intelligent Transformation of Classroom

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Abstract: Looking back on the past 20 years, the market has shown a development trend with the Internet as the core; In the next decade, the development of automatic intelligence will be a new label. Especially in recent years, with the gradual popularization of Xiaomi home, intelligent products have also entered the public vision, and the development of intelligence has entered a new stage; At the same time, the intelligent transformation of classroom hardware facilities has also attracted everyone's attention. Classroom intelligent integrated control device is an automatic intelligent integrated control device integrating PLC control system, radar induction principle and rope pulley mechanism; On the premise of energy conservation and environmental protection, achieve rapid, agile, flexible and convenient automatic induction and stable performance; the intelligent interactive flexible control of indoor light, temperature and natural light is realized. And the classroom intelligent integrated control device has a low market share and has a good development trend.

Key Word: Intelligent Development; PLC Control System; Radar Induction Principle

1. INTRODUCTION

Since 2018, the state has increased investment in the demand for classroom hardware equipment, and the intelligent development of classrooms has also been valued by many people [1]. In the notice of the State Council on Issuing the development plan of the new generation of artificial intelligence, it puts forward the guiding ideology, strategic objectives, key tasks and safeguard measures for the development of China's new generation of artificial intelligence in 2030, plans to build the first mover advantage of China's artificial intelligence development, and accelerate the construction of an innovative country and a world scientific and technological power [2]. However, development is not achieved overnight. Continuous innovation is needed to make scientific and technological innovation a powerful driving force for high-quality development. Based on the existing multimedia classroom, we intelligently transform the hardware facilities of the classroom to form the existing intelligent integrated control device of the classroom.

2. DEVELOPMENT BACKGROUND OF INTELLIGENT CONTROL DEVICE

2.1 Research background

Based on the concepts of scientific and technological research and development, intelligent manufacturing and independent innovation, starting from life, multimedia classroom has been widely used in the change from traditional classroom to multimedia classroom; However, in the development stage from multimedia classroom to smart classroom, it has not achieved good results. We seize this development opportunity, continue to explore and innovate, make intelligent transformation of the hardware facilities of the classroom on the basis of the existing multimedia classroom, and get the current classroom intelligent integrated control device system. Moreover, the state pays more and more attention to the health of students. Through the demand analysis of customers and the impact of epidemic situation in recent years, the air circulation system can be added on this basis. the classroom intelligent integrated control device not only realizes the integration of intelligent teaching aids, but also integrates environmental protection and intelligence. Moreover, now the air opening rate of lamps, fans, projectors, computers and other electrical appliances in the classroom is high, the equipment loss is fast and the power consumption is large. the intelligent integrated control device in the classroom can not only save electric energy, but also reduce the manual burden [3]. With the continuous development of society, the intelligent classroom will gradually enter people's vision, which is both an opportunity and a challenge. At the same time, the popularization of intelligent integrated control devices in the classroom is a new milestone in automatic intelligence.

2.2 Market status

Classroom intelligent integrated control device belongs to intelligent infrastructure, which is in line with the development trend of the future field, so its development market space is large; Due to the widespread existence of classrooms and the fact that multimedia classrooms are mainly used in the market at this stage, the market capacity of classroom intelligent integrated control devices is huge; With the state's attention to the educational environment, the automatic intelligence of classroom intelligent integrated control device and the functions of energy conservation and environmental protection respond to the implementation of national policies and play a transitional role in the popularization of multimedia classroom to smart classroom. Compared with multimedia classroom, this device has absolute advantages in technology and environment; Compared with the smart classroom, it has the advantages of low cost, simple operation and convenient purchase.

2.3 Market analysis

According to the analysis of the market survey results, there is a high demand for classroom intelligent integrated control devices in the market, the market share of existing brands is small, and the price is expensive. With the impact of the epidemic, the demand for indoor environment increases; Because of its characteristics of intelligence, automation, energy saving and high cost

performance, it has great advantages over traditional classrooms and smart classrooms, and the market prospect is very broad. In such a stage of intelligent development, intelligent products are more easily accepted and used by people. Classroom intelligent integrated control device is an intelligent system designed and improved on the premise of improving teachers' and students' sense of classroom experience and saving energy and electricity. Development opportunities and challenges coexist and will gradually occupy the market.

3. DESIGN AND IMPLEMENTATION OF INTELLIGENT INTEGRATED CONTROL DEVICE IN CLASSROOM

Classroom intelligent integrated control device is an intelligent integrated system integrating PLC control system, radar induction principle and rope sheave mechanism. Devices with different functions are integrated through a unified information platform to form a system with comprehensive functions such as specific information collection, resource sharing and optimized management [4]. Through this device, the intelligent interactive flexible control of indoor light, temperature and natural light can be realized, and. On the premise of energy conservation and environmental protection, achieve rapid and agile automatic induction, flexible and convenient, and stable performance.

3.1 Problems to be solved

The phenomenon of "people walking with lights on" in most classrooms now. Classroom intelligent integrated control device can completely solve this problem, and play the role of energy conservation and environmental protection on the basis of solving the problem. Its energy-saving effect is beyond doubt. It is conducive to reducing the operating cost of the school and is in line with the national scientific outlook on development.

Classroom intelligent integrated control device integrates indoor hardware facilities, realizes automatic and intelligent integrated control, and has a great breakthrough in PLC control technology. Make people operate various indoor facilities more convenient and more humanized. the unified scheduling and centralized management of multimedia classroom can not only solve the problem of inconvenient management of multimedia classroom, but also coordinate classroom resources, meet classroom needs to the greatest extent and improve resource utilization; Through centralized management, it provides reliable condition guarantee, improves the sharing degree of equipment and reduces the management cost.

The classroom intelligent integrated control device intelligently detects the indoor temperature and light through photosensitive and thermal sensitivity, so as to adjust the electric lamp and air conditioner to the appropriate size, create good indoor conditions for teachers and students, improve comfort and ensure the learning efficiency of students.

3.2 Design and Implementation

The experimental model of classroom intelligent integrated control device takes PLC control board as the core and integrates photosensitive, thermal and radar sensing devices to control the lights, fans and curtains in the model; This integrated control experiment can not only promote the development of intelligence in China, but also save energy and environmental protection, improve classroom hardware facilities and environmental problems. Under the promotion of national policies, start the project experiment to achieve the final effect, from conception to drawing the project map, to simple line connection, and then to the big data analysis and collection of temperature and light, as well as the overall control test with PLC and PLC online debugging of keil4 software, the completion of radar sensing device, and the connection of hardware such as lamp, fan and curtain axle, so as to achieve the flexible control of hardware facilities, Finally, a small classroom model is completed. After many simulation experiments in the laboratory, the sensitivity of the integrated control is adjusted to the best state, and the accuracy of various data under the model is guaranteed to achieve the expected assumption of energy conservation and environmental protection of the control device. the product model based on the design scheme is shown in Figure 1 below:

Figure 1: appearance of classroom intelligent integrated control device model

3.3 Workflow

When the micro detection radar system detects that someone appears in the indoor area, the whole intelligent control system starts to work, and the temperature, natural light, indoor light and other devices are controlled interactively; When the natural light is weak, the curtain system does not work, and the lighting control system starts to work to illuminate the indoor environment of the model. If the indoor temperature is too high, the energy-saving fan on the ceiling inside the model will start to work for indoor heat dissipation; When the indoor ambient temperature is at the designed reasonable temperature, the energy-saving fan stops working. When the outdoor light is too strong, the automatic curtain lifting system will intervene in the work, and the curtain will rise automatically to supplement the light for the internal environment of the model. the light control system will be turned off and the light will stop lighting. At this time, the indoor fan will start to work if the indoor temperature is too high; When the indoor ambient temperature is at the designed reasonable temperature, the energy-saving fan stops working. When the radar detection system detects that there is no one in the room, the whole system will automatically stop all work after a period of time.

3.4 Test result

In the model simulation experiment of classroom intelligent integrated control device, the initial place is set as the environment without people and light, and the simulation experiment is carried out on the facilities such as lamp, fan, curtain and radar in this environment.

Simulate the change of the whole system when people enter: when the radar monitoring system senses that someone appears, the device starts to work and the indoor light is on; Simulate the change of the fan when the temperature is high in summer: because the simulated environment is in winter and the indoor temperature is low, hold the thermistor to raise the temperature. When the temperature reaches 28 ℃, the fan will rotate automatically for indoor heat dissipation; Simulate the changes of lights and curtains when the light is sufficient: the flashlight probes into the light for indoor light supplement. At this time, the light is automatically turned off and the curtains are automatically raised for indoor light supplement.

The change of the system when the simulator leaves: all the experimenters leave, and the whole device stops working after 20 seconds.

All simulation experiments are carried out under the conditions of stable voltage and good environment. After many experiments, the sensitivity, temperature and brightness of the radar monitoring system are continuously adjusted to achieve the best indoor environmental comfort and stable experimental results.

Future product planning

Optimize the classroom in all aspects to make the products more convenient and more comprehensive.

The background detection and design system is gradually upgraded to make the product background system more stable.

Optimize the integrated system to make the product operation more stable and reliable.

Deepen market research and add more functional modules to products.

In the later stage, according to the needs of customers, such as in the actual application environment, in addition to the energy-saving fan in the classroom model, it can also be designed as energy-saving air conditioning, air purification system and intelligent fresh air system to intelligently control the indoor temperature environment and air quality. And it can be applied to indoor scenes such as home, hotel, conference room, shopping mall and so on [5].

4. CONCLUSION

The classroom intelligent integrated control device makes bold innovation on the basis of the existing multimedia classroom to promote the development process of intelligence; Improve the comfort of the classroom and stimulate students' enthusiasm for innovation and progress. And solve the problem of large power consumption in the classroom, not only intelligent integration, but also energy conservation and environmental protection, so as to improve students' awareness of environmental protection and conservation. the development and popularization of classroom intelligent integrated control devices can also drive employment and produce huge social.

The development of automatic intelligence has become the mainstream development trend at this stage. Everyone should think and innovate to contribute to the improvement of teaching facilities, a better learning environment for students, and the development and popularization of national intelligence.

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Discussion On Innovative Physics Exeriment Teaching

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Absrtract: the difficulty of employment of college students and the shortage of students are two major problems that colleges and universities are facing at present. the key to solve these two problems is to grasp the quality of personnel training. Cultivating innovative talents is one of the important ways to grasp the quality of talent cultivation. the old teaching system and content of physics experiment course can not meet the needs of cultivating innovative talents. Through the integration of related experimental items and experimental content, the integration of building physics experimental items and other measures, the teaching system of "Basic experiment, improvement experiment, practice experiment and innovation experiment"should be constructed, and the four experimental teaching platforms of basic experiment, improvement experiment, practice experiment and innovation experiment should be formed. In order to make the physical experiment play the role of training innovative talents and make due contribution to solve the problems faced by the university.

Key Words: Application Oriented University; Physical Experiment Teaching; Innovation; Practice

1. BASIC BACKGROUND OF INNOVATIVE PHYSICS EXPERIMENT TEACHING

At present, colleges and universities in our country are facing two problems: first is fewer and fewer students and more and more severe enrollment. As the number of birth rate students in China declines year by year, fewer and fewer of them will be able to attend colleges and universities, which are bound to engage in fierce competition for students. Second, more and more graduates, college students are more and more difficult to obtain employment. In recent years, China's colleges and universities have been expanding their enrollment, but the corresponding supporting measures, such as school buildings, teachers, equipment and curriculum construction, have not kept up in time, as a result, the training quality of a large number of graduates can not keep up with the needs of the society, and the trained talents are out of touch with the needs of the society, which leads to a large number of students'structural unemployment. Facing these two problems, many colleges and universities begin to realize that they should face the social demand and the industry demand, grasp the quality of personnel training, in order to survive in the fierce competition in the future.

Cultivating innovative talents is one of the important ways to improve the quality of talent cultivation in colleges and universities, which coincides with the major strategic decision of building an innovative country. At present, many application-oriented colleges and universities generally have the problem of weak innovation in talent training system, and many contents in the talent training system can not meet the needs of cultivating innovative talents. Physics experiment is no exception, its old teaching system and teaching content can not meet the needs of cultivating innovative talents.

Under the above background, this paper puts forward the curriculum reform of physical experiment based on the orientation of running a university, the training plan of talents, and the training of innovative talents combined with engineering practice.

2. THE CONCEPT OF INNOVATIVE PHYSICS EXPERIMENT TEACHING

Combining the school-running orientation and the talent-training program, and looking forward properly, the research group has put forward a teaching idea that is different from the traditional and different from other universities, namely,

One direction -- combining the school-running orientation and the talent-training program, the direction is to cultivate students' engineering practice ability and innovation consciousness.

Two fusion -- the fusion of inheriting the physical knowledge, training basic ability, paying attention to industry development; the fusion of physical theory, engineering practice, high technology.

Three combinations --the combination of classical physics and modern physics; the combination of basic knowledge and frontier knowledge; the combination of theory and practice.

3. CONSTRUCTING INNOVATIVE PHYSICS EXPERIMENT TEACHING SYSTEM

The choice of physical experiment teaching content is a primary problem. We can't copy the experimental teaching content stipulated by the ministry of education. On the premise of meeting the basic requirements stipulated by the ministry of education, we should take the running orientation of colleges and universities as the direction, take the talent training plan as the basis, through the investigation and research of similar colleges and universities, participating in academic exchange conferences and other ways, and according to the laws of education and teaching, Integrate relevant experimental projects and experimental contents, and integrate architectural physics experimental projects into physics experiment teaching, so as to form a characteristic physics experiment course teaching system of "basic experiment, improved experiment, practical experiment and innovative experiment". This teaching system is related to the industries faced by various majors of the school, It can also give full play to the role of physics experiment course in cultivating innovative talents. Corresponding to the

teaching system, the research group has established four teaching platforms, namely "basic experimental teaching platform", "improving experimental teaching platform", "practical experimental teaching platform" and "innovative experimental teaching platform", and reformed the four platforms in terms of experimental instruments, teaching contents and teaching methods.

4. PROSPECT OF INNOVATIVE PHYSICS EXPERIMENT TEACHING

Through the above measures, a complete physics experiment teaching system has been basically formed, and the connotation of physics experiment teaching has been deepened. Students learn basic experimental theory and experimental skills in basic experiments, cultivate the ability of comprehensive application of knowledge and practical ability in improved experiments, understand engineering practice and cultivate innovative consciousness in innovative experiments, understand the engineering practical application of physics in the field of architecture in practical experiments.

The above reform measures make the physics experiment basically conform to the school running orientation and talent training objectives of Application-oriented Colleges and universities, play the role of cultivating innovative talents, and make due contributions to solving the problems faced by the school. It is hoped that it can provide useful experience for the reformation of other courses.

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My Opinion on Unblocking the Channel for Vocational Education Students to Grow and Become Talents

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Abstract: The smooth growth of vocational education students is not only the urgent need for vocational education to cultivate high-quality workers, but also the practical need to provide strong talent support for the construction of modern industrial system. Based on this, starting from the current situation and problems of vocational education students' growth and success, this paper discusses how to smooth the channel of vocational education students' growth and success.
Key Words: Vocational Education; Student; Grow Into Talents

1. INTRODUCTION

The growth of vocational education students is a very important, very significant and serious topic. This topic is a topic that many predecessors in the field of vocational education, vocational education experts, social activists, heads of government and enterprise managers pay attention to, care about and study all the time. I have been engaged in vocational employment for nearly 20 years. Now I talk about unblocking the channel for the growth and success of vocational education students from the following aspects.

2. THE CURRENT SITUATION OF VOCATIONAL EDUCATION STUDENTS' GROWTH AND SUCCESS

First of all, we should define what is growing into Talents. I think: as long as vocational education students can become socialist workers with good ideological and moral character, good professional ethics, abide by the socialist legal system, make certain contributions to the society, and have certain cultivation in morality, intelligence, physique, beauty and labor, they can be counted as grow into talent [1]. At present, the whole country also has a large number of skilled craftsmen, but the volume is far from enough. Therefore, it is particularly urgent and necessary to cultivate vocational students to grow up quickly. the state leaders all attach great importance to the development of vocational education. However, the traditional view of discrimination against vocational education in society is still deep-rooted and difficult to break, which restricts the development of vocational education. At present, the source of vocational education students is still very scarce. the requirement of 1:1 general vocational education proposed by the state and the Ministry of Education is very difficult in the eyes of the people, in the implementation of projects by local governments and local education departments. For example, in 2022, Chongqing requires 245000 ordinary high schools and 215700 secondary vocational schools (including 145000 in the three-year secondary vocational enrollment plan, 68000 in the "three-year two-stage" and "five-year consistent" secondary vocational enrollment plan and 2700 in the "Five-Year" secondary vocational enrollment plan). From 24.5:21.57, it seems to be close to the ratio of 1:1. In fact, according to my understanding, about 30000-40000 vocational education students are recruited from Guizhou, Sichuan and other provinces. the actual ratio should be about 24.5:18, which is far from meeting the requirements of general vocational education. Therefore, a large number of vocational schools in Chongqing spend a lot of human, material and financial resources to go to populous provinces and economically backward areas to carry out enrollment. They say thousands of words, try every means, travel thousands of mountains and rivers, go through thousands of hardships and even high enrollment fees to recruit students. Under the premise of such fierce competition and vicious competition, nearly 20 vocational schools have closed down in the 20 years from 2000 to 2022. the government's attention, and social, parents, students' contempt are still the prominent phenomena of the low status of vocational education and the shortage of students.

It is still the common psychology of parents to study well and become an official and dream of college. Therefore, in the past five years, vocational education institutions have gradually changed from "employment oriented" to "enrollment oriented". At present, the employment of pure secondary vocational students is less and less, and the employment pressure of students is transferred from secondary vocational colleges to higher vocational colleges, which is also the requirement of the continuous progress of society. At the same time, vocational education students generally work in low-end and labor-intensive enterprises. They are engaged in simple jobs, low technical gold content and poor wages, which are also another important factor for secondary vocational students not to be directly employed. In 2021, there were about 2806 students graduated from our university. the only students who were simply employed were nearly 900 students majoring in cuisine and tea production and processing. the number of students entering school reached nearly 2000. the proportion of secondary vocational students entering school and employment was

about 2.2:1. At present, the worrying employment situation and good enrollment situation are the common situation of secondary vocational students.

3. THE EXPERIENCE AND PRACTICE OF UNBLOCKING THE GROWTH OF VOCATIONAL EDUCATION STUDENTS

From the above analysis, it is not difficult to see that building a modern vocational system, enhancing the internal driving force of vocational education, enhancing the gold content of vocational technology, improving the skills of vocational students, improving the status of vocational education and improving the recognition of the society are the general ideas for the growth and success of vocational education students [2]. Since May 1, 2022, *the Vocational Education Law* has been officially implemented. Vocational education is no longer a level, but a type. It has realized a "dual track system" with general education, with the same treatment as general education. General education has college entrance examination, and vocational education also has college entrance examination. Undoubtedly, the spring of vocational education has come. There is no reason for us not to seize the opportunity and squeeze into the fast lane of the development of vocational education. the following methods are the main methods for the smooth growth of internship vocational education students.

3.1 Build an effective connection system between secondary and higher vocational education, and connect the channels of secondary vocational education, higher vocational education, vocational education postgraduate and vocational education doctoral education. 3+2, five-year system and five-year consistent system are still one of the ways to connect [3].

3.2 Establish the vocational education college entrance examination system as soon as possible. At present, there is still college entrance examination in vocational education, but the examination content, examination mechanism and social attention are far from enough. the reason is that some well-known colleges and universities do not put enrollment indicators in vocational education students, so parents and students do not pay much attention to it.

3.3 Strengthen the connotation of school enterprise cooperation. At present, school enterprise cooperation is often to let students go for internship or employment. It is a simple "hanging sheep's head and selling dog meat", which does not realize deep school enterprise cooperation. Because the enterprise is for profit, it is impossible to invest a lot of energy, material and financial resources. It was originally a four-way linkage mechanism of government school enterprise students, but in real life, there is a serious phenomenon of hot schools and cold enterprises.

3.4 Speed up the establishment of a school enterprise deep cooperation mechanism between schools, factories and schools, speed up the implementation of the "dual system" of German vocational education, and improve the quality of students' skills and technology.

4. PROBLEMS FACED BY VOCATIONAL EDUCATION STUDENTS

I think: vocational education students face two major problems when they grow up. First, how to improve the strength of vocational education students, improve the gold content of vocational education students' skills and technology, and improve the driving force of vocational education students' innovation and development. the second is how to truly implement the relevant provisions of the vocational education law and truly implement the vocational education policy on the land of the motherland. Third, how to open up the channel of Secondary Vocational Education - Higher Vocational Education - Vocational Undergraduate Education - vocational graduate education, and truly improve the status of vocational education. At present, in terms of policy, enterprises do not allow vocational education students to participate deeply in the business process, because they are worried about affecting their profits, and the government has not made effective coordination; Well known institutions of higher learning do not have enrollment plans for in-service students. Vocational students can only study in many ordinary undergraduate and junior colleges, and their influence is not strong.

5. OPINIONS AND SUGGESTIONS ON THE GROWTH OF VOCATIONAL EDUCATION STUDENTS

First, strengthen the publicity of the vocational education law, so that government officials, general education teachers, parents of junior middle school students and vocational students can seriously study and understand it, so as to make the vocational education law deeply rooted in the hearts of the people.

Second, increase the degree of government intervention. For example, enterprises that subsidize internship in-depth school enterprise cooperation allow them to spend more time cultivating students' skills and technologies, so that vocational education students have high gold content technology, stronger innovation and stronger skills.

Third, it is suggested that more enrollment plans be put into the college entrance examination students of in-service education in well-known colleges and universities.

Fourth, it is suggested to arrange more vocational students to work in enterprises and institutions through the government personnel department to enhance their influence.

6. CONCLUSION

To sum up, the current vocational education students are still faced with the problems of insufficient strength of vocational education students, inadequate implementation of vocational education policies and low status of vocational education. Therefore, the government needs to give full play to its guiding function, increase the support and guarantee for enterprises, increase the publicity of vocational education policies, and guide more enterprises and institutions to accept vocational education students, so as to effectively promote the growth and success of vocational education students.

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Application Of Pbl in College English Teaching

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Abstract: the 13th five-year plan for the development of national education (2017) proposes that colleges and universities should become high-level application-oriented schools serving social development through the adjustment of educational structure. College English, as a compulsory basic course for students in the process of receiving higher education, is a subject to cultivate students' language application ability and cross-cultural communication ability. Relying on PBL for English teaching can avoid the problems existing in the traditional teaching process and help students apply their English knowledge to practical work, so as to improve their comprehensive quality.

Key words: College English; PBL; Problems; Countermeasure

1. INTRODUCTION

PBL is a project teaching method, which relies on the integration of project and teaching content to enable students to solve problems through their mastered knowledge and skills in the process of project completion. the structure of PBL can be constructed and applied to the actual situation of English teaching, so that the students can apply the knowledge they have learned to the real situation of English teaching.

2. PBL CONNOTATION

PBL, also known as project-based teaching method, is problem-oriented and student-centered. Under the guidance of teachers, students complete learning tasks in groups. the advantage of PBL is that it takes real problems as the starting point of learning, and students complete tasks through group cooperation in the situation set by teachers. In the process of completing the task, students improve their knowledge application skills through real listening and speaking communication, independent exploration, and cultivate their cooperation ability, innovative thinking ability and practical ability.

PBL is characterized by project-based, interdisciplinary, group based and student-centered learning through action. the project can be provided by teachers or students. It is mainly combined with the real situation of the textbook content, with the purpose of stimulating students' interest in learning. PBL involves knowledge of multiple disciplines, such as educational research methods, information technology, etc., so teachers and students should master diversified knowledge content. PBL is a group based learning method, which breaks the traditional individual oriented learning thinking pattern of students and can cultivate students' teamwork ability. PBL takes students as the main body and can give full play to students' subjective initiative. In the process of project implementation, teachers are organizers, assistants and guides. PBL enables students to learn in action and develop their comprehensive ability through the setting of practical and real activities.

3. PROBLEMS IN THE APPLICATION OF PBL IN COLLEGE ENGLISH TEACHING

3.1 Students' questions

College English courses in application-oriented undergraduate colleges are generally taught in large classes. Limited by the size of class students, students' learning is mainly based on language input or doing questions, with the goal of coping with the exam. When students study, due to the large number of groups, they will not have strong adaptability. When completing group tasks, they often take personal thinking as the path. In addition, the channels for students to obtain information are relatively single, resulting in weak analytical ability in group discussion and narrow opinions on problems. Students' lack of initiative in the process of task completion is not conducive to the development of creative thinking.

3.2 Teachers' problems

The popularity of PBL in College English teaching is not strong, resulting in Teachers' lack of teaching experience and unable to give full play to the advantages of PBL. the application of PBL in College English teaching should be integrated with English teaching content and form supporting teaching resources and teaching methods. Teachers need to sum up experience in continuous practice. However, the fact is that teachers have weak practical experience and organizational ability, and can not effectively organize students to discuss, resulting in low learning efficiency of students.

3.3 School problems

Although PBL has been gradually popularized in College English teaching, some colleges and universities do not have corresponding supporting facilities. PBL requires teachers to invest a lot of energy, such as the preparation of pre class materials, such as the organization of students, but due to the imperfect supporting facilities of the school, the preparation of teachers' materials is difficult, resulting in few ways for students to obtain materials. Schools should prepare experimental equipment according to the actual needs of teaching, in order to provide students with rich learning resources.

4. APPLICATION OF PBL IN COLLEGE ENGLISH TEACHING

4.1 Asking questions

The key to the application of PBL in College English teaching is to raise and solve problems. the raising of the problem requires teachers' professional quality, which requires teachers to understand the expansion of knowledge on the basis of mastering English teaching content. Teachers should design teaching plans according to teaching objectives and teaching contents in order to highlight the teaching center. PBL pays more attention to

students' group discussion, so teachers should put forward meaningful questions according to the project and improve students' interest in learning through interactive links such as discussion. Teachers should timely collect students' learning situation in actual teaching and make an overall analysis. Teachers should strengthen communication and exchange with students, understand students' learning needs, and guide students to prepare for the discussion before class.

4.2 Grouping cooperation

In the application of PBL in College English teaching, teachers should first upload learning materials to the learning platform, and then students can freely form a learning group to independently consult relevant materials according to learning materials and learning tasks. In the group, members consult and exchange data according to their division of labor, and get a unified answer through their different thoughts on the problem, and finally report to the person in charge representative. In the process of group cooperation, in addition to discussing the questions raised by teachers, students can also discuss according to their own materials or related topics of interest. Group cooperation can greatly improve students' learning efficiency, promote students' access to materials, and then improve students' learning autonomy. Students can enrich their knowledge and strengthen their accumulation ability by building a knowledge system through data access.

4.3 Panelling discussion

Group discussion is the key to the application of PBL in College English teaching. Teachers should create a good discussion atmosphere for students, supplement students' discussion, and point out the problems existing in the process of students' discussion. Teachers should learn to guide students to speak and evaluate students' speeches, so that students can understand their strengths and weaknesses, and modify them in time through summary. During the discussion, the members of the group will summarize the data first, and then explain the answers. Only when problems can not be solved in the process of group discussion, teachers can join in the guidance, in order to avoid teachers' excessive participation.

4.4 Teaching evaluation

In the process of integrating PBL into College English teaching, teachers are not only the organizer of students' learning, the provider of students' learning materials, but also the evaluator of students' learning effect. Although PBL weakens the role of teachers on the basis of highlighting the dominant position of students, teachers should avoid students' too relaxed and students' discussion becoming a mere formality through evaluation. For group discussion, teachers should make pertinent evaluation, praise the group with good performance, criticize the group with poor performance, point out its problems, and then guide them to make rectification.

In short, the application of PBL in College English teaching can improve the quality of English teaching based on real problems. Relying on projects and taking problems as the starting point can cultivate students' ability to collect data, improve students' awareness of autonomous learning, and cultivate students' awareness and ability of teamwork. Teachers should strengthen the application awareness of PBL in College English teaching, through the accumulation of multi-disciplinary knowledge content, set questions and situations for students according to English teaching content, pay attention to students' learning process and learning results, and finally promote students' comprehensive development.

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The Path Of Carrying Out "Curriculum Thinking And Politics" In Biological Science Specialty In Colleges And Universities

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Abstract: At present, the major of biological science in colleges and universities is mainly carrying out the teaching of "curriculum ideology and politics", which has many problems, such as the teaching process and relevant channels are not smooth enough, and individual ideological routes are not clear enough. the organizational line of "curriculum ideology and politics" is mainly to implement the development of moral education as the main fundamental direction. Therefore, educators in colleges and universities and relevant leaders need to pay high attention to this matter, and teachers should actively implement "curriculum ideology and politics" in their daily teaching classes. In terms of strategy, through concise teaching goal and design the teaching link, build ideological education and bridge of biological science curriculum integration, in the path of the related aspect, in general are materialist point of view is used to describe the biologist's story, after in typical biological time and cooperate with laboratory story of embedded teaching, Give full play to the "curriculum ideological and political" teaching of the main channel.

Key Words: Colleges And Universities; Biological Science; Its Implementation; Curriculum Ideology And Politics; the Path.

1. ATTENTION SHOULD BE PAID TO THE FIELD OF CURRICULUM POLITICS IN BIOLOGICAL SCIENCE MAJOR

1.1 Using the teaching concept of lide shuren to guide the progress of biology curriculum. In today's rapid development of society, the most indispensable is various aspects in the field of talent, and talent cultivation work falls in college teaching, talents become the most necessary condition is that it must have a good view of political ideas, so that can better put yourself in the right mind for the sake of the people and the service for the society, the negative impact on the country and society was avoided. For example, in November 2018, there was a biologist who wanted to edit the genes of babies. Once this operation took place, the impact would be huge, and it would be a serious breach of scientific and ethical standards. Biologists to bring value for the society and the contributions are associated with its social responsibility, personal accomplishment, in the present process of the development of new era, biological science majors in colleges and universities require changed to a great extent, therefore, have to make the students' learning and ideological and political education to do full and effective combination of [1].

1.2 The main core task of education in modern society is to focus on improving the all-round development of college students. In the current new era, the relevant college education workers must achieve the main educational task of educating people and moral education first, so as to better make the healthy growth of teenagers. the mission of higher education issued to the progress and development of socialist culture is more helpful to the successor, establish perfect the ideological and political education of college students, and using course to penetrate ideological education, let college students have a more solid foundation of knowledge, make its insights of the China road and patterns more deeply, This will lay a solid foundation for the all-round development of the socialist successors. In recent years, the national education "course" of biology classroom in colleges and universities have attached great importance to and digging, the general secretary is put forward, in the middle of the ideological and political work in colleges and universities across the country must make full use of the classroom teaching of knowledge, and ideological theory course system to reform in constant innovation, improve the affinity of ideological and political education force and pertinence, To meet the growth needs of students in the future, at the same time, other courses should keep pace with the Times, so that courses in all fields can develop in the same direction as ideological and political theory courses, forming a subtle synergistic effect [2].

1.3 Compared with other courses, the biological science course pays more attention to the cultivation of cultural talents and the cultivation of cultural talents. According to the objective structure of talent cultivation, ideological and political quality is mainly the comprehensive talent quality requirements of the country and educational institutions as the main benchmark index. Professional courses must fully implement the current ecological concept of the new era and the "two mountains theory", which can better strengthen students' concept of gold and silver mountains and clear waters and green mountains. Even if we lose some gold and silver mountains, we must protect the clear waters and green mountains. From the macro analysis of biological science major, students also need to grasp the ideological and political education in the process of mastering their own professional knowledge. College students must understand the civilization degree of industry, for ecological civilization, is a very important role in promoting, at the same time, the industrial civilization to ecological civilization to promote work, but also it is the responsibility of college students, as well as

obligation, therefore, college students must be consciously assume responsibility for the construction of ecological civilization history, the progress of ecological civilization at the same time, To ensure that their personal value is well developed. This not only reflects the harmonious coexistence between man and nature in biological science education, but also guides students to save resources and protect the environment to a certain extent [3].

2. COLLEGES AND UNIVERSITIES MUST ATTACH IMPORTANCE TO THE "CURRICULUM IDEOLOGICAL AND POLITICAL" TEACHING OF BIOLOGICAL SCIENCE SPECIALTY

2.1 In the course of curriculum objective research, colleges and departments also need to formulate a series of "curriculum ideological and political" teaching content. Schools and departments need to properly handle the relationship between Marxist schools while teaching students, and jointly design a classroom that integrates biological professional knowledge and ideological and political ideas. the contents of the classroom also need to be refined and analyzed, so as to rationalize the realization of "curriculum ideological and political". Through the joint scientific research cooperation of Marxist theory discipline and biology discipline, the joint innovation of Marxist theory is formed. the Party organization in universities must also have close cooperation with the administrative leading group of the department [4].

2.2 The development of the department needs to take the thought of socialism with Chinese characteristics as the development center, grasp the characteristics of biological science, and make the curriculum of biological science full of Marxist thought. the school pays attention to the construction of "curriculum and politics", teaching research and relevant teacher training in biology major. Timely monitor, every link needs to permeate "course education", education workers and leadership in colleges and universities should also develop related meeting, discuss the content of the ideological instruction how to make the students more interested in learning, will become a story are compared the content changes of morphology, bring ideological content better packaging, As a result, ideological and political contents in biological science classes can be more simple and intuitive, and are more closely related to life [5].

2.3 Teachers' Implementation of "Curriculum Thinking and Politics" Work in education, the teacher's class status play a leading role, at the same time, adhere to the idea of education, biological sciences professional teachers must bear in mind in the middle of the classroom education development elements, so as to help the students set up good, correct world outlook and values in life, to cultivate the students' patriotism to national, Do anything is to seek truth from facts, in the future work and learning process can have a better diligent and enterprising spirit. As educational practitioners in the current new era, educators should also collect their knowledge to keep pace with the Times, master the ideological connotation of socialism with Chinese characteristics in the new era and the latest ideological and political content of the general Secretary, so that they can pass on knowledge to students. Teachers not only have the knowledge and skills to teach and solve puzzles, but also adapt to the requirements of the new era and meet the characteristics of stimulating students' interest in learning, so that students are active in learning and call students' interest in learning.

2.4 Biology teacher in daily teaching work, also need to find out their own knowledge skills, for "ideological education", is not able to simplify the biology course directly change become the thought political lesson, and in the daily classroom can simplify the extension of the ideological and political, that is bad for students' learning, the correct approach should be to create an intimate relationship between the ideological and political content in the classroom, so that the ideological and political content can be smoothly connected to the biological science teaching curriculum, so that students can naturally integrate their knowledge and avoid students' rigid understanding of fresh knowledge points. In the process of teaching, college teachers should cooperate with each other and improve communication with students, and guide students to shape their spirit. the teacher of biological science course must effectively combine current affairs and politics with the teaching of specialized courses. For example, the class should focus on the construction of ecological civilization, and bring the "Belt and Road" into it, so that students can have a better understanding of the current situation of the motherland. the combination of this way not only completes the study of professional knowledge, but also achieves the main teaching objectives of ideological and political education to a certain extent. In the teaching of professional courses, teachers can integrate it with moral education at the stage of lesson preparation. In the teaching process, teachers can tell stories of some excellent biologists in modern China, so that students can truly understand their qualities. At the same time, the experimental course phase, also let students do experiments, to understand the tenacious spirit of biologists. Cases brought into class can better cultivate students' good learning spirit [6].

3. CREATE "CURRICULUM THINKING AND POLITICS", SO AS TO BETTER INTEGRATE INTO THE BIOLOGICAL SCIENCE DISCIPLINE

3.1 Gather the teaching objective of "curriculum ideological and political"Work under the guidance of the "course education" concept, main is to fix all kinds of professional course between the various aspects of standard, thus making the original education goals and the moral education in terms of quality has a better convergence, the main purpose of education "courses" teaching is in order to better guide the students of biological classroom teaching plan has a smooth development and implementation. the main goal of the new curriculum is to further clarify the curriculum standards and ideological and political education of biological science curriculum, and propose that the ideological and political education and other goals of the curriculum can be better consolidated. the curriculum should focus on the value direction of educating people

[7]. Biological science course is not only a very important course, but also has a close connection with People's Daily life. Therefore, the main goal of "curriculum ideology and politics" can be considered from two aspects. First, emphasis should be placed on the cultivation of talents in natural science courses and the education of professional quality and scientific spirit. Second, the biological science specialized student needs in terms of professionalism and dedication spirit has seriously, advocate humanistic care, and education, for example, the humanistic spirit and dedication to in-depth analysis in the anatomy teaching, social public welfare of blood donation and organ donation that is able to reflect the above mentioned to the spirit. In addition, school leaders also need to listen to the suggestions of teachers, so as to make "curriculum ideology and politics" develop in a more perfect direction [8].

3.2 Design the main teaching methods of "curriculum ideology and politics"The main teaching goal of "curriculum ideological and political education" is to require teachers to constantly dig into ideological and political education in the daily teaching process, so as to better have a perfect ideological and political education system for college students in the later teaching practice process. What should be emphasized is that "curriculum ideology and politics" does not change the original nature of curriculum design, but infuses ideological and political education and moral education value into classroom teaching. In the classroom teaching design of biological science major, it is necessary to fully show the humanistic spirit of science in the classroom, so as to better strengthen the scientific literacy and innovative spirit of students. Specific teaching cases suggest that both knowledge and emotion need the unanimous approval of students, and adhere to the combination of theory and practice, and use specific examples to better rationalize ideological and political education and improve the affinity of the course. For example, when teachers explain diabetes in biology textbook unit, they can carry out in-depth analysis of diabetes cases, so as to improve students' attention to diabetes patients around them and their own health as well as that of others.

3.3 Strengthen teacher certification training for biological science major. During the process of the cultivation of talent education, the teachers of their main jobs is to promote education "courses" teaching, first, to be among the colleges and universities set up related field of biological science and the concept of "course education", this is mainly to biological curriculum change and innovation, will not be able to before and the neglect of moral education, emphasize theory It is necessary to establish an integrated curriculum, which fully embodies the value of discipline and professional responsibility consciousness [9].

4. PLAY THE ROLE OF THE MAIN CHANNEL OF CLASSROOM TEACHING

4.1 In the process of the development of biological science, there are many biological scientists with outstanding achievements. It is with their excellent qualities that biological science can be better improved and developed, which brings help to human understanding of the world. In the world that people know, dialectical materialism is the important ideological weapon that can conceptually the world, and helps people correctly understand the Marxist world outlook and its methodology.

4.2 For example, in the foundation course of ecology, which mainly put forward the theory of relationship between ecological factors and intraspecific competition, which can be used in the production process of agriculture, through reasonable planning, after will be planted and aquaculture farming measures can improve the ecological advantages into agriculture economic advantage, under the condition of reasonable support, Turn the green mountains into gold and silver mountains.

5. CONCLUSION

To sum up, the main project of the present education is the implementation of "course education", the main biological science professional class after the goal of "course education" is to students in the learning process, encounter difficult problem, can be various, diversified thinking, thus forming a good thinking quality. the teaching goal of biological science major is not a single requirement to cultivate students with solid theoretical knowledge, but the most important is to strengthen the humanistic spirit and ideological morality of biological science major students. Lead in thought.

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Path Analysis Of Integrating Curriculum Thought And Politics Into English Teaching In Primary And Secondary Schools

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Abstract: The educational goal of primary and secondary school curriculum is to develop students' core literacy. Under the concept of whole process education, all-round education and all staff education, the concept of curriculum ideological and political education has entered the classroom of primary and secondary schools. Special English education, which belongs to the learning of the second language, will involve Western cultural knowledge. Integrating the curriculum ideological and political ideas into the process of English Teaching in primary and secondary schools can help students correctly understand western culture and achieve all-round development on the basis of establishing the confidence of traditional culture.

Key Words: Primary And Secondary Schools; English; Curriculum Thought And Politics; Countermeasure

1. INTRODUCTION

In today's society, English is an important communication language. English Teaching in primary and secondary schools is a key stage to help students lay a good foundation in English. Curriculum ideology and politics is an important educational deployment in China, an important supporting factor for strengthening the socialist direction of education, and an important channel for the implementation of Building Morality and cultivating people. Curriculum ideological and political education is to explore the elements of moral education in different disciplines and lay a solid foundation for the improvement of students' comprehensive quality.

2. THE SIGNIFICANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL CURRICULUM INTO ENGLISH TEACHING IN PRIMARY AND SECONDARY SCHOOLS

2.1 The value orientation of talent training

Primary and secondary school stage is the key and golden period for the formation of students' values. the purpose of Integrating Ideological and political education into English teaching is to carry out moral education quality education on the basis of excavating the elements of moral education in English curriculum. the course of Ideological and political education can broaden students' vision of English learning and endow English with unique vitality. In the primary and secondary school stage, students' ideology is weak and their emotions fluctuate greatly. the integration of curriculum ideological and political education into English teaching can determine the value orientation of talent training, help students through the ideological contradiction period, and then complete the learning in the initial stage of life.

2.2 A correct understanding of western culture

Language is the medium of communication between people. Language is the embodiment of social consciousness and the external historical witness of culture. Learning a language is also equivalent to learning a country's culture. English Teaching in primary and secondary schools is equivalent to spreading British and American culture while teaching students English language knowledge. However, Chinese and American culture is different from Chinese traditional culture. Students in primary and secondary schools have weak ideological will, are vulnerable to the influence of foreign British and American cultural consciousness, and are easy to form one-sided Western cultural identity. the integration of curriculum thinking and politics into English Teaching in primary and secondary schools can help students establish a Marxist position, help students correctly understand western culture, and promote the development of Chinese traditional culture on the basis of trade-off identity.

2.3 Cultivate students' cultural self-confidence

Cultural consciousness is a person's recognition of national culture, and cultural self-confidence is the embodiment of the development of national and national soft power. Integrating Ideological and political education into English Teaching in primary and secondary schools can enhance students' cultural self-confidence and exert a subtle influence on students by telling Chinese stories well. In the primary and secondary school stage, the cultivation of students' creativity is the key, the formation of students' sound character is the key, and the establishment of students' correct values is the key. the integration of Ideological and political courses into English Teaching in primary and secondary schools can broaden students' horizons by relying on rich knowledge of politics, economy, culture and philosophy, and then guide students to think dialectically and develop comprehensive literacy.

3. THE PATH OF INTEGRATING CURRICULUM THOUGHT AND POLITICS INTO ENGLISH TEACHING IN PRIMARY AND SECONDARY SCHOOLS

3.1 Adhering to the concept of quality education

Quality education has been put forward for decades, especially in English. the definition of quality education is to cultivate students' language ability and develop students' sound personality and moral quality. However, influenced by the education system, the implementation of

quality education is sometimes too utilitarian. Under the guidance of the ideological and political concept of the curriculum, English teaching pays more attention to the education of Building Morality and cultivating people on the basis of English knowledge. Relying on advanced educational means and rich educational resources, teachers optimize quality education, broaden students' vision and effectively meet students' growth needs. Primary and secondary school students are curious about the world, have a strong thirst for knowledge and strong plasticity, but their self-discipline and emotional control are not strong. the integration of Ideological and political education into English teaching can rely on meaningful reading articles to expand students, enable students to carry out self-education on the basis of understanding the deep-seated emotions of the articles, and then form good quality.

3.2 Enriching teaching content by relying on current events and hot spots

The traditional English teaching design affects students' attention to the hot spots of current affairs, and then affects students' moral education. Under the concept of curriculum ideology and politics, teachers should carefully design teaching activities, accurately select teaching resources, and introduce current hot issues into classroom teaching. the purpose is to stimulate students' interest through the supplement of textbook knowledge, and make English teaching get twice the result with half the effort. In practical teaching, teachers can take the epidemic situation in 2020 as the theme of current affairs. Through the comparison of epidemic control between China and foreign countries, students can understand how lucky they are to live in such a large socialist family as China. Teachers can also tell students about China's 5g, let students understand the development of science and technology after China's reform and opening up, and establish national pride. Teachers should appropriately delete the content of teaching materials and add new hot content according to the teaching objectives. First, raise students' interest in learning, and second, let students form correct values on the basis of understanding the latest current events. the English teaching materials of primary and secondary schools are constructed by unit modules. Teachers should choose the most suitable hot issues according to the module content, excavate the moral education elements of teaching materials and current affairs on the basis of connecting teaching materials with hot issues, and integrate them into the unit learning plan, so as to reasonably extend knowledge through integrity and logic.

3.3 Relying on practice to tell Chinese stories well

English teaching is based on Western cultural background knowledge, which leads to the existence of cultural deficit. In English teaching, there are obvious differences between China and the West in terms of national system and table manners. the cultural essence inherited from China for thousands of years accounts for a small proportion in English teaching. In the process of English learning, students will recite western poetry, but they know little about Chinese Tang and Song poetry. In actual teaching, teachers should rely on the design of different activities to enable students to tell Chinese stories in English in practice. Teachers can take Chinese traditional festivals as the starting point, combine daily teaching with traditional festivals, and let students introduce the Mid Autumn Festival, Dragon Boat Festival, Spring Festival, Lantern Festival, etc. in English. the purpose is to feel the charm of Chinese traditional culture and build cultural confidence on the basis of strengthening the understanding of Chinese traditional festivals. Teachers can introduce students to China's touching stories of COVID-19, aiming at understanding the strength of the example of the counter traveler and stimulating patriotism. On the eve of May Day, teachers can let students complete a labor task, such as cooking, tidying up the room, cleaning, etc., and then make statements and communicate in English in class; On the eve of the national day, teachers can ask students to collect the National Day celebrations since the founding of China, and extract some of them to make statements in English. Through students' statements, students can understand the beauty of labor, understand the strength of China, and then establish the awareness of reading well for the rise of China.

In short, primary and secondary school students are the future of the country, the builders of national prosperity and strength, and the new force of national rise. At the primary and secondary school stage, we should strengthen the quality education of students, rely on the ideological and political elements in the English curriculum to help students correctly understand different cultures, master language skills and realize the healthy development of body and mind. English teachers always carry out teaching design with the concept of curriculum ideology and politics, integrate teaching and education through the implementation of the concept of Building Morality and cultivating people, through the hot content of current events, and by telling good Chinese stories, so as to internalize and externalize moral education, so that students can become the practitioners of socialist core values on the basis of establishing correct values.

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Improvement Path Of Ideological And Political Education Curriculum In Colleges And Universities From the Perspective Of Internet

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Abstract: In today's society, more and more people receive all kinds of information from the Internet, but the information on the Internet is not always positive, which requires teachers to start from the perspective of the Internet to find suitable teaching methods. In this paper, the author will elaborate on the defects of traditional ideological and political teaching, the challenges faced by current ideological and political education and the ways of optimization.

Key Words: Internet; Colleges And Universities; Ideological And Political Education; Improved Path

1. INTRODUCTION

The thinking ability of college students is more active, which requires teachers to carry out positive ideological and political education to students constantly in the daily teaching process, so as to avoid college students going astray in study and life. Today's society is an era of information explosion, a lot of information has not been filtered, are posted on the Internet, there is inevitably a lot of negative content. Now most of the college students are about 20 years old young people, they are more sensitive to social things, so most of the students like to see some bad things, the teacher must do positive guidance at this time, improve the quality of ideological quality is imminent.

2. DEFECTS OF TRADITIONAL IDEOLOGICAL AND POLITICAL TEACHING

2.1 The form of simplification, not taken seriously, at present, China is in an important stage of social transition and development. Due to the impact of various thoughts and thoughts, coupled with the influx of Western culture, it is difficult for traditional ideological and political teaching to adapt to the massive information on the Internet. The traditional ideological and political education is given priority to by classroom teaching, which is taught by teachers. the knowledge in the classroom is monotonous and the teaching quality is not high. Although it is an important course, many universities ignore it. Not only do students not pay enough attention in class, but also many colleges and universities have little investment in ideological and political education, mainly focusing on innovative development and technological innovation, and ideological and political teaching is marginalized.

2.2 Unclear goals and lack of service concept, the content of the teaching materials is relatively simple, and the teachers generally conduct the teaching according to the content of the teaching materials one by one. There is no way to carry out targeted teaching for each student. And in the classroom, the teacher is also dominant, it is difficult to give play to students' subjective initiative. Although modern education is gradually moving towards service, it is not well reflected in ideological and political teaching.

3. NEW SITUATION OF UNIVERSITY IDEOLOGICAL AND POLITICAL WORK UNDER NETWORK ENVIRONMENT

3.1. Severe test of ideological and political worker status of college students, in today's society, with the rapid development of Internet technology, college students have been provided with a convenient and fast way. the comments on all kinds of news on the Internet have caused a great impact on their ideological and political work. Teachers play an important role in our country's education sector and are respected by the majority of students. But with the increasing popularity of Internet technology, college students can easily receive all kinds of positive and negative news on the Internet. the superiority of teachers in using this information is not obvious, and the ideas it conveys are also published on the Internet, so that it loses its due role and cannot play its due role.

3.2 The problems faced by the process of ideological and political construction of Chinese universities. With the development and progress of Internet technology, ideological and political education of college students is also facing great challenges. It is becoming more and more convenient for students to receive information in their daily life. the past ideological and political teaching curriculum and teaching means are not suitable for the present, in order to better meet the requirements of today's development, we must carry out appropriate reform. In traditional ideological and political courses, it is relatively easy for staff to choose textbooks, and most students are relatively simple. They also receive more external information, so they can be well accepted by teachers. However, there are many differences under the vision of network. Teachers should choose specific themes, carefully analyze them, find out better teaching methods, change the teaching model and adapt to the development of today's society. In this kind of education, how to maximize the cultivation of college students' thoughts is undoubtedly a great test for teachers [1].

3.3 The questioning of the way of ideological and political work in universities, with the development and progress of the network, the ideological and political work in colleges and universities has been severely tested. Traditional college ideological and political courses are mostly carried out in classrooms, where teachers instill

positive ideas in students face to face. This has its advantages, but it also has certain disadvantages. With the rapid development of network technology, ideological and political education concept can be organically combined with the Internet, so that it can continuously transmit positive thoughts to teachers and students in the teaching process.

4. IMPROVING WAYS OF UNIVERSITY IDEOLOGICAL AND POLITICAL WORK UNDER NETWORK ENVIRONMENT

4.1 Combine Internet technology with ideological and political teaching. Today, with the rapid development of the Internet, in order to give better play to the ideological and political consciousness of college students, the space and time of ideological and political education should be continuously expanded, so that more students are willing to contact ideological and political teaching. Under the background of the Internet, to realize the ideological and political education from classroom to out-of-school, we must adhere to the construction of the network, and organically combine information technology and ideological and political education. With the development of university campus information and modern teaching tools such as micro-class teaching and electronic schoolbag can be widely used in the ideological education of college students. At the same time, teachers can make some slogans and post them in the dormitory and library, so that students can learn relevant ideological and political knowledge, ensuring that the ideological and political class can be carried out at any time [2].

4.2 Improve the level of network application of ideological and political workers. In schools, ideological and political education is mainly carried out by counselors. Teachers should also actively apply Internet technology in teaching when carrying out ideological and political education. First of all, ideological and political education is inseparable from a large number of teaching resources. Teachers can use the Internet to collect information and then conduct efficient analysis. They also carry out regular study through online party media to constantly improve their ability to analyze problems with the latest political theories. Counselors can make use of their existing network social platforms to write relevant content, carry out ideological and political education on the Internet, so that students are willing to learn, and keep in good contact with students, and update their own works and opinions at any time.

4.3 Timely prevention of junk information in the Internet, in view of the negative impact of some bad culture on the society, colleges and universities and relevant departments should strengthen exchanges, work together to maintain and improve campus network life. At the same time, the various departments of the school to strengthen the regulation of the Internet, actively to purify the Internet environment, to some, bad information in the Internet platform for filtering in time, lets the student in the life can contact more positive Internet information content integration efforts and strength, strengthen the network information monitoring, timely detect, investigate immediately, It is necessary to establish a telephone, a mailbox and a website to report information. When carrying out ideological and political education activities, colleges and universities should take improving the online quality of college students as the starting point, solve their own defects through self-restraint and eliminate them from the source. At the same time, we should pay attention to the cultivation of students' ideological and political literacy, so as to form a comprehensive prevention network environment combining government and school, and realize the ideological and political teaching goal.

5. CONCLUSION

Above all, can learn the influence of the Internet in today's society is becoming more and more big, more and more students obtained a large amount of information through the network technology, the university political education work must also occupied the commanding heights of the network, can stimulate students' learning enthusiasm, let them into the thinking of teaching better, such ability can promote the development of education cause in our country.

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Construction Of Comprehensive Evaluation System Based on Post Practice of Pharmaceutical Specialty In Higher Vocational Colleges

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Abstract: As an important channel to improve students' professional practice ability, post practice is highly valued by higher vocational colleges. However, in the current evaluation of post practice of pharmaceutical specialty in higher vocational colleges, there are problems of single form and lack of subject participation. Therefore, this paper aims to build a comprehensive evaluation system of post practice of pharmaceutical specialty in higher vocational colleges, so as to promote the improvement of evaluation effect.

Key Words: Vocational School; Pharmacy; Post Practice; Evaluation System

1. INTRODUCTION

On the basis of mastering certain professional knowledge, post practice refers to that students break away from the theoretical classroom and devote themselves to practice, and finally realize the transformation of theoretical knowledge into productivity in the process of practice, so as to improve the teaching effect. At present, many majors in higher vocational colleges promote the improvement of teaching quality through post practice, especially for some majors with high requirements for practical ability, post practice has become an important talent training channel. As a specialty with equal emphasis on theory and practice, higher vocational pharmacy can combine theoretical knowledge and practical skills in the process of post practice, which has a good application effect. However, there are still many problems in the current teaching effect evaluation of post practice. Therefore, this paper aims to explore the construction of the comprehensive evaluation system of post setting practice of higher vocational pharmacy.

2. CURRENT SITUATION OF POST PRACTICE OF PHARMACEUTICAL STUDENTS IN HIGHER VOCATIONAL COLLEGES

Although colleges and universities have begun to pay attention to post practice and actively reach cooperation with enterprises, so as to ensure the effect of students' post practice. However, there are still many problems in the actual post practice of pharmaceutical students, especially the contradiction between enterprise production and teaching requirements [1]. the purpose of post practice in higher vocational colleges is to let students improve their cognition of professional theory in the process of practice, so as to exercise students' professional skills. Therefore, in the process of cooperation with enterprises, they tend to provide posts related to pharmacy. However, as a profit-making organization, the fundamental purpose of enterprises' cooperation with higher vocational colleges is to obtain higher economic benefits. Therefore, on the basis of considering students' actual ability and enterprise benefits, most of the posts that can be provided for students are flowing posts, which can not exercise students' pharmaceutical professional ability, and naturally can not achieve the expected teaching objectives. Secondly, because the internship requires students to be scattered in various posts, and teachers and professionals are limited, they can not take into account the internship situation of each student, which will also lead to poor internship effect. Many pharmaceutical students in higher vocational colleges have misunderstandings about post practice. They not only fail to realize the significance of post practice for the improvement of their professional ability, but also regard it as a channel for the school to deliver labor to enterprises. They believe that they also belong to a part of cheap labor. Therefore, they show a negative and irresponsible attitude in the process of post practice, which seriously affects the development of post practice teaching.

3. CONSTRUCTION OF COMPREHENSIVE EVALUATION SYSTEM FOR POST PRACTICE OF PHARMACY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

Through the analysis of the problems existing in the current post practice of pharmacy major in higher vocational colleges, it is not difficult to find that there are many problems in the evaluation of students. How to realize the effective evaluation of students' practice effect under complex circumstances is an important channel to improve the quality of post practice of pharmacy major students [2]. Therefore, we should actively build a comprehensive evaluation system for post practice of pharmaceutical specialty in higher vocational colleges, investigate the students' practice from many aspects, and ensure the fairness and impartiality of the evaluation results, so as to promote the improvement of students' practice enthusiasm.

3.1 Joint participation of schools and enterprises

In the routine evaluation of post practice of pharmacy specialty, the subjective evaluation is mainly carried out by the school intern teachers, which is easy to cause the deviation of evaluation results. In the process of building a comprehensive evaluation system, the evaluation of the whole process of students' post practice is realized by combining the evaluation of schools and enterprises. Enterprises should apply the assessment system for employees to the assessment of students' post practice,

such as attendance, work attitude, require students according to the standards of enterprise employees, and promote the integration of students with social reality, so as to improve their adaptability to the society and lay a foundation for future employment. Secondly, higher vocational colleges should optimize the existing on-the-job practice evaluation system, pay attention to the cultivation of comprehensive pharmaceutical talents, take improving students' comprehensive ability as the purpose of evaluation, and reach cooperation with enterprises. Both sides should jointly supervise the development of on-the-job practice, so as to observe students' practice in an all-round and whole process and promote the fairness of evaluation results.

3.2 Construction of evaluation index of Post Practice

Pharmaceutical students have a variety of job choices in post practice, including both technical talents engaged in pharmaceutical development and grass-roots staff engaged in pharmacy. In the process of dividing evaluation indicators, it is necessary to establish a general evaluation system, and then refine them according to different post needs, so that the evaluation indicators can fit the actual situation. Among them, three aspects are mainly involved: internship performance, professional quality and professional ability [3]. Internship performance is the evaluation of the basic contents of students during internship, including work attitude, attendance, obedience consciousness, etc. It is the overall external performance of students in the internship process. The work attitude is the focus of assessment, so as to evaluate the enthusiasm of students in internship. Professional quality is the quality reflected in students' practice, which can be divided into professionalism, team spirit and so on. As an opportunity to promote students to change social people, post practice has realized the transformation of students' identity, their own responsibilities and obligations. Professional quality requires students to actively adapt to the change of identity, give full play to their professional ability and actively integrate into practice. It is an important index to test students' communication ability and moral quality. Professional ability, as the most important assessment index in post practice, is a comprehensive consideration of pharmaceutical professional skills, team communication ability, execution and so on. By applying the school's theoretical knowledge to practical work, students exercise their professional skills and comprehensive ability in practice, so as to promote the realization of the training goal of pharmaceutical professionals.

3.3 Combination of process evaluation and summative evaluation

For the evaluation of the effect of post practice of pharmacy specialty, we should adhere to the combination of process evaluation and final evaluation. On the one hand, the relevant person in charge of the enterprise and the internship teachers of higher vocational colleges cooperate with each other to make a phased evaluation of the students' post practice, so as to realize the supervision of the students' practice process and ensure the students' active participation in the whole process. On the other hand, colleges and universities should take the internship report, experience and other paper materials filled in by students as the final evaluation of the internship process, so as to make the whole evaluation system more objective and perfect, and realize the effective evaluation of the on-the-job internship of pharmaceutical students in higher vocational colleges.

4. CONCLUSION

To sum up, through the analysis of the current situation of post practice of pharmaceutical specialty in higher vocational colleges, it is clear that there are still many problems in post practice of pharmaceutical specialty in higher vocational colleges. Therefore, the post practice of pharmaceutical students is also actively reformed. As one of the reform contents, the evaluation system is explored to carry out the combination of schools and enterprises and construct the evaluation index. the combination of process evaluation and summative evaluation is used to construct a comprehensive evaluation system of post practice of pharmacy specialty, so as to promote the improvement of post practice effect in higher vocational colleges.

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Research On the Reform of Art Design Courses in Higher Vocational Colleges Under the Background of New Media

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Abstract: With the rapid spread and large-scale popularization of new media, it has a great impact on art design courses in higher vocational colleges. Under the background of new media, the teaching methods of art and design courses are constantly changing, and the traditional teaching methods are gradually changing to more intelligent and digital new media teaching. Therefore, it is urgent to explore a new teaching mode in line with the trend of the times. Based on this, this paper discusses there reform countermeasures of art design courses from the current teaching problems of art design courses in higher vocational colleges.

Key Words: New Media; Higher Vocational Colleges; Art And Design Courses

1. INTRODUCTION

At present, new media has penetrated into all aspects of modern society, and most of the fragmented time in people's daily life is contributed to new media. In the era of new media, art design courses in higher vocational colleges have brought a great impact. the integration of new media and art design has formed a new discipline of "new media art design" [1]. Today, with the rapid development of new media, the talents trained by traditional teaching methods in art design courses in higher vocational colleges have been difficult to meet the actual needs of the new media industry. the traditional cramming and simple indoctrination teaching mode leads to students' passive acceptance of knowledge and lack of subjective initiative in classroom learning. At the same time, art design courses in higher vocational colleges are generally faced with problems such as unreasonable curriculum system, outdated practical teaching methods and lack of innovative and creative teaching. Therefore, it is imperative to speed up the teaching reform of art design courses in higher vocational colleges [2]. Under the background of new media, higher vocational colleges need to deeply analyze the actual needs of the market, reconstruct the curriculum system, create characteristic practical teaching methods, establish innovative teaching ideas, and formulate personalized development goals in combination with students' characteristics, so as to continuously improve the teaching level of art and design courses in higher vocational colleges and promote the improvement of talent training quality.

2. THE IMPACT OF NEW MEDIA ON THE TEACHING OF ART DESIGN COURSES IN HIGHER VOCATIONAL COLLEGES

Since the advent of new media, it has greatly subverted the traditional art design, resulting in great changes in the design tools, design ideas and display means of traditional art design. Through the use of new media technology, art design can be more diversified. Through the use of new media tools, communication activities can be carried out quickly and conveniently to adapt to the trend of social development. In recent years, with the rapid development of new media, digital images, CG special effects and network technology, this kind of creative industry based on digital content has occupied an important position in today's knowledge economy industry [3]. the integration of new media and art design also gave birth to the new discipline of new media art design. With the continuous development and progress, the demand for art and design talents in the industry will continue to expand in the future, and there is also a huge talent gap. However, at present, new media art design education is still in the early stage, the theoretical teaching system needs to be improved, and the talent training system is not perfect, resulting in the contradiction between school talent training and market talent demand.

3. CURRENT TEACHING PROBLEMS OF ART DESIGN COURSES IN HIGHER VOCATIONAL COLLEGES

3.1 The curriculum system is lack of rationality

At this stage, the curriculum system of art and design in higher vocational colleges is still relatively rigid in terms of organization and time, the knowledge points covered in the curriculum content are too backward, most of the curriculum settings do not adapt to the development trend of the times, and the overall curriculum system setting is lack of flexibility [4]. For example, at present, the contents of art design courses in higher vocational colleges are still generally composed of plane composition, color composition, three-dimensional composition, as well as such basic contents as character change, plant change, animal change, landscape change and so on. However, art and design courses need to keep up with the development of the times. Art and design needs to reflect creativity, innovation and practice, and be skilled at discovering and effectively solving practical problems in life. At present, the market demand is constantly changing, and the public aesthetics and tastes are changing with each passing day, which requires that the curriculum of art design in higher vocational colleges should reflect flexibility,
scientificity and rationality, and set the corresponding curriculum content closely around the latest market demand.

3.2 Practice teaching method lags behind

In the past, the traditional practical teaching mode adopted by art design courses in higher vocational colleges is usually to carry out practical teaching after completing all theoretical teaching, although this practical teaching mode is relatively simple and can achieve certain results. However, there are also serious problems. When facing practical problems, many students have long forgotten the theoretical knowledge due to the long interval between theoretical teaching and theoretical teaching, resulting in the inability to use the theoretical knowledge to solve practical problems, and even need to learn the theoretical knowledge again [5]. the reason for this phenomenon is also related to the overall educational environment. This practical teaching model is applicable to some disciplines, and its feasibility has been proved by long-term practice. However, for art and design courses, due to the strong creativity of the subject, the traditional practical teaching mode obviously can not meet the teaching needs. A single practical teaching mode affects teachers to find students' strengths and personality. Especially in the current context of new media, due to the rapid change of social demand, the invariable practical teaching mode will lead to the situation that the trained students can not meet the market requirements, resulting in the situation of "unemployment upon graduation".

3.3 Lack of enough innovative teaching

At present, in the teaching of art design courses in higher vocational colleges, there is a general situation that the basic theory course is heavy, while the professional course theory and practice time are insufficient. At the same time, in the relatively limited teaching time of basic theory course, it is difficult for teachers to allocate more time for targeted guidance to students, and there is no way to carry out other innovative and creative teaching [6]. the reasons are as follows: first, although many art and design teachers in higher vocational colleges have good theoretical knowledge and practical ability of art and design, the number of students in higher vocational colleges has increased sharply in recent years, resulting in the lack of teachers, and even some non art and design teachers are also engaged in teaching activities. Second, at present, most art and design students in Higher Vocational Colleges lack solid basic skills in art and design and need to start learning from the most basic. Because of the place, they spend a lot of basic learning time and increase the teaching burden. Third, the study time of students majoring in art design in higher vocational colleges is 3 years, of which about 2 years are theoretical study time, and the remaining time is internship and employment period. Higher vocational colleges do not teach in order to complete the teaching task. the fundamental purpose is to cultivate qualified and useful talents in the society. Therefore, it is particularly important to teach students according to their aptitude and people in the teaching process. For art and design courses that need personality creation and play, teaching according to people is essential.

4. TEACHING REFORM COUNTERMEASURES OF ART DESIGN COURSES IN HIGHER VOCATIONAL COLLEGES

4.1 Reconstruct the curriculum system closely around the market demand

In the reform of the art and design curriculum system, the basic curriculum is one of the key contents. It is necessary to further strengthen the practical part of the basic curriculum, appropriately add the multimedia technology teaching content, and make a close connection with the professional curriculum, so as to make the basic curriculum theory teaching get rid of the boring, rigid and boring situation. By integrating multimedia teaching resources, fully stimulate students' interest in learning, provide students with opportunities to participate in classroom teaching and hands-on, let students deeply understand and master more professional theoretical knowledge, and improve the teaching efficiency of basic courses [7]. At the same time, in the professional curriculum, higher vocational colleges should closely follow the trend of the times and market demand, build a practical and efficient curriculum system, widely collect valuable project information in all walks of life, fully absorb and integrate experience into the professional curriculum teaching, and visually display to students through multimedia technology and tools. the setting of professional course content must reflect the specialty and competence, ensure that students can fully understand and master it, and reflect the pertinence and progressiveness of the course content. Teachers can also integrate the local content with regional characteristics into the curriculum and guide students to practice by means of new media. In addition, in the reform of art design curriculum system in higher vocational colleges, we should also actively go out, strengthen in-depth cooperation and exchanges with enterprises, and jointly build training bases and carry out cooperative schools with enterprises or professional training institutions. In order to ensure that the curriculum system meets the practical needs of the market, professionals should also be invited to participate in the reform of professional courses, provide more professional opinions, integrate real projects into the practical teaching of art and design courses, and promote the close combination of practical teaching and practical projects.

4.2 Innovative practical teaching mode

Because the traditional centralized practical teaching mode often leads to students' vague or even forgotten theoretical knowledge learned in the early stage, in view of this disadvantage, the project-based mode can be adopted in the practical teaching of art design courses in Higher Vocational Colleges [8]. After students enter school, guide students to form a correct concept, that is, what they learn and what they use. the fundamental purpose of learning is to solve practical problems in life. Teachers formulate the overall project for students, and many small projects are covered in this project. Targeted settings are made according to the curriculum knowledge points. Before teaching, explain the specific requirements and key problems of the project to students. And put forward corresponding questions for students before class to guide students to think and analyze actively. In the teaching process, teachers explain relevant knowledge points around this problem and use multimedia teaching tools to

assign small project tasks for students. Through this teaching mode combining theory and practice, students can actively think and explore knowledge with problems, fully mobilize students' subjective initiative in learning, and achieve more ideal teaching results. In the process of students completing small projects, the joint participation of teachers and students will help to pull in the distance between teachers and students, make it easier to find the characteristics and personality of each student, tap the potential of students and carry out targeted training.

Under the background of new media, teachers should reasonably use new media to auxiliary teaching in the practical teaching of art design courses in higher vocational colleges. For example, create a micro classroom, split the boring theoretical knowledge into micro courses that are easy for students to understand and absorb, and transform the traditional after-school homework into online micro homework. At the same time, teachers use microblogging, wechat and other channels to set up corresponding art design awards, encourage students to upload their own art design works, and open the voting function for evaluation. Combined with the course content and the evaluation of others, students constantly modify and adjust their own works to stimulate interest in learning, which helps teachers find students' strengths and maximize the teaching effect. In addition, higher vocational colleges should hold various art design competitions at intervals, set up art design activities related to campus culture in combination with their own campus culture, display students' design works through campus websites, microblogs, Tiktok, etc., and other students should vote to select the best works to give certain awards for excellent art design works. In this way, we can fully stimulate students' enthusiasm in practice, cultivate their creative enthusiasm, actively discover the design elements around them, and apply them to the actual design, so as to continuously improve students' practical ability.

4.3 Strengthen innovative and creative teaching

Service is one of the typical characteristics of art design. Real life is the biggest source of inspiration for art and design, so art and design also exists to optimize life and help create a more convenient and comfortable lifestyle for people. Art design widely exists in various fields, promoting the innovation and development of relevant fields, and making people's life and work more efficient in modern society. Therefore, for modern art and design talents, innovation and creativity is a necessary skill. This requires that in the teaching process of art design courses in higher vocational colleges, teachers need to innovate the existing teaching mode, create more creative space for students, establish innovative teaching ideas and create innovative teaching atmosphere.

4.4 Formulate personalized development goals combined with students' characteristics

Good inspiration is the key to creating excellent art and design works, and good design cannot be driven by motivation. For art and design students in higher vocational colleges, some of them study in art and design because of deployment. They are not clear about the professional development prospect, lack of corresponding efforts and motivation to create excellent art and design works. Therefore, in the context of new media, art design majors in higher vocational colleges need to formulate personalized development goals in combination with students' characteristics. First, after the freshmen enter the school, they will be organized to receive many career planning trainings, and the famous personages and representatives of famous enterprises in the industry will train the students, so that the students can correctly understand the employment prospect, development direction and career objectives of their major, form a deeper understanding of the major of art and design, help the students establish their goals and mobilize the students' initiative to participate in the study of art and design courses. Second, the core of art and design majors is to fully stimulate the subjective initiative of individual innovation and creativity. Compared with other majors, art and design majors have more obvious personalized characteristics. This requires teachers of art and design courses to provide targeted practical teaching and project practice opportunities, formulate specific learning objectives and track the completion of the objectives in time in combination with the characteristics of each student. Third, teachers of art and design courses also need to actively create opportunities for students to participate in various forums and exhibitions in the field of art and design, constantly broaden students' horizons, fully recognize their own shortcomings, and encourage students to be more active and hard-working in their study.

5. CONCLUSION

To sum up, under the background of new media, all walks of life have put forward more strict requirements for art and design talents. the demand for high-quality compound talents is increasing day by day. They not only need to master professional art and design knowledge and skills, but also have good production ability and artistic literacy. Therefore, it is necessary for higher vocational colleges to pay more attention to the reform of art and design courses. At the same time, teachers should constantly improve their personal teaching level and professional ability, reorganize teaching ideas, break the Convention and actively innovate, effectively promote the reform and development of art and design courses, and cultivate and transport more excellent design professionals for the society.

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Analysis On the Present Situation and Development of Architectural Interior Environment Art Design

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Abstract: With the rapid development of economy, people's demand for quality of life is getting higher and higher. the pursuit of living environment directly promotes the development of interior decoration industry, especially in interior environment art design, which shows a good momentum of development. This paper analyzes and explores the status quo and development of architectural interior environment art design comprehensively, hoping to be helpful for the development of architectural interior decoration industry.
Key Words: Construction Industry; Indoor Environment; Interior Design; Current Situation And Development

1. INTRODUCTION

Interior design is a new industry rising with the development of architecture in recent years, which can improve the quality of people's living life and increase the existing value of housing construction. In short, interior environment decoration has become a necessary link of modern house purchase and housing. At present, our country on the indoor environmental art design concept, from the original aesthetic towards environmental protection, green, energy-saving, comfortable, such as direction, and gradually produced a variety of decorate a style, contracted style, European and American style, style restoring ancient ways, and so on, thus the indoor environment art design can along with the development of the Times and social development, Therefore, a comprehensive analysis of the status quo and development of interior environment art design is of great significance and value to the interior decoration industry.

2. THE STATUS QUO OF ARCHITECTURAL INTERIOR ENVIRONMENT ART DESIGN

Indoor environment art design cannot span to the boundaries of the text, namely indoor environmental art design service object is always a person, the fundamental purpose is to live, so the indoor environmental art design, must coordinate the relationship between the plan as a whole the elements, only in this way can embody the design of the significance and value. However, in terms of the current architectural interior environment art design, there are some problems, such as the mismatch between aesthetic characteristics and active functions, the lack of professional talents, and the lag of design concept, which seriously hinder the development of interior decoration industry. Specific analysis is as follows:

2.1 Aesthetic features and active functions are difficult to fit

The service subject of interior environment art design is human, so interior environment art design should meet people's basic requirements for living, rather than simply designing the interior environment from the aesthetic point of view, which will only aggravate the conflict and contradiction between interior environment design and the main function of the building. For example, in the current art design of interior environment of many buildings, they attach too much importance to the layout of interior space structure and are especially willing to highlight the aesthetic advantages of architectural design, while deliberately ignoring the function and use of the building itself, resulting in the undesirable situation of "flashy without substance" and "empty appearance" [1]. In addition, once the interior environmental art design conflicts with the main function of the building, it will directly affect the service, integrity and coordination of the building, and ultimately lead to the decrease of residents' satisfaction and waste of resources.

2.2 Lack of professional talents

Professional talents are the key factor to promote the development of the industry. In terms of the current architectural interior environment art design industry, there is a serious shortage of professional talents, which leads to the unfavorable status quo of the interior environment art design industry. First of all, China's interior environment art design industry started late and lacked a systematic and professional talent training system. It was not until the design concepts of modern Western countries gradually flowed into China that the rapid development of this industry was promoted. In a word, China has shortcomings in professional talent training. Secondly, the lack of talents in China's interior environmental art design is also reflected in innovation. In short, designers are very keen on copying and appropriating both technically and ideographically, rather than using their own talents to create a new field of interior environmental art design [2]. Finally, due to the restriction of the industry environment, a large number of domestic professional talents are lost to foreign countries. the main reason is that the enterprises related to the domestic construction industry are not qualified and professional enough to provide opportunities and platforms for professional talents.

2.3 There is lag in the design concept

Design concept is the cornerstone and direction of interior environment art design. Only by ensuring the design concept to keep pace with the Times, development and innovation, can we effectively promote the development

of interior environment art design industry and meet people's demand for indoor living environment. However, as far as China's interior environmental art design is concerned, there is a serious lag in the design concept, which is far behind the pace of social development. Sustainable development strategy was proposed, for example, energy conservation and emissions reduction, ecological environmental protection so as to development goals, in the field of building indoor environment art design industry, however, deviation in the design concept, and even some design units and personnel still holds on energy-consuming, high pollution, high consumption of thinking design implementation, this means that the design concept and social dislocations in age.

3. DEVELOPMENT CHARACTERISTICS OF INTERIOR ENVIRONMENT ART DESIGN

With the change and development of social times, interior environmental art design presents different development characteristics, mainly reflected in the design concept, design technology, design style, etc. the following will make relevant analysis from the aspects of green ecology, personality innovation and people-oriented text:

3.1 Gradually develop towards the direction of green ecology

The introduction of ecological environmental protection, comfort and health, low carbon emissions and other green environmental protection concepts, has directly changed the requirements of modern people on interior environment art design, which points out the direction for the development of the interior decoration industry in the future, but also put forward new thinking on the renewal of the design concept in the future. Based on this, to gradually develop towards the direction of green ecology, indoor environmental art design needs to do the following work: First, timely update the design concept, advocate ecological balance and environmental protection, follow the idea of energy conservation and emission reduction, low carbon environmental protection. For example, in the selection of interior decoration materials, pollution-free and low-energy materials can be inclined to achieve the goal of green, healthy, low-carbon and environmental protection under the premise of guaranteeing people's living requirements as far as possible. Second, the rational application of advanced science and technology, strengthen the indoor environment art design of ecological environmental protection benefits. For example, solar panels can be used to reduce electricity consumption, or rainwater harvesting facilities can be designed to recycle natural resources. In a word, indoor environment art design should closely follow the development of social times, in order to obtain good development opportunities and conditions.

3.2 The people-oriented concept is more and more important

The main body of architectural interior environment art design service is people, so only by understanding people's living requirements for housing construction, can we guarantee the feasibility, adaptability and scientific nature of the design scheme. For this reason, design units, personnel in the development of design, should adhere to the people-oriented thought, from the perspective of residents to think about the specific elements of the design, do not override their own ideas above the residents. In addition, designers should continue to improve their professional ability and comprehensive quality, in order to better show their professional level in the design, so as to better serve different customers.

3.3 Personality innovation becomes the mainstream

Innovation is the main driving force to promote the development of the Times and social progress. With the liberation of modern people's thoughts, interior environmental art design has entered the era of flowers blooming. People no longer pursue uniform design standards, but integrate their own ideas and consciousness, which puts forward higher requirements for designers. First of all, the design process should be actively innovative and bold change, not only to highlight the people-oriented concept, but also to show the full personality. Secondly, designers need to constantly improve their professional quality and technology, just as the so-called "hammering iron also need to be hard", only in the technology reached a certain level, in order to reflect the personality and innovation in the design, in order to truly change the previous stereotyped formulaic design situation.

4. CONCLUSION

This paper first analyzes the status quo of architectural interior environment art design, and then expounds the characteristics of the future development of interior environment art design, in order to find and explore the innovative way and direction of interior decoration design industry. In addition, in order to effectively promote the development of interior design industry, both the country and the industry need to pay attention to the training of professional talents and professional technology innovation, only in this way for the development of interior design industry to accumulate strength.

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Research On the Development and Utilization of Comprehensive Practical Activity Curriculum Resources-- Taking Guangxi College of Education as An Example

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Abstract: Curriculum resources are the direct source of curriculum content and an important condition for curriculum implementation. However, the difference between comprehensive practical activities and traditional curriculum is that there is no traditional teaching materials, but requires teachers to find materials from life. Although this gives teachers more room to play, it also increases the teaching difficulty of teachers, making the development and utilization of comprehensive practical activity curriculum resources a major problem. Therefore, through the in-depth research on the development of comprehensive practical activity curriculum and curriculum resources, and taking the curriculum resources development of Guangxi Institute of education as an example, this paper explores how to speed up the development and utilization of comprehensive practical activity curriculum resources, so as to promote the improvement of students' comprehensive practical ability.
Key Words: Comprehensive Practical Activities; Curriculum Resources; Development; Guangxi College Of Education

1. INTRODUCTION

Comprehensive practical activity curriculum refers to the comprehensive learning activities carried out by students independently under the guidance of teachers. With the in-depth development of educational reform, comprehensive practical activity curriculum plays a more and more prominent role in improving students' comprehensive quality. In the current construction of comprehensive practical activity curriculum, it is mainly in the primary and secondary school stage, while colleges and universities are less involved in this kind of curriculum. In the teaching process, they pay more attention to the cultivation of students' professional knowledge and skills, ignoring the requirements of all-round development. Therefore, guiding colleges and universities to pay attention to the construction of comprehensive practical activity curriculum is of great significance [1]. Taking Guangxi Institute of education as an example, this paper explores the development and utilization of comprehensive practical activity curriculum resources, so as to speed up the construction of comprehensive practical activity curriculum in Colleges and universities and promote the overall improvement of students' comprehensive quality.

2. COMPREHENSIVE PRACTICAL ACTIVITY CURRICULUM AND CURRICULUM RESOURCE DEVELOPMENT

As a curriculum form introduced from abroad, comprehensive practical activity curriculum has experienced three development stages in order to adapt to national conditions, from traditional extracurricular activities to activity curriculum, and then to the current comprehensive practical activity curriculum. the advantage of comprehensive practical activity course is that it can closely connect students' learning and life from students' direct experience, and use various subjects to promote the improvement of students' comprehensive practical ability. Therefore, we should pay attention to the principles of openness, autonomy, practicality, integration and continuity in the selection of comprehensive practice curriculum content. the ultimate purpose of comprehensive practical activity course is to enable students to form an overall cognition in the process of contact with others and society, which has a good effect on cultivating students' values, outlook on life and world outlook. Carrying out comprehensive practical courses in college education is not only the development needs of modern education, but also an important way to achieve the goal of students' all-round development [2].

The development of curriculum resources involves two concepts: curriculum and curriculum resources. In a narrow sense, curriculum refers to an educational curriculum, such as College English, while curriculum resources are the integration of all available human, material and natural resources with educational value that can serve teaching in the whole process of curriculum teaching design and implementation [3]. Curriculum resources can be divided into different levels of resources according to different classification methods. For example, according to the spatial distribution, curriculum resources can be divided into on campus resources and off campus resources, and can be divided into text resources, physical resources, information resources and other types according to their physical properties. In the process of developing curriculum resources of comprehensive practical activities, we should pay attention to the differences between curriculum development and curriculum resources development. Curriculum development refers to the curriculum developed for various educational places under the three-level management system of the state, local and school,

including curriculum objectives, curriculum design, curriculum content and so on. Curriculum resources are a part of the curriculum and a necessary factor in the process of curriculum implementation. Many people's understanding of curriculum resources only stays in teaching reference books and counseling materials, and fail to realize the essence of curriculum resources. Therefore, on the basis of in-depth excavation of curriculum resources, colleges and universities should enrich the sources of poor resources, so as to provide sufficient materials for the development of practical activity courses.

3. CURRENT SITUATION OF DEVELOPMENT AND UTILIZATION OF COMPREHENSIVE PRACTICAL ACTIVITY CURRICULUM RESOURCES IN COLLEGES AND UNIVERSITIES

3.1 The implementation of comprehensive practical activity curriculum is not in place

From the perspective of the implementation of comprehensive activity practice curriculum in Colleges and universities, many colleges and universities have the problems of short class hours and unreasonable curriculum arrangement. the implementation frequency of comprehensive practical activity courses in most colleges and universities is once a week. the form of activities is mainly design and production, investigation and exploration, and the form of activities is relatively single [4]. Moreover, colleges and universities have not set up special teachers of comprehensive practical activity courses, which are usually served by counselors or common physical education teachers. They lack professional theory to guide practice, which makes the comprehensive practical activity courses float on the surface, which is difficult to really cultivate students' values and comprehensive practical ability, which is not conducive to the smooth development of the courses.

3.2 Insufficient awareness and ability of curriculum resource development

Curriculum resources as an important driving force to promote curriculum implementation, without rich curriculum resources, curriculum construction will become empty talk. Comprehensive practical activity curriculum requires the use of all available resources inside and outside the school for development, in which teachers play an important role. Teachers are not only an integral part of curriculum resources, but also the developer of curriculum resources. However, in the current development process of curriculum resources in Colleges and universities, teachers are only regarded as curriculum resources, ignoring their important significance for the development of curriculum resources, so that the development of comprehensive practical activity curriculum resources is in the charge of the school leadership, which makes the way of curriculum resources development relatively single. Secondly, college teachers have errors in their cognition of curriculum resources. They believe that visible resources such as material resources and natural resources belong to curriculum resources, while ignoring the development of human resources, which reflects the lack of awareness and ability of college and teachers in the development and utilization of curriculum resources. Therefore, in the process of the development and utilization of curriculum resources in comprehensive activity time, we must strive to improve teachers' cognition of curriculum resources.

3.3 The form of curriculum evaluation is single

Curriculum evaluation is an important work to promote the integration between curriculum and teachers and students, so as to promote the overall development of the school. It not only involves the evaluation of students' learning results, but also includes the evaluation of teachers' performance in the whole teaching process, and even needs to evaluate the curriculum content to form a comprehensive curriculum evaluation system. However, in the current curriculum evaluation of comprehensive practical activities in Colleges and universities, influenced by the development form of school curriculum activities, the curriculum evaluation basically focuses on the evaluation of theoretical activities, but lacks the evaluation of practical activities. the overall evaluation form is single and focuses on summative evaluation, ignoring the performance of students in the process of practice and can not effectively reflect the learning achievements of students [5].

4. THE PATH OF DEVELOPMENT AND UTILIZATION OF COMPREHENSIVE PRACTICAL ACTIVITY CURRICULUM

The resources of comprehensive practical activity curriculum can be divided into four categories: natural resources, social resources, living resources and human resources. According to the classification of curriculum resources, targeted development and utilization are carried out to improve the utilization efficiency of existing resources and enrich curriculum resources. Based on this, it can be carried out in the following aspects:

4.1 Development and utilization of material curriculum resources

In the conventional concept, material curriculum resources are mainly teaching materials and reference books, but in the comprehensive practical activity curriculum, this single book knowledge can no longer meet the development needs of the school, which should establish a comprehensive awareness of curriculum resources and strive to explore the value of idle resources [6]. Taking Guangxi College Of Education as an example, the role of the school library is ignored in the development of comprehensive practical activity curriculum resources. In fact, the library of Guangxi College Of Educationhas more than 400000 copies, 169GB e-books, 2392 kinds of journals, and the college also publishes publications such as university education, primary school teaching reference materials, middle school teaching reference materials, Journal of Guangxi Institute of education and so on, These abundant material resources are of great significance for the development of comprehensive practical activity curriculum resources. Secondly, the school's teaching environment, teaching facilities and teachers are important components of curriculum resources. Colleges and universities should optimize these resources

according to their own actual situation to avoid the waste of curriculum resources.

Secondly, in addition to the development of resources inside the school, it can not be the superiority of material resources outside the school. Guangxi College Of Education is located in a superior geographical location. There are primary and secondary schools, Guangxi exhibition hall and people's park nearby. JianZheng road is bustling and has a strong commercial atmosphere. the practical experience that these institutions can bring to students is beyond the reach of the school. Colleges and universities and teachers should recognize the importance of campus surrounding facilities for improving students' practical ability, and actively seek cooperation with social institutions outside the school, so as to provide students with sufficient opportunities for practical activities. Taking Guangxi College Of Education as an example, it can seek cooperation with surrounding communities or Guangxi exhibition halls to establish a positive practice. Students can improve their sense of social responsibility by participating in community services, which is conducive to the cultivation of socialist core values. For Guangxi exhibition hall, we can develop the form of small tour guides in colleges and universities, and let students serve as part-time staff of the exhibition hall, so as to improve their practical ability in the process of serving the people. Schools can also actively carry out lectures in surrounding primary and secondary schools, promote the connection between colleges and universities and surrounding schools, form a comprehensive activity time curriculum teaching system, and constantly enrich the existing curriculum resources. Through cooperation with social organizations, it can promote the connection between the college and society and family, and put forward higher requirements for teachers' professional ability, which is conducive to the improvement of teachers' professional skills.

4.2 Development and utilization of human curriculum resources

Human curriculum resources are important resources of comprehensive practical activity courses in colleges and universities. As the main embodiment of human curriculum resources, the quality of teachers directly determines the degree of curriculum resources and development. Therefore, colleges and universities should provide a broad space for teachers to develop and improve their own curriculum resources. First of all, colleges and universities should promote the enthusiasm of teachers to participate in the development of curriculum resources, and link teachers' professional quality with promotion and allowance by establishing relevant reward and punishment systems, so as to stimulate teachers to participate in the development of curriculum resources. At the same time, the school should build a school-based learning organization according to its own teaching characteristics, and promote the exchange and cooperation between scientific researchers and teachers, so as to improve the overall quality of teachers. Taking Guangxi College Of Education as an example, in the process of developing the human resources of the comprehensive practical activity curriculum, by inviting special grade teachers and famous teaching teachers of Guangxi comprehensive practical activity to give lectures, share experience, and share experience with teachers and college students, so as to deepen the cognition of teachers and students on the comprehensive practical activity curriculum. At the same time, the project team also selected primary and secondary schools in Nanning to form alliances, such as Nanning Renmin East Road Primary School and Nanning Xinggui Road Primary School to establish practice base schools. the teacher team went to the base school to guide the base school to carry out comprehensive practical activities, and selected students to carry out teaching practice activities in the base school. In the form of teachers entering the base School of Guangxi College Of Education, it guides the development of comprehensive practical activities, accumulates rich experience for the curriculum construction of the University, and realizes the improvement of teachers' curriculum resource development ability and professional education ability [7]. the form of students entering learning at the same time can promote the improvement of the quality of students' comprehensive practical activities and reflect the respect for the subject status of students. Students' life and experience are the core of their comprehensive practical activities. Therefore, only by excavating curriculum resources in students' daily life can students' interest in learning be stimulated. Therefore, through the form of students' teaching practice activities in the base school, students can realize the construction of knowledge in the process of personal participation. It can be seen that in the process of developing and utilizing the curriculum resources of comprehensive practical activities, colleges and universities should strengthen the construction of human curriculum resources from the two aspects of teachers and students, and provide teachers and students with practical opportunities of comprehensive practical activities through cooperation with surrounding colleges, experts and famous teachers, so as to promote the improvement of the overall practical quality of teachers and students.

4.3 Development and utilization of cultural curriculum resources

Cultural curriculum is an important indicator of a campus different from other colleges and universities. By highlighting the cultural characteristics of the school in the development of comprehensive practical activity curriculum resources, we can give better play to the advantages of curriculum resources. When the content of the comprehensive practical activity curriculum is closer to the students and the reality of the school, the curriculum will be more vibrant. Therefore, in the process of developing curriculum resources, we should adjust measures to local conditions, reflect regional characteristics, national characteristics and cultural characteristics, and integrate the school's own school running philosophy and value pursuit, so as to reflect the unique cultural characteristics of the curriculum. Taking Guangxi College Of Education as an example, it is located in Guangxi Province. It has a large minority population

and a wide range of national culture. It has natural advantages to develop national culture curriculum resources in comprehensive practical activities. From the perspective of Guangxi's traditional costumes, the costumes of the 12 ancient ethnic groups in Guangxi are colorful. For example, the costumes of the Dong ethnic group are mainly red and decorated with blue. Although the costumes of the Pan Yao, Zhuang, Yi and other ethnic groups are mainly black, they are also mostly decorated with red and blue, and the system is mainly a coat and trousers, which is also to meet the needs of people's daily work. Guangxi College Of Education can bring ethnic costumes into comprehensive practical activities, improve students' practical ability by making ethnic costumes, inherit and carry forward Guangxi traditional costume culture, and reflect strong regional and national characteristics. When carrying out comprehensive practical activity courses, colleges and universities can tap more surrounding cultural resources and incorporate them into the curriculum resources according to their own teaching needs, so as to enrich the existing cultural curriculum resources, especially the culture with strong regional and national characteristics, which can highlight the particularity of curriculum resources and create characteristic courses different from other colleges and universities, It plays an important role in improving the quality of comprehensive practical activity curriculum.

5. CONCLUSION

Comprehensive activity practice curriculum makes school education develop to a new stage. It changes the teaching and life of teachers and students, allows students to participate in the reality of social life, establishes their own cognition in the process of participating in social practice, and promotes the improvement of practical skills. It is an important measure to realize the all-round development of students. Starting from the concept of comprehensive practical activity curriculum and curriculum resources, and based on the analysis of the current situation of comprehensive practical activities, this paper puts forward to speed up the development of curriculum resources from the development of material curriculum resources, human curriculum resources and cultural curriculum resources, and puts forward suggestions for the development and utilization of curriculum resources by taking the comprehensive practical activity curriculum development of Guangxi College Of Education as an example, so as to promote the progress of comprehensive practical activities.

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Research On the Integration Of Local Art Resources Into the Ideological And Political Strategy Of Agriculture Related Colleges And Universities

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Abstract: As the historical and cultural resources and social development resources of a certain region or area, local art resources, reflecting the ethics and morality of the local people, have rich resource content and form, and also have profound cultural connotation. By integrating local art resources into ideological and political education in agricultural colleges and universities, its value is highlighted by the enrichment of ideological and political education resources and carriers. By analyzing the value of local art resources in ideological and political education in agricultural colleges and universities, this paper puts forward some strategies to promote the integration of local art resources into ideological and political education in agricultural colleges and universities, so as to enrich the resources of ideological and political education in colleges and universities and promote the progress of the quality of ideological and political education.

Key Words: Local Art Resources; Agriculture Related Universities; Ideological And Political Education

1. INTRODUCTION

With the continuous advancement of educational reform, strengthening the ideological and political education of contemporary college students has become the key content of college education. However, there are some problems in the current teaching, such as single form and insufficient materials, which affect the efficiency of college ideological and political education. As an education based on the agricultural field, agricultural colleges and universities have natural advantages in integrating local art resources. Colleges and universities can tap ideological and political education resources in combination with the surrounding reality, which is of great significance for cultivating students' cultural heritage, inheriting and innovating traditional culture.

2. THE VALUE OF LOCAL ART RESOURCES IN IDEOLOGICAL AND POLITICAL EDUCATION IN AGRICULTURAL COLLEGES AND UNIVERSITIES

In the process of carrying out ideological and political education in agricultural colleges and universities, it is still dominated by didactic indoctrination education. the educational method is conservative, which is difficult to arouse students' learning enthusiasm, thus undermining the efficiency of Ideological and political education. As a local cultural resource, local art resources are closely related to the growth process of students, and have strong vitality to enrich ideological and political education resources. At the same time, local art resources can innovate the carrier of Ideological and political education and carry out various ideological and political education activities, so as to improve the effectiveness of Ideological and political education.

Secondly, local art resources can enhance the humanistic connotation of Ideological and political education. Local art resources rely on regions to form different local cultures, which are formed in the long-term exploration and have strong local feelings and cultural heritage. In the process of local life, students will be unconsciously affected by local culture and improve their emotional identity with local culture. Taking the long-standing local art resources as the resources of ideological and political education in agricultural colleges and universities can cultivate students' personality and cultural heritage and promote the in-depth development of moral education [1].

In addition, local art resources can also promote the inheritance and innovation of traditional culture and national culture. As an important part of local culture, the education of local art resources is the promotion of local culture. the so-called national is the world. Only by continuously inheriting traditional culture can we inject new vitality into ideological and political education in colleges and universities, shape students' outlook on life, world outlook and values with national culture, and realize the integration of socialist ideas and traditional culture in the new era.

3. INTEGRATING LOCAL ART RESOURCES INTO THE IDEOLOGICAL AND POLITICAL STRATEGY OF AGRICULTURE RELATED COLLEGES AND UNIVERSITIES

In the current ideological and political education in agricultural colleges and universities, there are obvious problems in the integration of local art resources, such as ideological contempt, practical difficulties and insufficient knowledge reserves, which makes the integration of local art resources in agricultural colleges and universities stagnate. To speed up the integration of local art resources in the ideological and political work of agricultural colleges and universities, we can carry out the following aspects:

3.1 Enhance the value consciousness of local art resources of Ideological and political workers in colleges and universities

Compared with other universities, agriculture related universities pay more attention to the excavation of local cultural resources, but this excavation is limited. Many agriculture related universities still use local art resources on the surface, which separates them from ideological and political education. As the main body of Ideological and political education activities, ideological and political educators in Colleges and universities play an important role in strengthening their awareness of the value of local art resources. Teachers should actively change the original concept of Ideological and political education, correctly view the importance of local art resources for improving students' Ideological and political level, and strengthen the learning of the content of local art resources [2]. Teachers should carry out teaching activities on the basis of fully absorbing local culture, take the essence and discard the dross, and transfer excellent local art resources to students. the integration of local culture and ideological and political education can enhance students' sense of identity with the excellent traditional culture. Only when teachers can correctly treat local art resources and have rich cultural accumulation, can they be properly applied to ideological and political education and promote the dual development of students' Ideological and moral level and cultural heritage.

3.2 Enrich local art resources in practice

In agriculture related colleges and universities, many professional students need to carry out social practice in rural areas, but in this process, education and agriculture are separated from each other, which is not conducive to the development of ideological and political education. Therefore, in order to promote the effective integration of local art resources in the ideological and political work of colleges and universities, on the one hand, colleges and universities can actively carry out various rural theme practical activities to integrate the majors of agricultural colleges and universities with rural culture, such as establishing a rural cultural brand, taking local characteristic agricultural products or art resources as the carrier, emphasizing the participation of students, so as to create a good atmosphere. In the process of rural practice, students will be imperceptibly influenced by local art resources to shape their own humanistic quality and character, so as to improve students' Ideological and moral level. On the other hand, colleges and universities should actively promote students to participate in rural governance. the talent training of agricultural colleges and universities is of great significance to promote rural development, and rural social governance requires the participation of a large number of young talents. In the process of participation, taking rural teachers, college students, village officials and young entrepreneurs as examples to publicize the deeds of outstanding figures can improve the enthusiasm of students' participation [3].

3.3 Promote the inheritance of local art resources

Agriculture related colleges and universities should see the significance of local art resources in traditional culture and realize the inheritance of local art resources in the process of Ideological and political education. For example, colleges and universities can promote the construction of local culture and education base, integrate the characteristics of various majors into the construction, and reflect the advantages of agricultural colleges and universities in inheriting local culture. Paying attention to the inheritance of local art resources can awaken students' sense of identity for local culture and consciously shoulder the responsibility of the dissemination of local art resources. It is an effective channel to improve students' Ideological and political consciousness. At the same time, through the systematic study of the development process and current situation of local art resources, students can establish their own values constrained by local excellent culture, and connect their own behavior with rural development, so as to enrich the experience of existing ideological and political education.

4. CONCLUSION

To sum up, integrating local art resources into ideological and political education in agricultural colleges and universities is not only the need for the development of Ideological and political education in the new era, but also the inheritance and development of traditional culture. In the process of the integration of the two, colleges and universities should constantly improve teachers' value awareness of local cultural resources and carry out a variety of local practical activities, so as to help students correctly treat local art resources and guide their own values with local art resources, so as to improve students' ideological and political level.

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How To Effectively Improve the Integration Of Playing And Singing Skills Of Preschool Education Students In Colleges And Universities

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Abstract: The ability of playing and singing is one of the essential core qualities for students majoring in preschool education in colleges and universities. It is also a necessary teaching skill to become a qualified and excellent preschool education teacher. Based on this, this paper mainly discusses how to effectively improve the integration of playing and singing skills of preschool education students in colleges and universities.
Key Words: Colleges And Universities; Preschool Education; Playing And Singing Skills

1. INTRODUCTION

Children's song playing and singing skills is one of the professional skills that a college preschool education major must master, and it is also an important foundation for becoming a preschool teacher in the future. In kindergarten music teaching activities, it is particularly important for teachers to have good playing and singing skills. However, at present, most students majoring in preschool education are unable to play or sing or can't play after graduation. the voice of singing is too low in the process of playing, paying attention to playing and ignoring singing, and the skills of playing and singing are not effectively integrated [1]. Due to the lack of playing and singing skills of preschool teachers, it is difficult to combine voice and emotion in teaching, which greatly reduces the quality of music teaching in kindergartens, and can not achieve the goal of stimulating children's musical nature. At this stage, most of the students majoring in preschool education in colleges and universities come from rural or remote areas, and their music foundation is relatively poor. After entering the school, their music skills generally start from scratch. In addition, in recent years, the number of preschool education students is increasing, the content of music courses is various and the class hours are less. Collective teaching is usually adopted. Therefore, how to effectively improve and promote the effective integration of students' playing and singing skills and have the ability to be competent for children's teaching is an urgent problem to be solved for preschool education in colleges and universities. Nursery rhyme playing and singing skills put forward all-round requirements for students majoring in preschool education in colleges and universities. On the one hand, they can skillfully play common musical instruments, on the other hand, they can master the correct nursery rhyme extension methods and skills to achieve the full integration of playing and singing, which can be realized in the following ways.

3. IMPROVE THE TEACHING CONTENT AND ENHANCE STUDENTS' MUSIC PERCEPTION

The integration of playing and singing skills fully reflects the overall music learning level of preschool education students and their comprehensive music literacy. Playing and singing skills are the key elements of preschool education courses. In order to effectively cultivate students' playing and singing ability in the teaching process, colleges and universities should optimize and adjust the current teaching content, further improve the music skills course, increase the proportion of practical courses, and promote the improvement of students' playing and singing skills [2]. the theoretical basis of preschool education covers many practical skills such as playing, singing, dancing, speaking and performing. Children's song playing and singing requires students to master comprehensive abilities such as playing, singing, performing and dancing. To realize the effective integration of playing and singing skills, it is particularly important to master sufficient music knowledge, especially to cultivate students' rhythm, intonation and music perception. It can help students correctly express the emotion contained in music and deduce the music image. It is also the key basic skill in self playing and self singing. Therefore, in the teaching process of preschool education specialty in colleges and universities, teachers need to pay attention to the teaching of solfeggio and ear training for students, pay attention to cultivating students' music perception and improving their personal aesthetic ability. At the same time, teachers should improve the teaching content according to the specific practice, effectively integrate the course contents such as music theory, piano performance skills, vocal singing skills, solfeggio and ear training, change the previous model of teachers as the main body in the theoretical teaching, take the cultivation of students' core professional ability as the center, and pay attention to the practicability of skills. For example, in the explanation of accompaniment theoretical knowledge, the content can be explained in combination with actual cases to guide students to practice, so as to enable students to understand and master the basic elements of playing and singing skills and form the ability of integrating playing and singing skills in continuous practical training.

4. STRENGTHEN THE PRACTICE OF BASIC SKILLS OF KEYBOARD PERFORMANCE

Playing and singing children's songs has obvious characteristics of strong practicality and technology. However, at present, most preschool education students in Colleges and universities lack sufficient music knowledge, lack good basic piano skills, and do not play a large number of etudes and music, which seriously affects the integration of playing and singing skills [3]. Therefore, for junior students, the amount of piano skill training needs to be increased in the teaching process of preschool education. In piano teaching, teachers should patiently and carefully explain the basic piano knowledge for students, carry out layered teaching in combination with students' actual situation and learning reception ability, teach students according to their aptitude, and help students master piano playing skills more effectively. At the same time, teachers provide students with corresponding guidance and assistance after class, patiently point out students' shortcomings, constantly correct them, cultivate students' confidence in piano playing and obtain a sense of achievement in piano playing. Through repeated piano basic skill exercises, students can continuously accumulate piano playing experience, promote the improvement of piano playing level, and lay a solid foundation for the follow-up nursery rhyme accompaniment. For students in higher grades, teachers guide students to practice nursery rhyme accompaniment and nursery rhyme playing. After a long period of systematic practice, students can master many basic skills, including playing simple nursery rhymes with common keys on the keyboard; Use chord connection correctly and arrange chords for children's songs; correctly analyze the emotions contained in children's songs, master the style of children's songs, and master the accompaniment sound of common March and children's songs; independently arrange the prelude, interlude and ending of children's songs.

5. CHANGING TRADITIONAL TEACHING METHODS

Preschool education majors in Colleges and universities should actively change the traditional teaching forms, take students as the center of classroom teaching, and focus on improving students' playing and singing skills. In the process of vocal music teaching, teachers need to guide students to understand the theoretical knowledge and correct skills of singing and vocalization, and form their own aesthetic standards. Carefully select children's songs suitable for children's physical and mental development, divide students into multiple groups to perform and sing, and constantly consolidate students' playing and singing skills. In the teaching process, teachers should try their best to create a relaxed and pleasant teaching atmosphere for students, strengthen the interaction between teachers and students, and improve the teaching effect. Through this form of singing, it helps to enhance students' practical ability and plays a positive role in cultivating students' overall music literacy. During teaching, teachers use the form of children's song singing to guide students to design and create singing contents according to corresponding tracks. In class, the teacher explains the background of song creation, analyzes the connotation of the song, and makes a personal demonstration to make the students fully understand the artistic conception contained in the song. At the same time, we should reasonably use multimedia for auxiliary teaching, play relevant nursery rhyme performance videos for students, expand students' vision, stimulate students' active thinking and analysis, and mobilize students' interest in performance. the students are responsible for the accompaniment of the performance and singing, so as to improve the students' ability of playing and singing children's songs. In addition, teachers will maximize the integration of song singing, performance and physical training, further expand the teaching content, and urge students to apply vocal singing skills to the actual singing of children's songs, so as to realize the effective transfer of knowledge and enhance students' personal feeling of singing.

6. CONCLUSION

To sum up, it is particularly important for college students majoring in preschool education to have the ability to integrate playing and singing skills on the road to becoming a qualified preschool teacher, which also has an important impact on their future career development. Therefore, the preschool education major in Colleges and universities needs to pay attention to cultivating students' ability of playing and singing, constantly improve the teaching content, strengthen the practice of basic skills of keyboard performance, change the traditional teaching methods, create a good space for the integration of students' playing and singing skills, constantly enhance students' comprehensive music literacy, improve their core competitiveness, and make students truly become excellent preschool teachers who meet the requirements of the development of the times.

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A Study on the Interlanguage of East Asians from the Perspective of Grammatical Typology

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Abstract: This paper makes a comparative analysis of the interlanguage phenomenon in the time-limited thematic compositions of East Asians and Japanese English learners, and discusses the interlanguage from the aspects of number, agreement, tense, part of speech, word order, subject& topical subject, etc., and focuses on the interlanguage situation of articles in part of speech. the results show that there are many similarities and differences between East Asians and Japanese English learners in second language acquisition, and the similarities are greater than the differences. Overall, Japanese students make more grammatical mistakes than East Asiansstudents. By analyzing the three different types of language (East Asians, Japan, and English), the author can detect the East Asians and East Asians in second language acquisition of interlanguage development condition. the results of this paper illustrate the connection and difference between East Asians and Japanese English learners' interlanguage and provide a new perspective for the study of interlanguage characteristics. Besides, the results offer new linguistic facts for further research of interlanguage.
Key Words: Interlanguage; Typology; Japanese And East Asians Learners; Grammar

1. INTRODUCTION

In general, interlanguage refers to a transitional language constructed by second language learners in second language acquisition. In contrast, second language acquisition is a creative process of hypothesis construction and hypothesis verification. In this process, learners will use all the existing knowledge, including the knowledge of the mother tongue, to develop their interlanguage. the research focuses on the grammar of the interlanguage of CHN and Japanese English learners from a typological perspective. By combining Grammarly and manual correction, the paper analyzes the interlanguage situation of the topic essays provided by ICNALE. According to the data results, the research focuses on the articles in the part of speech. By analyzing two kinds of interlanguage, this paper explores the commonness and difference of two interlanguage. It explains the factors and the forming reason of different construction in language acquisition on a grammatical level. Thus, the author draws enlightenment and the research method based on the perspective of different native language learners' interlanguage. Besides, this paper also provides a new view and linguistic facts for the future study of interlanguage.

2. RESEARCH METHODOLOGY

2.1 The Nagoya International Corpus Network of Asian Learners of English

The Nagoya International Corpus Network of Asian Learners of English (The ICNALE) is an international learner corpus developed by Dr. Shin Ishikawa from Kobe University. It has become one of the largest learner corpora publicly available, especially for the learners who are engaged in interlanguage research of Asian area, including more than 10, 000 topic-controlled speeches and essays produced by college students (incl. grad students) in ten countries/ regions in Asia (China, Hong Kong, Indonesia, Japan, Korea, Pakistan, the Philippines, Singapore/ Malaysia, Taiwan, and Thailand) as well as English native speakers.

2.2 Grammarly

Grammarly is an online grammar correction and proofreading tool. Its main functions include spelling checking, contextual spelling check, grammar, punctuation, sentence structure, and suggestions for the overall style. It can help the user to check some words, grammar, tense errors, etc. Based on the user's goals and audience, the user can choose different contexts, adjust the tone, and then get tailored writing suggestions that include overall score(performance), correctness, clarity, engagement, and delivery.

3. RESULTS AND ANALYSIS

3.1 Number

*Example (1): Besides, internship is a better way to get social experience. (W_CHN_PTJ0_277_B2_0. ICNALE 2013)

*Example (2): I think college students need a lot of money for texts or for some entertainments. (W_JPN_PTJ0_015_B1_2. txt. ICNALE 2012)

In Example (1), when the countable noun "internship" is used, it is necessary to consider whether there is a definite article or adjective before the word and then to judge whether "s" should be added after the talk to achieve a clear and definite expression. But it has a very big difference in CHN and Japanese. No matter how to change before and after the word or sentence, the expression of the form will not have any change. In Example (2), Japanese students have begun to realize that English nouns have singular and plural distinctions. Therefore, when "some" appears before "entertainment", Japanese students naturally add "s" after "entertainment", but they ignore the distinction between countable and uncountable nouns in English, thus making a number error.

3.2 Agreement

Agreement refers to the coordination between sentence components or words in grammatical form, while consistency mainly refers to the subject-predicate agreement and person-person agreement.

*Example (3): People should stop smoking because no one want to get cancer. (W_JPN_SMK0_056_B1_2. txt. ICNALE 2013)

*Example (4): People who smoke usually wants to smoke every one or two hours. (W_JPN_SMK0_298_B1_2. txt. ICNALE 2013)

For example, in Example (3) and Example (4), Japanese students did not grasp enough personal pronouns such as "no one" and "who", resulting in no corresponding changes in predicate verbs.

3.3 Tense

Compared with CHN and Japanese, English tenses are more systematic and complex. CHN and Japanese have only past and non-past distinctions and the grammar of tense categories is relatively simple. In the data obtained from the corpus analysis, there are certain tense errors in the students from China and Japan, but in general, the errors are not prominent.

*Example (5): If I were the one who encounter such an unpleasant situation, I would surely hope to sweep smoking out of my country completely. (W_CHN_SMK0_344_B1_2. txt. ICNALE 2013)

*Example (6): Before I have this part-time job, I thought it is not important for college students to have a part-time job because it is more important for us to study. (W_JPN_PTJ0_168_B1_2. txt. ICNALE 2013)

3.4 Verbs

Verb belongs to the key part in the comparative study on the part of speech. the mistakes in the verb category made by students are concentrated, and the identity is greater than the difference. From examples (7) and (8), it is obvious that both Japanese and CHN students are not firm grasp of the English collocations, such as "make efforts", "take sb's time", and so on. *Example (7): But I'm doing great efforts to be a good colleague of them. (W_JPN_PTJ0_246_B1_2. txt. ICNALE 2013)

*Example (8): After that, we couldn't enjoy our lunch or talking because of his smoke. (W_JPN_SMK0_056_B1_2. txt. ICNALE 2013)

4. CONCLUSION

First, the interlanguage may not be directly influenced by the mother tongue to some extent. CHN and Japanese belong to different language families, and there are many differences between them. However, the interlanguage of Japanese and CHN students has more commonalities than differences. CHN and Japanese students share a high degree of similarity in tenses, parts of speech, word order, punctuation marks and other aspects.

Second, in some ways, the interlanguage is subject to the grammatical gap between the mother tongue and the target language. the influence of language transfer also plays an important role in the development of interlanguage. For example, both CHN and Japanese students make more mistakes in the grammatical category of articles in part of speech, and the error rate accounts for more than half. There is no article category in either Japanese or CHN. In terms of articles, there is a large grammatical gap between Japanese and CHN and English, which leads to frequent mistakes in the use of articles by Japanese and CHN students.

ACKNOWLEDGEMENTS

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Historical Materialism View of Justice

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Absract: In the process of scholar's ideas become maturity, they reject justice. There is something worth thinking and questioning the facts. Why so many people reject justice? Behind this is a fact how scholar undersand justice on historical materialism angle. Such as:justice is a section product of the social development. the real foundation and power of society isn't justice, it is social economic development. It is production decide allocation, not justice decide allocation. In brief, justice is decided by the material production.

Keywords: Justice; Material; Production

1. THE CONNOTATION OF SOCIAL FAIRNESS AND JUSTICE

1.1 The view of social fairness and justice

Social fairness and justice is a kind of evaluation to the reality distribution relationship and the interests. Social fairness and justice is the most absract performance of right notion and morality. Different interest groups to social fairness and justice problem have different view. the connotation of social fairness and justice may change as the changes of economic relations which may lead to the change of social group. In capitalist society, the core content of proletariat society fairness and justice view is eliminate exploitation and oppression, realizing distribution according to work.

1.2 From the angle of social interests distribution to read about fairness and justice

Some scholar think that modern significance of social fairness and justice must insist four principles: the principle of basic equal rights、Principle of equality of opportunity、 According the contribution to decide the principle distribution、Social adjusting principle. the core content of proletariat society fairness and justice is fair deal、fair distribution、fair consumption, Make everyone can enjoy the benefits of the economic and social development which base on everyone's individual ability and contribution. Some scholar think that social fairness and justice is social economic interests、political interests 、cultural interests and other interests can distribution by reasonable and equality in all the members of the society. It means equality of rights、the reasonable distribution、equality of opportunity、judicial justice and so on.

2. JUSTICE IS A SECTION PRODUCT OF THE SOCIAL DEVELOPMENT

2.1 The subjective and objective conditions of justice exist is not Human's"eternal truth". It's the "Historical events" about the development productivity but the development productivity is not enough

If we see from the objective condition which justice relys on, we can see that justic only exist in the environment which resource moderate scarcity. If we are in this condition:the productivity level is extremely low, the division is not developed, material resources is extremely lack. In that case, there is no surplus production, there isn't product which can be occupied by personal, there is even not have the notion of occupy, so that justice can't produce. [1] So, the exist of justice is a social product. In this society social's production developed but not enough. From the perspective of division, the produce of justice is a social product when social division of labor appear but human can't dominant the products of division.

2.2 From the subjective conditions which justice lies on, justice's produce must rely on the generate of self-consciousness

In justicer's words, justice is a self awareness. But, in scholar's opinion, self-consciousness is not born with, It is "generation" in social production. " Consciousness is an exist which at any time only can be realized. When people start to realize the world in which people lives in, the relation about man and nature, the relation about man and man's differentiation, and conflict maybe live in man's consciousness. Justice idea is a kind of thinking about that differentiation and conflict. As a conclusion, justice is seeking coordination in conflict, justice is seeking reconciliation in tension. As the premise of justice exist is the relation about people and nature, human tensions and conflict. If this the relation of tensions and conflict disappear, justice also can't exist. [2] But in some people's opinion, the contradiction between human and the nature, the contradiction between human and human, and the combate between existence and nature, objectivation and self-verification, Freedom and inevitable, Individual and humans have been solved.

3. THE REAL FOUNDATION AND POWER OF SOCIETY ISN'T JUSTICE, IT'S SOCIAL ECONOMIC DEVELOPMENT

In justicer's opinion, justice is match with humanity, justice is very important in guiding and promoting social developmentcan. and they think that justice will beyond socity 、history's eternal value. So, the dynamic of promoting socity's progress is advocate justice, promote justice. But in some people's opinion, as a kind of values of justice, justice belongs to social's economic develop, the real foundation and power of society isn't justice. It's social economic development. They think that specific social economic status often prescribed for the specific social and political system and values [3]. Production can distinguish human with animals, and production is the basic conditions of human survival and development.

As a kind of values in essence justice is the material production when the material production developed to a

certain stage, in short justice is the reflect of material production. But in fact, the specific level of material production development decide specific production mode, the decide of specific production mode reflect specific economic system. But every economic system is an pattern of interests. As a kind of values, in essence justice is a producte when material production develop to some stage.

So, the relationship between social consciousness in include justice and physical life. the reason that justicers think that the real foundation and power of society is justice, it's because they ignore the fact that material production and social economic system can decide political system and the view of social values. Justicers only abstractly start from the theory of humanity, only start from the concept of justice. This makes the human's reality of material production relations out of their sight, and the eyes of them fell just justice idea. At the same time, in history justice idea is indeed a constantly evolving process, and in the future it is often more truthfulness of justice than before. [4] If we separate basic reason which behind of the evolution, we may see the development period of justice as the objective purpose of the period Justice concept. Therefore, the historical evolution becomes a process, in this process justice philosophy which in their master evolution.

4. IT IS PRODUCTION DECIDE ALLOCATION, NOT JUSTICE DECIDE ALLOCATION

From the broad sense, justice is consonant with distribution justice. Because justice have double-sided appeal: one pointe to it - humanitarian values, the other pointe to the world where it produced - the material world. Therefore, from its humanitarian justice guidance and pursue, it has a share of "metaphysics". From it attempts to regulate、plan、and evaluation the material world, we can point out:justice can't get rid of material's entanglement. Justice is filled with a kind of metaphysics of desire and direction. and physical distribution justice is just the specific performance of this metaphysics direction.

Some people rejects justice, critic distribution justice. From that claim we can see, Justicers in that period on one hand, they express their moral dissatisfaction or emotional outrage to private property which caused by social inequality. on the other hand, they failed to see the deep roots of social inequality. In brief, on one hand, they think the society is a "sick" society, on the other hand, they cannot find the right way to solve the contemporary social problem. [5] Therefore, they did not prescript a right way to cure the corruption of humanity, they start from humanitarian or justice angle to adjust private property. Such as PuLuDong think that we should cancel the private property.

Modern capitalist mode of production caused productivity. It founded the productive forces and the distribution system of wealth. the mode of production have fierce conflict with itself, the contradiction have achieved this level: if you want to avoid the destruction of modern society, we must make production and distribution mode which will eliminate all class distinctions. It is more or less clear in the form of inevitability and irresistible imprint into the exploited proletarians mind, it can touch the material facts, not based on pedantic scholars's concept about justice and injustice.

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An Analysis On Media Literacy Education Of College Students In the New Media Era

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Abstract: In the past three years, the COVID-19 epidemic is severe. Affected by the epidemic prevention and control policies, some universities have adopted the policy of relatively closed campus management. However, for college students who insist on studying, it is not enough to clean the campus environment, but also to eliminate their psychological shadow and fear from the root. In the new media era, colleges and universities should do a good job in media literacy education in the information age, give full play to the role of new media, and make the "biggest variable" of new media become the "maximum increment" for students to seek personal development in participating in practice.

Key Words: New Media; Media Literacy; College Students; Education

1. INTRODUCTION

According to the China Internet network information center (CNNIC) released on February 25, 2022, the 49th time China Internet development statistics report, as of December 2021, our Internet scale of 1.032 billion, up 42.96 million in December 2020, including students in the total Internet group accounted for 26.0% (combined with the outbreak of universities during the cloud teaching, the proportion should still be increasing). [1] With the advent of the 5G era, more and more students carry out their study and life through the Internet. the vigorous development of new media also provides more platforms and channels for students to communicate, share and express themselves.

In the process of education practice, the lack of media literacy education often leads to some psychological and physiological problems of young college students. Especially since the outbreak of COVID-19, on the network of the epidemic and rumors, false information, let and false, psychological impact of college students, the main reason is widespread media literacy education, lead to its access to real information, more difficult to achieve rational analysis judgment, actively spread correct information, it also to various universities actively resist "disease" work. Due to the lack of media literacy education, information explosion has become a double-edged sword, which poses new challenges to students' physical and mental health growth. At present, how to carry out media literacy education and improve students' media control ability under the normal state of epidemic prevention and control has become an urgent topic.

2. MEDIA LITERACY EDUCATION

Generally speaking, media literacy refers to the ability to correctly and use mass communication resources constructively, and to make full use of media resources to improve themselves and participate in social progress. It mainly includes understanding and using the media, creating and spreading information, and using the media to criticize and develop themselves.

Media literacy is not born by someone or the media, and requires education. With the progress of the Times, the media technology is constantly changing, and the history of media literacy education is also constantly updating and developing. In the 1980s, media literacy education began to appear. With the advent of the Internet era in the 1990s, the traditional communication mode realized subversive changes, the subject and object of information communication began to be blurred, and the media literacy education entered a new stage. In the new century, new media have emerged in large numbers and are highly integrated with the society. "Internet Plus" has been fully developed in education, trade, government affairs and other fields.

Since the outbreak of COVID-19, big data technology has played an irreplaceable role in winning the battle against the epidemic under the support of the Internet. It is found that the application of big data technology based on the Internet in risk warning, epidemic judgment, overall decision-making, supervision and prevention and control, can well complete timely tracing the ways of virus infection, determining the cause of infection, epidemic information disclosure, sharing epidemic knowledge, and complete the tasks impossible for traditional media. How to give better play to the function of new media and build a community with a shared future for mankind has become a new topic for the society and schools to think together.

3. THE STATUS QUO OF COLLEGE STUDENTS' MEDIA LITERACY

At present, all colleges and universities have opened computer, network and other related courses, the theoretical system and practical mechanism of media literacy education are also gradually improved, and students' media literacy has been greatly developed. However, according to the Youth Blue Book: Report on the Internet Use of Minors in China (2020), the overall online literacy score of Chinese teenagers is not high, with the average score of only 3.55 (full score of 5). College students spend at least 3.65 hours online a day, and even more than 7 hours of online classes. [2]

However, the survey also shows that college students have a serious lack of self-management ability, high dependence on digital media, unconscious media contact behavior interferes with their normal study and life, and at the same time, there are insufficient ability of active search and information integration, and low network management level. On the whole, the network literacy of college students improves with the growth of age and the deepening of study, but there are also individual and overall differences. For example, the developed eastern

areas are better than the remote western areas, and parents who actively participate in guiding the Internet are better than parents who ignore the Internet behavior, schools offer relevant professional courses and teachers who use multimedia teaching significantly more than those without courses and traditional teaching. A large number of phubbers on campus show that students are excessively dependent on the Internet. College students are affected by their age, knowledge and education experience, and have deficiencies in accurate information reception, correct judgment of problems, and rational participation and expression. In real life, the network fraud can succeed again and again. This fully shows that the network morality and network law construction is insufficient, understanding is not deep, awareness is not in place. [3]

4. STRATEGIES OF MEDIA LITERACY EDUCATION FOR COLLEGE STUDENTS

4.1 Cause analysis

The main reason for the obvious shortcomings of media literacy education for college students is that, firstly, colleges and universities do not have a deep understanding of the new characteristics of new media in the Internet era. New media represented by "two micro and one shake" have made subversive changes to the shape and quality of media. They are fundamentally different from traditional media in terms of communication speed, interface richness and subject participation. This fundamental transformation has brought about problems such as cultural fragmentation, open openness, ideological ambiguity and uncertain communication object. These problems are more likely to affect the group of college students, and the impact is often negative.

Moreover, there are shortcomings in the operation mode, potential risks and emergency response of various new media. For example, the rapid growth of TikTok and QVOod platforms has incubated a large number of vulgar Internet celebrities and bloggers, and their vulgar and half-true language behavior has attracted many inexperienced college students to indulge in it. The "convenient" credit provided by the online P2P financial platform has attracted the attention of many vain college students. In order to satisfy the temporary desire, they even "naked loan" and moved between several platforms to repay the loan, which often ends in tragedy. QQ, wechat, Dingding and other new media are often used by college students to share their daily behavior, due to the weak awareness of information security, coupled with the pursuit of stimulation, to meet the curiosity psychology, no bottom line awareness, a lot of privacy information leakage. What's more, in order to increase weibo fans, they made up bad information to send it and carry out human flesh search, which often caused harm to units and individuals. These problems on the edge of the law always remind college educators to truly fully understand the new characteristics of new media, fully consider the needs of students and the country, and strive to change the concept and methods of media literacy education, so as to fully combine teaching and educating people.

4.2 Coping strategies

Careful analysis, recognize the misunderstanding, the countermeasures will be more clearly emerge. first, Schools should attach great importance to media literacy education, the propaganda departments of colleges and universities should use the financial media matrix to take the initiative, To play the role of positive public opinion guidance, Strengthen values education, Together with the counselors and class teachers of the student work department to help students establish a correct outlook on life, world outlook and values, Warm the growth road of students with the sunshine of love; next, Make full use of online teaching opportunities, Innovative educational approaches, Provide students with an "immersive" media literacy education environment, Give full play to the main role of students in teaching, Strengthen the education of thinking ability, discrimination ability, management ability, legal consciousness and social morality consciousness, Help students learn to identify, dare to take responsibility; Third, to address the adverse impact of the epidemic, Colleges and universities should add more high-quality content suitable for the characteristics of new media communication, Targeted media literacy education on information collection, information integration and rational use should be carried out during the epidemic period.

In the past three years, the COVID-19 epidemic has been severe. Affected by the epidemic prevention and control policies, some universities have adopted the policy of relatively closed campus management. However, for college students who insist on studying, it is not enough to clean the campus environment, but also to eliminate their psychological shadow and fear from the root. In the new media era, colleges and universities should do a good job in media literacy education in the information age, give full play to the role of new media, and make the "biggest variable" of new media become the "maximum increment" for students to seek personal development in participating in practice.

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Optimization Design Of a New Type Of Hydrogen Fuel Cell Bipolar Plate

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Abstract: In this paper, the hydrogen fuel cell the overall structure of the double plate and internal layout of innovation, using three-dimensional modeling software and finite element analysis software of double plate internal hydrogen flow and oxygen flow optimization analysis, and USES comparison method and experimental demonstration method, flow was carried out on the design of double metal plate structure optimization design, provides reference for the further study of hydrogen fuel cells.
Key Words: Hydrogen Energy; Fuel Cell; Double Plate;

1. SIGNIFICANCE OF PRODUCT RESEARCH

Fuel cell is one of the main power sources of new energy vehicles. In the fuel cell stack, the bipolar plate is an important component for its normal operation. the bipolar plate plays an important role in distributing reaction gas, collecting current, draining water, conducting heat and mechanical support, etc. the flow field structure of the bipolar plate determines the proportion of effective reaction area and the uniformity of reaction gas distribution. Many important parameters, such as power of fuel cell, current density distribution in the range of plates and voltage consistency between plates, are significantly affected, which determine the performance index and service life of fuel cell, which is an important content of fuel cell structure design. This paper aims to design a metal bipolar plate with more compact structure, higher energy density, more uniform gas and temperature distribution, lower cost and more suitable for mass production, which has certain research significance and practical value.

2. GENERAL RESEARCH IDEAS

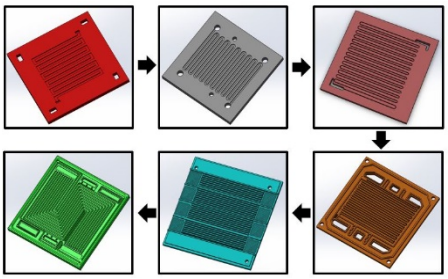
Hydrogen fuel cell uses hydrogen and oxygen chemical reaction to produce electric current and water. It is not only completely pollution-free, but also avoids the problem of traditional battery charging time. It is the most promising new energy mode at present. However, at present, there are many problems in hydrogen fuel cell, such as uneven distribution of reaction gas in the whole system, low conversion rate of hydrogen electricity and high production cost. One of the main reasons for these problems is that the core component of fuel cell: the flow channel layout of bipolar plate is not reasonable and the structure is not compact enough.

Therefore, based on the specific performance of the existing problems of fuel cells and the actual production experience of cooperative manufacturers in the horizontal project, this paper intends to optimize and compare the flow channel structure of the existing bipolar plate of fuel cells for several times, and select appropriate metal materials to replace the graphite material of the original bipolar plate. A metal bipolar plate model with more compact structure, higher energy density, more uniform gas and temperature distribution, lower cost and more suitable for mass production is designed.

3. OPTIMIZE THE IMPLEMENTATION PLAN

In this paper, the overall structure and internal layout of metal bipolar plate of fuel cell were innovated. 3d modeling software and finite element analysis software were used to optimize and analyze the hydrogen and oxygen flow channels inside the bipolar plate, and a bipolar plate with higher energy density, more uniform gas distribution, compact structure and low cost was developed.

In order to control the cost and improve the hydrogen electricity conversion ability of fuel cell, the team selected metal material as the material of the new fuel cell bipolar plate. After comparing the mechanical properties and machinability of stainless steel, titanium metal and aluminum alloy, titanium alloy was finally selected as the material of the new metal bipolar plate. By using comparative method and experimental demonstration method, the flow channel structure of the metal bipolar plate designed was compared experimentally, and then optimized the design. Finally, the overall structure of the metal bipolar plate of fuel cell was determined and applied to the vehicle for practical demonstration. the internal flow channel structure of metal bipolar plate of fuel cell was optimized and analyzed. In the implementation process, the model was repeatedly designed and improved. After optimization and analysis, the flow channel structure of metal bipolar plate of fuel cell was finally determined.



picture 1 Implementation method and process of new metal bipolar plate

4. PERFORMANCE COMPARISON BEFORE AND AFTER OPTIMIZATION

The metal bipolar plate of conventional fuel cell has the problem of uneven gas distribution in the reaction process, which leads to the phenomenon of uneven heat dissipation of metal bipolar plate, resulting in the reaction effect of bipolar plate is not ideal. We use 3D modeling Solidworks software, constantly layout the internal structure of the bipolar plate and finite element analysis, the final design

optimization of the new metal bipolar plate and applied to the vehicle, to solve the problem of uneven distribution of reaction gas in the entire system, and improve the reaction effect of the bipolar flow field and the utilization rate of the membrane electrode. After design optimization, the fuel cell is more compact inside the vehicle, which is beneficial to improve the vehicle space layout. the new metal bipolar flow channel is formed once, which is easier to mass production, and further reduces the production cost.

The advantage of metal bipolar plate is that its gas resistance is relatively high, while the graphite itself is porous structure, in processing with a specific process to plug the hole, even so it is difficult to ensure the final gas resistance of graphite bipolar plate. And, metal bipolar plate processing difficulty is relatively low, can do ultra-thin, so compared with graphite bipolar plate, metal bipolar plate volume is small, in addition, metal bipolar plate can also meet the mass production needs.

In general, the advantages of the optimized metal bipolar plate are as follows:

(1) Compact structure, improve the spatial layout of the vehicle;

(2) Double plate runner forming, reduce more suitable for mass production;

(3) Higher energy density effectively improves vehicle endurance. Main parameters are shown in the following table:

form 1 Comparison of bipolar plate performance

The Plate	Weight	Hydrogen	electricity	Life
the old plate	0.85t	20L	15.72Kwh/kg	240 Km
the new plate	0.85t	20L	19.65Kwh/kg	300 Km

(4) metal bipolar plate cost is lower, easier to market promotion;

(5) The distribution of gas and temperature is more uniform, and the hydrogen electric conversion is more stable.

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Practice - Oriented Curriculum Reform And Innovation In Higher Vocational Education

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Abstract: Under the continuous reform of the teaching system, the curriculum in higher vocational education should also achieve reform and innovation, but in the context of the new era, the curriculum in higher vocational education needs to take practice as the guidance in the reform process, on this basis to achieve innovation and reform. At present, there are still some problems in the development of higher vocational education curriculum. We should solve the existing problems first, so as to realize the innovation of higher vocational education curriculum. Based on this, the paper analyzes the existing problems in the curriculum of higher vocational education, and discusses the practice-oriented curriculum reform and innovation of higher vocational education, hoping to promote the development of relevant work.

Key words: Practice Orientation; Higher Vocational Education; The Curriculum Reform

1. INTRODUCTION

In the course reform of higher vocational education, the goal of education in higher vocational colleges should be clarified first, and the relationship between the goal of education and market demand should be clarified. the curriculum reform should be carried out from the perspective of students'development, and the demand for market posts in the society should be clarified, and the curriculum of higher vocational education should be adjusted so that the students in higher vocational colleges can be competent for work after graduation. Based on this, the curriculum reform and innovation of higher vocational education should also focus on the training of students'practical application ability and professional quality, so as to improve the future employment level of higher vocational students.

2. FIRST, THE PROBLEMS EXISTING IN HIGHER VOCATIONAL EDUCATION CURRICULUM

2.1. The curriculum of higher vocational education lacks marketability and timeliness

In view of the actual situation, most higher vocational colleges in our country have clearly stipulated the educational objectives and curriculum characteristics in the course of education. However, the educational work in practice does not pay attention to the educational goals and curriculum characteristics set by it. In the process of talent cultivation, it still pays too much attention to the explanation of professional courses, fails to integrate the job demands in the current market into teaching, and the teaching of professional courses lacks certain timeliness. As a result, students have a full cognition and understanding of professional skills and theoretical knowledge in the learning process, but lack of practical ability. Theoretical knowledge alone cannot be competent for the job, leading to students unable to meet the needs of market positions. This is because teachers in colleges and universities do not realize that the market demand for talents is constantly changing, so they do not make courses according to the job demand when cultivating talents, which affects the marketability and timeliness of education courses.

2.2. Higher vocational education curriculum has not yet played the role of practice orientation

There is an obvious difference between the educational goal of higher vocational colleges and that of ordinary colleges and universities. Higher vocational colleges should reflect the practice orientation in the education, but the current higher vocational colleges adopt the educational experience of ordinary colleges and universities, and this educational mode can not reflect the role of practice orientation, and its educational goal can not be realized. At present, higher vocational education should focus on curriculum reform and innovation, but in the process of reform, the demand for talents in the market is not clear, resulting in the post skill level of students in higher vocational colleges has not been significantly improved [1]. At present, the curriculum of higher vocational education does not pay attention to the integration of characteristic courses, which results in the students'cultural horizon cannot be expanded in learning. At present, the single professional skill training in higher vocational colleges does not meet the needs of the society for compound talents, resulting in the lack of market competitiveness of students after entering the society.

2.3. Second, practice-oriented curriculum reform and innovation strategies of higher vocational education

2.3.1. Strengthen the consistency between vocational education curriculum and market job demand

The educational characteristics of higher vocational colleges are different from those of ordinary colleges and universities. Higher vocational colleges pay more attention to vocational characteristics, mainly cultivating students'professional quality and practical ability, while ordinary colleges and universities pay more attention to disciplinary characteristics, mainly imparting culture and knowledge. This reflects the difference in the curriculum system between ordinary colleges and higher vocational colleges. Vocational colleges should strengthen the training of students'professional ability in order to improve their professional skills. Vocational education curriculum should take the post skill demand as the goal of education, according to the market demand for vocational education curriculum reasonable and perfect construction. When vocational colleges strengthen post skills training, their curriculum should be marketable and forward. Higher vocational teachers in higher vocational

education curriculum reform and innovation should realize the impact of education curriculum for students'future development, to improve the practicality of education curriculum, so in the innovation of higher vocational education curriculum cope with its professional characteristics were analyzed, and the careful analysis of market demand, to ensure the education course in the set can have unique style and features, Integrating the job demand in the market into the education curriculum can effectively improve the value of the existing education curriculum, and also reflect the characteristics of higher vocational education in the curriculum system.

2.3.2. Improve the general education curriculum of higher vocational education with the characteristics of the Times

In carrying out teaching activities, higher vocational colleges should attach importance to practice orientation, so that higher vocational colleges can transfer more professional and comprehensive talents to the society, and ensure that the education ideology and education mode in higher vocational colleges can advance with the Times. Based on this, higher vocational education curriculum should pay attention to practice-oriented innovation and improvement, and at the same time, it should have a perfect general education curriculum of the Times in the course formulation, which aims to improve students'individual comprehensive quality on the basis of improving students'professional ability and practical ability [2]. In the course of reform and innovation, the sustainable development strategy should be integrated into the course innovation, and the integration of vocational education and professional service should be paid attention to in the process of innovation, so as to build a perfect general curriculum of higher vocational education, so as to promote the sustainable development of higher vocational colleges. Main content of a curriculum is to guide students to learn professional knowledge outside the content, not only limited to the cultivation of professional skills, to ensure that students in the stage of the higher vocational college education can to broaden their knowledge and learning vision, students in the theory of skills at the same time also can improve the ability to post, make the students can have a strong competitive advantage in the market.

2.3.3. Building a multi-level curriculum system of higher vocational education with practice orientation

In higher vocational education curriculum reform and innovation, must pay attention guiding practice, combines market position requirements and the professional features, on the basis of implementing multi-level vocational education curriculum system construction, theory and practice of curriculum implementation in the education activities, at the same time improve the students'professional and practical ability, promote students to achieve all-round development. When constructing the education curriculum system, teachers in higher vocational colleges should scientifically formulate the teaching process, and guide students to learn professional knowledge by summarizing the key points of knowledge. Meanwhile, they should also pay attention to the application of theoretical knowledge in practice. In the teaching process, we should pay attention to the cultivation of students'practical ability, improve students'behavior in practice training, so that students'practical ability and thinking ability can be significantly improved. In carrying out vocational training, teachers should highlight the status of students as the main body of class, so as to mobilize the enthusiasm and initiative of students in learning, so that students can realize in-depth research on professional knowledge.

3. CONCLUSION

To sum up, in the course reform and innovation of higher vocational education, it is necessary to take practice as the guidance to construct its curriculum system reasonably, so as to ensure that its teaching ideas can meet the development of the Times. In the course innovation of higher vocational education, higher vocational colleges should make clear the goal of education, ensure that their curriculum system can cultivate more professional compound talents, so that their higher vocational education curriculum can meet the demand of the post in the market, improve the competitive advantage of students in the market.

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Improvement Strategy Of Graphic Design Education In Higher Vocational Colleges Based On Market Demand

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Abstract: At the present stage, the rapid development of social economy has promoted the progress and development of various fields, among which the graphic design market is also expanding, which makes the demand for graphic design talents gradually increase. Higher vocational colleges, as one of the important place of the plane design talent cultivation, the graphic design education work, should be clear to the current market demand, on the basis of this, the previous graphic design education system carry on the improvement of science, the corresponding graphic design course, can be installed in and improve the education teaching methods, a variety of means such as improving the effectiveness of the graphic design education, In this way, we can train more graphic design talents in line with market demand, and promote the development of graphic design market while promoting the development of students.
Key words: Market Demand; Graphic Design Education; Improvement Strategy.

1. INTRODUCTION

For graphic design, it is usually applied to advertising, newspapers and the Internet and many other industries, it can be said that many industries need to be applied to graphic design, which also makes the demand for graphic design talents increasing, and the market for such talents also put forward higher requirements. Related, therefore, higher vocational colleges in the plane design professional course teaching, should be in-depth market, understand the market needs and requirements for graphic design talent, in order to graphic design course of design and improvement of science, to give full play to the professional courses of education function, and improve students' professional ability of plane design, So that it can get good development in the market.

2. SCIENTIFICALLY IMPROVE THE TEACHING SYSTEM OF GRAPHIC DESIGN

For graphic design, it has the characteristics of advanced and timeliness. Teachers in higher vocational colleges should strengthen the teaching design when carrying out the teaching work of this professional course, and should combine the specific teaching content, select the right popular elements into it, so as to enhance the atmosphere of the Times of teaching. In the specific teaching process, higher vocational teachers can also learn from some excellent foreign designs and create with the unique elements of Our country, so as to give full play to the local characteristics and advantages. the teaching method of hand-painted design should also be improved, and computer software should be added to assist design. In addition, for graphic design education mode of higher vocational colleges, its relatively simple, and very traditional, the student is in passive accept knowledge learning, it is difficult to play their own subjective initiative, in the face of this situation, teachers also should change their traditional education ideas, respect the principal position of students, improve the traditional education teaching mode, And introduce advanced teaching method and mode, science to graphic design class teaching Settings, attach importance to the cultivation of autonomous learning ability of students themselves, also should pay attention to strengthen the interaction between students, encourage students to actively participate in the teaching process, and thus to improve the teaching effectiveness of graphic design, for example, teachers can in graphic design teaching, Group discussion or game-based teaching mode is applied to attract students' learning attention and strengthen the education and teaching effect of graphic design [1].

3. TO STRENGTHEN THE CULTIVATION OF STUDENTS INNOVATIVE DESIGN THINKING

At present, the graphic design industry have higher demands for talents, the plane design professional talents should possess higher professional practice ability and innovation consciousness, so as to meet the needs of the market, injected a new vigor to the graphic design industry, promote the industry's long-term development. In terms of the specific situation, many design works of vocational college students are full of strong student atmosphere, which is difficult to meet the current market demand, and the practical value of such design works is relatively low. In addition, some graphic design graduates cannot find suitable jobs for a long time after entering the society, so that they have to change careers, which leads to the waste of school resources. In graphic design, therefore, higher vocational school education to improve, consideration should be given to the specific requirements, market demand and industry to adopt the appropriate way to improve education teaching, focus on cultivating students' professional ability and quality. In specific graphic design teaching of higher vocational teachers should be based on the perspective of employment, to cultivate the students' innovation consciousness, through the appropriate teaching methods to improve the students' thinking activity, make it to divergent thinking, this also is helpful for the formation of innovation thinking, which provide inspiration for the plane design, improve the quality of the design work, enhance the value of design work [2].

4. STRENGTHEN THE CULTIVATION OF STUDENTS' INNOVATIVE AND PRACTICAL ABILITY

The current market requires graphic design talents to have rich design experience. Therefore, when improving graphic design education, higher vocational schools should strengthen the cultivation of students' practical ability, enrich students' practical design experience and promote students' long-term development. Teachers can combine the actual, according to the graphic design of teaching content, set teaching practice for students, encourage students to raise their ability of practice design in practice. When setting up graphic design practice activities, teachers in higher vocational colleges can set the theme that students are interested in, and at the same time organically combine with social needs, which can not only arouse students' interest in design, but also avoid the disconnection between students' design function and society. Real commercial design projects can also be simulated in class, so as to exercise students' practical ability, improve their design ability and provide guarantee for their future employment. In addition, higher vocational schools can also cooperate with related companies, graphic design practice platform for the students, the introduction of enterprise work, and work tasks arranged by the enterprise for the students and strengthen the student's own practice design ability, make it can not only master professional design knowledge in the teaching, also can flexible application to graphic design work, It can not only enhance their practical ability, but also promote the comprehensive quality of students majoring in graphic design to meet the market demand, help students get a better job in the society, and then realize their personal value [3].

5. STRENGTHEN THE CULTIVATION OF STUDENTS' PROFESSIONAL SPIRIT

When improving the education mode of graphic design, higher vocational schools should understand the actual demand and requirements of graphic design talents in the current market, and on this basis, train students majoring in graphic design scientifically. In the context of market demand, the plane design personnel have higher professional ability and quality, that is to say, the higher vocational colleges during the graphic design education to the student, should strengthen the cultivation of student's professional design ability, but also to improve the students' professional quality, make its have the design of the professional spirit, professional attitude, professional responsibility and ethics, etc. Based on this, the higher vocational teachers in the specific graphic design education teaching, students should be to explain the professional involved in the field of work, for the plane design professional work principle, work spirit should also be detailed, can introduce some famous examples, to strengthen students' understanding of the graphic design major, students are encouraged to set up their own professional ideal, To improve their professionalism and professionalism.

6. CONCLUSION

The scientific improvement of graphic design education in higher vocational colleges is conducive to the effective training of graphic design professional ability of higher vocational students, and at the same time can make the trained graphic design talents meet the needs of economic market. Therefore, the relevant higher vocational schools should attach importance to graphic design education, and take appropriate measures to improve it reasonably according to the actual market demand.

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On the Cultivation of College Students' Innovation and Entrepreneurship Ability By Ideological And Political Education

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Abstract: With the advancement of ideological and political education, it is more and more important to cultivate college students' ability of innovation and entrepreneurship. According to the current situation of training, there is a problem that the practical ability of college students is not strong, which increases the employment pressure of college students in the future and is not conducive to better play their talents. Therefore, it is necessary to strengthen the cultivation of college students' innovation and entrepreneurship ability, realize the importance of ideological and political education, and formulate teaching strategies based on the actual teaching requirements, so as to effectively improve the innovation and entrepreneurship ability of college students. This paper will discuss the cultivation of ideological and political education on college students' ability of innovation and entrepreneurship.

Key Words: Ideological And Political Education; College Students; Innovation And Entrepreneurship Ability; Cultivation Strategy.

1. INTRODUCTION

In recent years, college students' entrepreneurship education has received much attention. As ideological and political education is a practical subject, the integration of ideological and political education can provide effective guidance to students, so as to enable students to have comprehensive quality and ability, and then lay a solid foundation for future employment. In the face of the current severe employment situation, we should strengthen the application of ideological and political education, solve various problems for students in real life, and guide students to start businesses more calmly, which has a positive impact on promoting the future development of students.

2. THE CULTIVATION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY

In the process of entrepreneurship, college students often reflect two attitudes: one is too enthusiastic, the other is indifferent. According to the survey, the over-enthusiasm of college students is due to the lack of understanding of the market environment, the over-idealization of entrepreneurial imagination, and the inability to accurately evaluate whether they have the potential to start a business. Relying on their own blind entrepreneurial passion will reduce the possibility of entrepreneurial success. On the other hand, some college students take an indifferent attitude towards entrepreneurship. They are not enthusiastic enough to participate in practical activities and do things in a down-to-earth way, thus affecting the improvement of their own innovation and entrepreneurship ability [1].

3. THE ROLE OF POLITICAL EDUCATION IN CULTIVATING COLLEGE STUDENTS' ABILITY OF INNOVATION AND ENTREPRENEURSHIP

3.1 It is helpful to stimulate students' entrepreneurial spirit

According to the current situation of the cultivation of college students' innovation and entrepreneurship ability, many students lack the entrepreneurship spirit, which results in the limitation of their own entrepreneurial ideas and is difficult to transform into the motivation for entrepreneurship. Ideological and political education can stimulate students' entrepreneurial spirit, make them realize the importance of innovation and entrepreneurship, and then actively change their mentality, establish a down-to-earth, dare to struggle will help transform their excellent moral character into the motivation for entrepreneurship, so as to cope with the current grim employment situation.

3.2 It is helpful to cultivate students' sense of social responsibility

Entrepreneurs must have a strong belief in starting a business in order to keep the momentum going. Ideological and political education can strengthen the sense of social responsibility of college students, promote college students to establish a correct concept of entrepreneurship, and stimulate the spirit of innovation, so as to promote students towards the road of entrepreneurship. Moreover, under the influence of ideological and political education, students can improve their professional quality, which is conducive to improving their ability of innovation and entrepreneurship, thus laying a foundation for future entrepreneurship [2].

4. APPLY THE POLICY

In view of the current severe employment situation, colleges and universities should pay attention to the cultivation of innovation and entrepreneurship ability of college students, with the help of ideological and political education to strengthen the comprehensive quality of students, so that college students can have the confidence to start a business, so as to develop firmly on the road of entrepreneurship. In this regard, colleges and universities should give full play to the role of ideological and political education, so as to provide effective guidance for cultivating the ability of innovation and entrepreneurship of college students.

4.1 Focus on analyzing entrepreneurship situation and policies

At present, many college students do not know enough about the entrepreneurial environment and entrepreneurial policies, which leads to repeated setbacks in the process of entrepreneurship. According to the analysis of actual cases, college students first choose the first and second tier cities for entrepreneurship. Although there are many opportunities for entrepreneurship, big cities will bring great entrepreneurial pressure to entrepreneurs. In addition, they are not familiar with entrepreneurship policies, which will easily lead to entrepreneurial failure. In this regard, colleges and universities should give full play to the auxiliary role of ideological and political education, through the effective combination of ideological and political education and entrepreneurship education, help students better understand the conditions required for entrepreneurship, guide college students to study and think independently, so as to establish a correct entrepreneurial concept. Under the infiltration of ideological and political education, college students can define the goal of entrepreneurship and form appropriate cognition and emotion for entrepreneurship, which is conducive to improving their innovation and entrepreneurship ability and thus gaining market competitiveness [3].

4.2 Promote the integration of ideology, politics and mental health

For the cultivation of college students' innovation and entrepreneurship ability, ideological and political education elements can be integrated into innovation and entrepreneurship education to ensure correct and standardized guidance, so as to effectively stimulate students' entrepreneurial spirit, encourage them to face difficulties more bravely, and help improve their personal competitiveness. Colleges and universities should pay attention to the integration between ideological and political education and mental health, constantly strengthen the professional ability of ideological and political education personnel, so that they can master the ability of mental health education, so as to improve the degree of specialization of ideological and political education, so as to enhance the ability of innovation and entrepreneurship of students.

In ideological education to provide psychological support has the following effects: first, college students' entrepreneurship pressure, many college students to entrepreneurship conflicting emotions, ideological education staff by providing psychological support can reduce the pressure on the students' entrepreneurship, help students to establish confidence, so that the students can correctly view entrepreneurship environment. Secondly, the communication between teachers and students can be strengthened, which helps to form a good teacher-student relationship, so that students can humbly accept teachers' guidance, and truly form an independent and independent entrepreneurial outlook.

4.3 Timely update the ideological and political education concept

In order to effectively cultivate the ability of innovation and entrepreneurship of college students, ideological and political educators should update the idea of ideological and political education in time, highlight the subjectivity of ideological and political education, ensure that the teaching design can be carried out according to the psychological characteristics of students, so as to meet the learning needs of college students, so that college students can form a down-to-earth concept. On the one hand, ideological and political educators should focus on the daily life of college students to carry out education, clear the subject status of students, and integrate ideological and political education into the practical bit by bit, which has a positive impact on cultivating the correct entrepreneurial thinking of college students. On the other hand, ideological and political educators should choose appropriate teaching methods based on the current situation of entrepreneurship education and should not be divorced from reality, otherwise it is difficult to give full play to obvious teaching effects and mobilize students' subjective initiative. In this regard, we should strengthen the cultivation of students' personality, promote students to have the awareness of independent thinking, and then divergent their own thinking, the courage to break conventions. In addition, colleges and universities should pay attention to the establishment of ideological and political education team, by creating high-quality teacher team to improve the overall level of ideological and political education, to ensure that students can provide valuable guidance, so as to provide a strong guarantee for ideological and political education work.

5. CONCLUSION

At present, it has become an important task for universities to cultivate college students' ability of innovation and entrepreneurship. As the current employment situation more and more serious, in order to make college students to better adapt to the current employment environment, should with the aid of ideological education to guide students to form a correct concept of entrepreneurship, urge college students to have a sound personality, set up the correct greatly, and grounded in the entrepreneurial process, change traditional perceptions of entrepreneurship, learn to accumulate practical experience, Thus lay a good foundation for future employment.

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A Study on Tourists' Subjectivities Toward Ethnic Tourism in Xishuangbanna Using Q-Method

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Abstract: Ethnic tourism in Xishuangbanna started from the 1980s and grew rapidly during the past 2 decades. Ethnic tourism is utilized by many countries to improve the economic status. Although many researchers had stressed economic and socio-cultural impacts of ethnic tourism, little was done to identify tourists' subjectivities toward commodification of the ethnic culture and its impacts on ethnic culture and self-identity. This research revealed the social and economic benefits from ethnic tourism, investigated the tourists' subjectivities toward ethnic tourism and commodification of ethnic culture in Xishuangbanna, Yunnan, using the Q-method. It was found that 2 types of subjectivities exist. They are named as 'culture seeker' and 'cultural experiencer'. Cultural commodification can lead to loss of culture authenticity but can strengthen ethnic people's self-identity. Finally, this research also made several implications with regard to tourism management.

Key Words: Ethnic Tourism; Xishuangbanna; Subjectivities; Q-Method; Commodification; Self-Identity; Culture.

1. INTRODUCTION

1.1. the background of the research

To wonder around in a place with completely different customs, traditions and culture has been the tourists' biggest motivation going on a vacation. As people travel long-haul, culturally different destinations have become increasingly popular. the main competitiveness of such destinations is the regional uniqueness that tells them apart from other parts of the world. Under the background of globalization, driven by economic interests, cultural commercialization has become the biggest characteristic of destination development. To meet tourists' demand the original sacred minority religious festival became a secular tourism project under the tourism development.

Along with economic development, cultural tourism consumption has been expanding. China is a united multiracial nation with 56 ethnic groups. Han Chinese make up 91.5 percent of the population, while other 55 ethnic minority groups compose 8.5 percent and total about 113.79 million people scattered across two-thirds of China's total area (IOSC 2010). In many parts of China, traditional ethnic culture has been applied and marketed by governments and the tourism industry as a resource for attracting tourists and investments, as well as for promoting economic and cultural development and ethnic unity.

Xishuangbanna is an ethnic reunion region with 13 officially recognized ethnic groups - Han people and 12 ethnic minority groups. Dai people are most populous and they are one of the original inhabitants in this region. Ethnic tourism in Xishuangbanna started in early 1980s after Chinese government designated Xishuangbanna as one of the 44 national-level scenic sites (Li & Geoffrey, 2009). As one of the earliest developed ethnic tourism destination, Xishuangbanna was approved as an open district in 1985 and tourism in this region grew rapidly during the 1990s. the number of visitors and total tourism revenues have expanded rapidly since then on, growing substantially from just over 5365 visitors in 1985 (Li, 2009) to nearly 16.15 million in 2014 (Xishuangbanna Statistics Bureau, 2015). the local government has designated many ethnic villages as tourist attractions, Dai Ethnicity park (Dai Nationality Park) is one example among them.

1.2. Aims and Objectives

Ethnic tourism is utilized by many countries to improve economies. the positive impacts of ethnic tourism are mainly on social life structure especially economic structure. Ethnicity attracts tourists and generates income and foreign exchange for the communities and the countries which they located in (Jamison, 1999). Ethnicity has been promoted to attract tourists and generate income for ethnic communities. While tourism potentially brings economic and social benefits, it can also impact the culture, lifestyle, the sense of identity of ethnic groups. Although ethnic tourism brings the economic and social benefits, it also has negative impacts on culture, sense of identity of ethnic groups (Oakes, 1998; Smith 1989).

A mass of researches discussed the impacts of the ethnic tourism. And several researches examined the perceptions of tourists towards to ethnic tourism (Li, 2012). Gui and Lv (2012) took a case study of Dai Yuan on Traveling--Living Space and ethnic cultural protection by tourism.

In this research, tourists' subjectivities toward ethnic tourism in Xishuangbanna will be study through Q-methodology. Objectives of this research are:

1.2.1 To examine the tourists' subjectivities toward commodification of ethnic culture in Xishuangbanna, Yunnan, China using Q-method

1.2.2 To identify the impacts of commodification

1.2.3 To apply implications for ethnic tourism policy and management.

2. ETHNIC TOURISM

2.1. Ethnic Tourism and Cultural Resources

Smith used the term of 'ethnic tourism' in 1977, who defined it as tourism “marketed to the public in terms of the 'quaint' customs of indigenous and often exotic peoples". Since then the concept and the impacts of ethnic tourism has been widely discussed. Li and Wen (2012) argued that the ethnic tourism is a participant and experience activity that the tourists take the ethnic reunion region as tourism destination, the ethnic culture as the core, the economic and social life as the main clue to fully understand the characteristics of ethnic culture, productive and living conditions. Li (2009) indicated that sometimes "aboriginal tourism" and "indigenous tourism" are employed interchangeably with "ethnic tourism" to convey the same phenomenon essentially. In this research, it is argued that ethnic tourism is a kind of activity to allow tourists experience exotic culture in a different ethnic region and let local people sell ethnic commodity including atmosphere, dance, performances, guesthouse, restaurants, villages, souvenir and other cultural products to gain economic benefits.

A mass of research focused on the impacts of ethnic tourism in the ethnic community. the most common impacts discussed are its economic benefits including increasing income, more jobs and higher standard of living (Swain, 1989; Xie, 2001; Li, 2009). Community residents are influenced by tourists' values and moral values, and their lifestyle assimilate towards external way of life. Ethnic tourism by no means offers ethnic minorities opportunity to demonstrate their culture, way of life, traditions, but also cause a series of cultural issues. Commodification and authenticity of ethnic culture have been the subjects among tourism researches. Motived by getting economic benefits, handcrafts and traditional shows have been included into cultural commodification category by local residents which make the ethnic culture inauthentic. Commodification of culture is often criticized for resulting in the 'bastardization' and 'pollution' of cultural authenticity (Wood, 1997). However in some cases, local residents are aware of the value of their unique culture, and they aim to protect their own authentic traditional culture (Li, 2006).

Ethnic tourism based on the natural and social features unique to a particular destination. They might include food. arts, museum, clothing, myth/legends, histories or any other feature of interest. These ethnic cultural resources are inevitably commoditized or manufactured after the originals are depleted, which is the root of touristic cultural souvenirs, performances, and museums.

2.2. Cultural Commodification, Authenticity and Self-identity.

Under the background of globalization, commodification of culture has already been the distinct characteristic of tourism destinations after scenic spots being developed. Also, it is the main contributing factor to cultural changes in tourism destinations. the commodification of ethnicity has created many issues from the protection of the ethnicity to the reconstruction to identities and changes in the value of people. Homes, everyday items, clothing, food preparation and consumption, ways of life and certain crafts that have become obsolete because of global exchange, new technologies and exposure to certain forms of information are revived by tourism. They find new cultural use value in the implementation of a destination image and experience.

In order to satisfy tourists' demands for authenticity, tourism developers and minority residents package certain aspects of their culture and create staged representations to make their ethnic culture more accessible and appealing to tourists. Cultural commodification can induce local people to alter their behaviors to meet the demands of the market, resulting in a great loss of traditions and culture. If lifestyles, architecture, and other aspects of culture are modified to a great extent, the community may lose its roots. Also, tourists reject the inauthentic developed tourism products perceived by them. the concept of authenticity in tourism studies shaped by the work of MacCannell (1973:602,) who suggested that a host community, motivated by economic benefits, misleads tourists into accepting modified attractions as “authentic, ” creating a “false touristic consciousness. ” In some cases, tourists long for backstage experiences, but to satisfy these demands for authenticity, hosts often make their culture into staged authentic presentations to let it more accessible. Therefore Cohen (1988:383) argued that the commodification of culture may not destroy the meaning of cultural products for either locals or tourists. People can use cultural commodification as a way of affirming their identity, of telling their own story, and of establishing the significance of local experiences (Macdonald, 1997).

However, there are different opinions on the concept commodification and authenticity. Cole (2007) argued that the majority of analyses have taken an etic and often Euro-centric view of the process of cultural commodification. Authenticity was examined from three perspectives: government, tourists and villages. According to the results, the former two agreed on that the commercialization of local identities leads to negative consequences, but the villages' is different: tourism brings a sense of pride and identity and also a political resource to manipulate.

Li and Geoffrey (2009:567) compared the perceptions of tourists and ethnic minority people toward authenticity and cultural commodification. the results showed that tourists' perceptions of authenticity are blurred and fluid, they have little knowledge of ethnic cultures. As a result, their judgements on authenticity rely on stereotyped images. However, the perception of authenticity is strong in ethnic communities. Although most minority people perceive that ethnic tourism increases cultural commodification, only a small number of people (mainly elders) are concerned that staged shows make ethnic culture less valuable.

Ethnic tourism may offer opportunity to ethnic group people to promote themselves, their history and their culture (MacCannell, 1973). It may also be helpful to the revival of culture and identity. As increasingly more tourists are attracted by ethnic group's unique culture, local ethnic people become prouder of their culture. Therefore, tourism can strengthen ethnic identity. Communication, education and tourism are essential to get

knowledge and access to other's cultures. Threatened identity drives them to restore their traditional culture overcome. As ethnic minority people may contest with other group through material, symbols et al. Reconstructing unique ethnic culture is regarded as a response and defence toward external culture (Chen & Tang, 2014)

2.3. Ethnic Tourism in Xishuangbanna

Xishuangbanna's (xishuangbanna) full name is Xishuangbanna Dai Autonomous Prefecture (Xishuangbanna Dai Autonomous Prefecture) which is located in the southwest of Yunnan, along China's borders with Laos and Myanmar. There are 12 officially recognized Minzu (ethnic minority groups) living in Xishuangbanna, Dai are one of China's fifty-five minority nationalities. the prefecture is home to about one quarter of the 1.2 million Dai in Yunnan province.

Xishuangbanna is one of the earliest developed and most famous ethnic tourism destinations in China (Li, 2004). Xishuangbanna has subtropical climate, rainforest landscape, Dai(The dai nationality)bamboo houses and multi ethnic cultures. In 1982, Xishuangbanna was assigned as one of 44 national-level scenic sites by the Chinese government. Ethnic tourism starts from then on in there (Li, 2008). Tourism has transformed Xishuangbanna's economic, political and even religious landscape. Rapid growth and poor planning have turned the formerly Jinghong into a dirty, noisy, overbuilt city, complete with sprawl and traffic jam. Much of the exoticism on display is quite simple and kitsch-state and business promotion of Dai culture has produced some profoundly inauthentic tourism products, including daily celebrations of the ostensibly annual "water-splashing festival" (Water-sprinkling festival) unmoored from seasonal context, staged displays of Dai women bathing in the Lancang River (The lancang river), and transvestite performances of the allegedly traditional "peacock Dance" (pavan).

3. METHOD

3.1. Q-Methodology

Q methodology is applied to study people's subjectivities, a person's viewpoint, opinion, beliefs, attitude (Brown, 1993). It is a very effective methodology for investigating perceptions of cultural identity and representations (Hunter, 2011). It provides an opportunity to carry out psychology and social scientific experimentation in the quantum image. Q method was invented by William Stephenson (1935), it first appeared through a letter to the journal Nature. According to Brown's studies (1980, 1993), a Q method study involves 5 steps: 1) Definition of the concourse; 2) Develop the Q set; 3) Select the P set; 4) Q-sorting; 5) Analysis and give implications.

In a Q method study, concourse refers to “the flow of communicability surrounding any topic”, Q set drawn from the concourse, and it often consists of 40 to 50 statements. Concourse is merely a name for the overall population of statements from which the final Q set is sampled. In other words, concourse is to Q set what population is to P set. In Q method, Q set always bigger than P set. Q-sorting is a means of capturing subjectivities - reliably, scientifically and experimentally. Q method does not identify the population of people but the population of subjectivities. In this sense, Q method can be very useful in exploring preference, sentiments, tastes, motives and goals. Q method uses factor analysis (Stephenson, 1935). This study is based on sample of 30 respondents who travel to the Dai park using a purposive sampling technique. Only domestic tourists are surveyed in this study, the certain tourist respondents were excluded during the purpose sampling. the sample size of 30 have been recommended in some research (Hunter, 2011). Therefore, the sample size in this research are determined to 30. the concourse was elicited from studies in existence and interviews with participants in author's previous study. Certain statements emerged that seemed to represent certain held subjectivities and made into card for sorting. In the Q sort, respondents are required to arrange the cards to reflect their own subjectivities regarding the concourse.

4. DISCUSSION

42 statements were divided into 4 parts: positive subjectivities toward tourism; negative subjectivities toward tourism; Subjectivities toward culture commodification; Subjectivities toward ethnic minorities's self-identity. 30 domestic Chinese tourists who visited Dai were asked to do the Q sorting. 30 completed Q sorts were coded and scored for factor analysis. Through factor analysis there are 2 types of subjectivities have been found. There are 2 sort confounded and 2 sorts not significant. Eigen-value and explained variance for each cluster are showed in Table 1.

[Table-01] Eigen-value and explained variance between clusters.

Eigen value and explained variance										
Factors	A	B	C	D	E	F	G	H	I	Total
eigens	13.84	1.03	1.08	2.56	0.88	0.68	0.66	0.58	0.56	21.87
% variance	47	3	3	5	3	2	2	2	2	69

There are 16 consensus statements between 2 clusters as shown in Table 2. Both of the two clusters agree on that Dai ethnic group benefit from the ethnic tourism but not too much. It is consistent with the preview research (Hilliman, 2003; Li, 2004; Li, 2011). Both clusters don't think that commercialized shows can jeopardize ethnic images. It is different from the studies that have been reviewed above, most researchers described that minority people share the packaged culture to meet the desire that the tourists want to appreciating exotic and authentic cultural activities. And they don't think that protecting culture is more important than making a livelihood. They think the Dai people performing their traditional show unwillingly, and the commercialized shows result in the loss of authenticity. In other words, the commodification of culture results in inauthentic ethnic culture in tourists' views.

Due to the table 2, Dai people still speak their own language, wear their own traditional costume, and they get to know the value of their culture in tourists' subjectivities. That is to say, although Dai people become mammonish, they are still pride of their culture, the cultural commodification strengthen Dai minorities' self-identity(Feng & Kim, 2015).

[Table-02] Consensus statements between 2 clusters

16 consensus statements			
Item	Statement	Cluster 1	Cluster 2
1	I think tourism plays a major economic role locally	0	1
9	The development of tourism gives Dai people a chance to introduce their culture	1	2
11	Dai people get to know their culture is very valuable through tourism	1	1
14	Dai people don't wear traditional costume any longer	-2	-3
15	Dai people don't say their own language often	-2	-3
18	I think tourism development makes Dai's ethnic landscape changes rapidly	-2	-1
22	I think Dai people like to perform their traditional culture show	-2	-1
23	I think we could take photos with Dai people for free	-1	0
28	We don't respect on Dai people	-3	-4
29	If we like Dai people's lpcally made souvenirs, they will feel happy	0	0
30	I think Dai people care about if we like their locally handmade souvenirs	-2	-1
31	I think Dai people want us to participate more tourism activities	1	0
33	I think the commercialized shows can result in the loss of authenticity	3	2
34	I think the commercialized shows can jeopardize ethnic images	-2	-3
41	I hope the government can take action to preserve Dai ethnic culture	0	0
42	I think making a livelihood in more important than cultural preservation to Dai people	1	1

There are 11 statements distinguish Factor A from Factor D as shown in Table 3. People in cluster 2 think that along with the tourism development, local roads infrastructure have been improved and Dai people's life quality have been enhanced also. But people in cluster 1 don't agree with that. People in cluster 1 think that Dai people's privacies have been invaded when tourists visit their villages though people in cluster 2 don't agree with that.

And it is found that as people in cluster 1 think tourism leads to the banishing of traditional cultures and values and staged show makes Dai culture less valuable though people in cluster 2 disagreed with that. And people in cluster 1 agree that there are changes in Dai culture and it's good to incorporate new elements of other cultures with Dai culture, yet people in cluster 1 not aware of such thought.

People in cluster 1 think that Dai people like their Dai culture best and they have strong self-identity, they don't like to share their culture with tourists yet people in cluster 2 have different opinions. People in cluster 1 don't think the Dai people want to share their culture with tourists different from people in cluster 2.

[Table-03] 11 statements distinguish Factor A from Factor C

11 statements distinguish Factor A from Factor C			
Item	Statement	Cluster 1	Cluster 2
4	The tourism enhances the quality of Dai's lives	-1	4
7	I think tourism improves local roads infrastructure	-1	3
12	The development of tourism destroys Dai's environment	-2	2
16	I feel that Dai people's privacy is invaded	3	-3
17	I think tourism increases prices of local goods	0	4
19	I think tourism leads to the vanishing of Dai traditional cultures and values	2	-4
27	I think Dai people want to tell stories about their culture to tourists	-4	0
32	I think staged show makes Dai culture less valuable	2	-3
35	I think Dai people like their culture best	4	0
37	I think it's good to incorporate new elements of other cultures with Dai culture	3	-2
38	I think there are cultural changes in Dai community	2	-2

People in cluster 1 don't have strong sense of the ethnic tourism development brings Dai people economic and social benefits. They want the Dai people to share more culture with them. They think the cultural commodification makes the ethnic culture less valuable, and they hope the Dai culture can be well protected. As a result in this research they are named as 'culture seeker'. Due to the culture seeker's subjectivities, commodification of culture leads to the loss of traditional culture, they thought the culture has been changed along with the cultural commodification. But the commodification of culture can strengthen the Dai minorities' self-identity.

People in cluster 2 have strong sense of the ethnic tourism development brings Dai people economic and social benefits. Although they think the commercialized shows result in loss of culture authenticity but they don't think the commercialized show makes Dai culture less valuable. They don't think there are cultural changes in Dai community. They want to participate more tourism activities, so they are named as 'cultural experiencer'. Due to the subjectivities of the cultural experiencer, although the cultural commodification leads to the loss of culture authenticity, there is no cultural changes happen. They don't agree with that the commodification of culture can strengthen the ethnic people's self-identity intensively.

5. IMPLICATION

In this research, subjectivities of tourists toward tourism development and commodifacation of culture in Xishuangbanna, Yunnan of China have been examined. As a result, there are two clusters named 'culture seeker' and 'cultural experiencer'. They had common view on the social economic benefits gained, yet different senses of commodification of ethnic culture.

Tourism developer should think about what the tourists really want. According to this research, we get to know that tourists want to participate more tourism activities not only limited to the water splashing event or the folk performances. the staged shows make tourists feel less authentic of the ethnic culture. Tourism developer should develop more items to meet tourists' demand, and find a balance point to make the ethnic culture accepted and keep sustainable ethnic tourism development

This study examined that the tourists' subjectivities toward tourism development and commodificaton of culture, using Q-method. the writer did a research on ethnic minority people's subjectivities toward tourism development. Both tourists and local residents affirm that ethnic minority people benefit from tourism development, but they have different senses of commodification of culture such as staged shows, daily water splashing events. In future research, subjectivities of tourists and local ethnic minority people's can be compare to meet the demands of both groups. Also, only domestic tourists' subjectivities have been examined in this research, international tourists' views should be get and compared.

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Analysis Of Humanized Treatment Of Interior Environment Art Design

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Abstract: With the improvement of people's living standard, high requirements are put forward for architectural interior environment art design. Because interior design is the key content of architectural interior environment design, in order to create a good residential development and show the comfortable living space, we must rely on the structure and architectural characteristics of the house, requiring designers to have a unique aesthetic and livable concept, in order to effectively meet the needs of residents. With the rapid rise of urbanization, the number of construction projects is also increasing, which makes more people full of infinite longing for life. Especially for the interior environment art design, innovative ideas should also be integrated in order to improve the happiness effect of living, use humanized treatment, and enrich the interior decoration effect. This paper introduces the humanized treatment content of interior environment art design, and puts forward the humanized treatment strategy, which lays the foundation for satisfying people's safety and comfort effect.

Key words: Indoor Environment; Art Design; Humanized Processing.

1. HUMANIZED PROCESSING CONTENT OF INTERIOR ENVIRONMENT ART DESIGN

1.1 Interior environment decoration design

Interior environment design needs to be based on interior structure and architectural characteristics, designers must have strong decoration skills, give full play to the design role, effectively achieve the requirements of interior decoration. If the interior decoration decoration environment is reasonable, it can create a comfortable living environment for the residents, which will also be satisfied in terms of psychology and experience [1]. Therefore, in the process of interior decoration and decoration design, it is necessary to design a targeted house decoration style in advance based on the interior structure, age and preference of occupants, which is conducive to reasonable interior environment design and perfect decoration effect. When the indoor environment is formally decorated, the focus reflects the characteristics of humanity, but also to ensure that the bedroom, kitchen, living room and other styles unified, simple and clear color, the ground and the overall style decoration is the same, so as to create a comfortable, warm living environment.

1.2 Indoor physical space design

Artistic design of interior environment design must carry out a comprehensive design of physical space, including indoor temperature, space layout, heating and ventilation, etc. From the specific circumstances, the physical space design mainly associated with the building structure, building construction must be in accordance with the design personnel in the space design, size, and construction materials, effectively improve the indoor space environment, for decorative indoor color, effect, etc. To provide effective help, help the interior layout and adornment effect is ideal. Indoor ventilation, temperature adjustment and other aspects must be humanized design, for large indoor structure will use materials general building materials; For small indoor space environment, it is necessary to use high-quality and meticulous building materials, choose reasonable colors, and create a warm life effect on the basis of ensuring low purity of indoor environment [2].

1.3 Interior display and decoration design

Interior display and decoration design is mainly aimed at furniture design, especially for furniture, lighting equipment, art and so on. Indoor environment art design is mainly to use artwork, lighting tools to foil the artistic effect of the house, such as the use of bright single lamp in the living room, foil the simple effect of the living room; For secret space design, you can choose warm color lighting, set off the environment comfortable, relaxed effect; To bedroom space design character, use mural or it is artwork to add interior style, present a stronger artistic effect adequately, satisfy customer to art and aesthetic requirement. In the process of indoor display and decoration design, the color, function and form of decoration art objects should be set according to people's needs and psychology, and fit the living standards of customers.

1.4 Humanized color processing

For interior space, different color types, language will also be different, for example, black gives people a sense of advanced, so that the indoor environment appears stable and elegant; Brown although the main body appears old-fashioned, but appropriate adjustment of concentration, can add elegant effect in indoor environment; Exaggeration and publicity for red phenomena can be matched with cool colors to reflect enthusiasm and vitality. Colour has very big effect to people, let colour maintain harmonious only, habitant just can mood cheerful, arouse habitant mood actively, avoid generation depressed, negative, depressive psychology. So, before using and choosing color, must be disposed of by human, can ask in advance occupant requirements, at the same time, combining with the building structure, personality, preferences and other necessary understanding to habitant, respect residents demands through colour, usual life style and habits, effectively relieve work pressure, habitant in emotional release, Effectively exert positive influence [3].

2. HUMANIZED PROCESSING STRATEGY OF INTERIOR ENVIRONMENT ART DESIGN

2.1 Highlight the harmonious coexistence between man and nature

For the current house interior decoration design work, we must strictly abide by the principle of humanization, fully reflect the degree of coordination between man and nature, mainly because people are immersed in their own work every day, will not have too much contact with nature, so that many people are full of desire for the natural environment. Therefore, in the design of indoor environment, natural elements can be appropriately used, so that residents can personally contact the nature, highlight the particularity of the integration of human and nature, and get the release and quiet of soul, so that their tired body gradually relax, wholeheartedly into the natural living environment, effectively relieve psychological pressure. At the same time, when decorating the interior, we can take nature as the theme and stick gold in nature. For example, we can decorate the upper layer of the house into blue style and put proper amount of green plants in the balcony, so that the structure and effect of the house are more real and natural, so that the residents take on an entirely new look and their mentality is significantly improved.

2.2 Improve indoor environment function

The purpose of decorating the interior of the house is to make the occupants comfortable and have a high quality of life. This one goal asks designer to must take building application function seriously on train of thought and idea, reflect a practical effect, and present an artistic characteristic. For example, in the house indoor put an appropriate amount of green plants, not only purify indoor air, but also show a vibrant effect; In the restaurant design, must strictly abide by the principle of humanization, embodies the aesthetic and practical, let people play comfortable, comfortable effect at dinner.

2.3 Ensure people's living comfort and safety

The main design principle of house decoration is humanization. the purpose is to protect people's living safety, let people live at ease, and reasonably create a good and comfortable living effect. When decorating the interior environment of a house, healthy and environmentally friendly building materials can be used to avoid threats to people's health. For the current house interior decoration will appear a lot of problems, the main reason is that the decoration material itself is not up to standard. Therefore, designers need to focus on building materials when designing interior decoration, avoid using materials that cause harm to human health, and also take preventive measures. Besides, strengthen the stability that pays attention to adornment thing, choose floor material especially whether to have prevent slippery function, apply to kitchen and toilet better. All these factors should be taken into full consideration to ensure the residential safety of users [4].

3. CONCLUSION

The interior environment of the house is the key content of architectural design, and it should show practical and aesthetic characteristics in the decoration of the house. In order to make designers live happily, we can make proper use of aesthetic concepts, improve designers' aesthetic ability and appreciation ability, and abide by the principle of humanization in design, effectively fit the trend of harmonious coexistence between man and nature.

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The Construction of Educational Mode System of Innovation and Entrepreneurship In Colleges And Universities

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Abstract: Innovation and entrepreneurship education in colleges and universities is an effective way to cultivate the core ability of innovation and entrepreneurship of contemporary college students, which is helpful to promote the overall personality development of college students. It is also an inevitable requirement of the current social and economic development for talent cultivation in colleges and universities. Therefore, it is extremely urgent to build a perfect innovation and entrepreneurship education system. Based on this, this paper mainly discusses the construction path of innovation and entrepreneurship education mode system in colleges and universities.

Key words: Colleges And Universities; Innovation And Entrepreneurship; Education Model.

1. INTRODUCTION

The current society is in the midst of the economic structural adjustment and industrial transformation and upgrading of an important period, innovation-driven strategy implementation and at the same time vigorously under the background of the construction of innovation-oriented country, "public entrepreneurship, peoples innovation" in the whole society to flourish, people set a good creative concept, played a key role in promoting social and economic development [1]. Talents are the main force and indispensable resources of innovation, and the cultivation of innovative and entrepreneurial talents is the foundation of forming innovative advantages and industrial advantages. the cultivation of innovative and entrepreneurial talents in colleges and universities is the realistic need of building a powerful education country and promoting the modernization of education at the present stage, and meets the requirements of building an innovative country in the new era. Innovation and entrepreneurship education has become one of the core contents of talent training in colleges and universities at present. How to build a perfect innovation and entrepreneurship education system, effectively improve the quality of innovation and entrepreneurship education, and transport more innovative talents for the society is an urgent problem to be solved by college education workers at present.

2. INTEGRATE INNOVATION AND ENTREPRENEURSHIP EDUCATION INTO THE WHOLE PROCESS OF COLLEGE EDUCATION

Moral cultivation is the fundamental task of higher education and teaching, as well as the important premise of cultivating innovative and entrepreneurial talents. In the teaching process, colleges and universities should closely focus on the goal of moral cultivation and the historical mission of the new era, and establish the mode system of collaborative education of innovation and entrepreneurship [2]. Therefore, colleges and universities need to integrate innovation and entrepreneurship education into professional knowledge education, general education courses, ideological and political education and practical education. At the same time, colleges and universities set up relevant core courses on innovation and entrepreneurship to support innovation and entrepreneurship education for key student groups. For the cultivation of innovative and entrepreneurial talents, three core qualities are proposed, namely, knowledge, ability and thinking. the knowledge includes professional knowledge (natural science, humanities and social sciences) and general knowledge (writing, English, mathematics). Competencies include practical ability, leadership ability, and the ability to seize opportunities. Thinking covers critical thinking, problem awareness, independent analysis and so on. the teaching of ideological and political education theory course in colleges and universities is integrated into innovation and entrepreneurship education, which not only teaches students outlook on life, world outlook and values in class teaching, but also pays attention to cultivating students' creative thinking and independent thinking ability, fully reflecting students' central position in class teaching. Innovation and entrepreneurship education should be integrated into professional knowledge education. In the process of teaching professional knowledge to students, students should set up a good innovative thinking mode. Innovation and entrepreneurship education should be integrated into general education and practical education, and students' innovative thinking should be promoted through various general education courses and competitions. Diversified social practice activities in the second class are used to cultivate students' practical ability and stimulate their sense of innovation.

3. INNOVATION AND ENTREPRENEURSHIP EDUCATION TARGETED AT ALL STUDENTS AND KEY GROUPS

Although many colleges and universities are vigorously carrying out innovation and entrepreneurship education, some achievements and progress have been made. However, from the actual situation, although relevant innovation and entrepreneurship courses are set up, they are not available to all students [3]. Therefore, colleges and universities need to set up compulsory courses on

innovation and entrepreneurship, covering all students on campus, and carry out compulsory courses on innovation and entrepreneurship through the combination of theoretical courses and practical courses. Full-time teachers on campus or part-time teachers off campus can jointly teach compulsory courses on innovation and entrepreneurship. At the same time, colleges and universities need to strengthen the training of teachers' innovation and entrepreneurship ability, promote the continuous improvement of teachers' comprehensive quality, so as to form a professional, high-level and innovative teaching staff. Key crowd mainly refers to strong innovative thinking and entrepreneurial intention student groups, for such key student community in the process of carry out creative education and practice, should further intensify innovation entrepreneurship education and depth, with good potential for students to develop targeted mainly innovative entrepreneurship training program.

4. WE WILL STRENGTHEN THE EDUCATION LEVEL OF INNOVATION AND ENTREPRENEURSHIP TEACHERS

The innovation, entrepreneurship and education level and ability of the faculty in colleges and universities are directly related to the final quality of innovation, entrepreneurship and education. Therefore, it is necessary to improve the innovation, entrepreneurship and education level of the faculty in colleges and universities, which is not only the actual need of the current construction of an innovative country, but also the key to improving the overall teaching quality of colleges and universities [4]. On the one hand, innovation and entrepreneurship education is a kind of education idea, on the other hand, it is also a kind of education mode. From the perspective of education concept, it is necessary to change the inherent thinking and concept of innovation and entrepreneurship of teachers in colleges and universities, strengthen the innovation and entrepreneurship training of teachers in colleges and universities, and promote the improvement of teachers' innovation and entrepreneurship ability and comprehensive quality. For professional innovation and entrepreneurship teachers, training efforts should be further strengthened. At the same time, we have built an innovation and entrepreneurship mentor system that combines both inside and outside the school. Driven by teacher projects, students' innovation and entrepreneurship practice ability has been constantly improved.

5. WE WILL IMPROVE THE MANAGEMENT SYSTEM FOR INNOVATION AND ENTREPRENEURSHIP EDUCATION

In the course setting of innovation and entrepreneurship, the combination of compulsory courses and elective courses is adopted to effectively combine theoretical courses with practical courses. Set up innovation and entrepreneurship credits, establish and improve the innovation and entrepreneurship credit acquisition and conversion system, gradually form a flexible academic system, establish a suspension and entrepreneurship system, further clarify and standardize the suspension and resumption of school process, allow students to adjust their academic process and retain their school status in light of the actual situation, so as to facilitate students to carry out innovation and entrepreneurship. At the same time, a perfect evaluation system for innovation and entrepreneurship should be established. With students as the center, students' innovation and entrepreneurship ability should be taken as one of the important indicators of education and teaching evaluation, so as to evaluate the effect of innovation and entrepreneurship education comprehensively and objectively.

6. CONCLUSION

To sum up, training innovative entrepreneurs in line with the development needs of the new era is the fundamental purpose and main task of innovation and entrepreneurship education in colleges and universities. Innovation requires not only spiritual motivation, but also the accumulation of knowledge and cultural literacy. In addition, it also requires good innovative and entrepreneurial thinking as a prerequisite. Innovation in terms of entrepreneurship education in colleges and universities, it is not just limited to the open innovation entrepreneurship base or entrepreneurship, also need to innovation and entrepreneurship talents cultivation objectives and tasks for guidance, building up the all-round system and the key breakthrough innovation entrepreneurship education mode, the innovation entrepreneurship into each link of the education in colleges, Education on innovation and entrepreneurship will be provided to all students and key groups, and the educational level of innovation and entrepreneurship teachers will be constantly strengthened, so as to lay a solid foundation for the cultivation of high-quality innovative talents and provide more outstanding talents for high-quality social and economic development.

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Study On Development Status and Countermeasures of Agriculture In Tideland--Taking Ganyu District Of Lianyungang City As An Example

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Abstract: With the continuous growth of population and the continuous progress of social development, conflicts caused by the lack of land are emerging. Beach reclamation and aquaculture in coastal areas can not only increase the area of cultivated land effectively, but also improve the utilization rate of coastal beach waters and protect the rights and interests of farmers and farmers. This paper takes Ganyu district of Lianyungang city as the main research object, analyzes the development status and characteristics of beach agriculture in this area, and obtains the main problems existing in the development process of beach agriculture in Ganyu District of Lianyungang City. According to the problems and their causes, the corresponding countermeasures and suggestions are put forward, hoping to be helpful to the development of local mudflat agriculture.

Key words: Tidal Flat Agriculture; Aquaculture; Problem; Countermeasures

1. INTRODUCTION

As the most valuable land resource in China, the reasonable development and utilization of coastal beach resources will become a new breakthrough in China's economic development and social development, and the development of beach agriculture will also become the main way to realize the full and reasonable utilization of cultivated land.

2. FIRST, THE DEVELOPMENT EFFECT OF MUDFLAT AGRICULTURE IN GANYU DISTRICT

2.1. Ganyu District of Lianyungang city has a large area of coastal wetlands and Marine mudflat area, developed ecological fisheries, and has the longest golden coastline in the province.

The development and utilization of tideland agriculture in Ganyu district can not only ensure the full utilization of land and resources, but also promote the social and economic development of Ganyu district.

2.2. Efficient breeding

The aquaculture scale, yield per unit area, product specifications and income of Oriental penaeus used to win the first place in China for five consecutive years. Now, Ganyu district has created a new miracle of factory aquaculture of various aquatic products such as turbot, abalone, red fin dolphin, etc. All people feel ganyu district vigorously implement "science and technology fishing" strategy to local aquaculture benefits and fisheries economy has a huge potential.

2.3. many seedlings field

Lianyungang city has a variety of seedling farms, mainly engaged in artificial cultivation and reproduction of algae, crabs, shrimp, fish and other main breeding varieties. Through the introduction of new technologies, the use of new varieties, the adoption of new measures to carry out aquaculture, mainly on the aquaculture products for high-quality breeding, pollution-free breeding and reasonable breeding, breaking through the traditional production and breeding mode, in the country took the lead in the construction of 3, 000 mu mariculture organic food production demonstration base.

2.4. Rich water types

The water resources in Lianyungang city are very rich and complete. There are not only vast offshore waters, but also numerous rivers, ditches, ponds and storages. There are about 144 large, medium and small reservoirs registered in Lianyungang, covering an area of 66, 677 square kilometers, with an area of 110, 000 hectares. Two, the problems and causes of agricultural development in the mudflat of Ganyu district. In recent years, the mudflat agriculture in Ganyu district of Lianyungang city has developed rapidly, and the fishery resources are relatively rich, with superior natural environment and material conditions to develop fishery industry, especially aquaculture industry. However, with the rapid development of agriculture in tidal flat, there are still many problems.

2.5. the space contradiction is prominent, and the cultivation and sales are affected by the death of a large area of cultured products. With the acceleration of coastal development process, the government and society have higher and higher requirements for aquaculture industry, including the increasing demand for tidal flat space. Due to the limited total amount of space resources, the good economic benefits of aquaculture and the enthusiasm of fishermen to develop aquaculture make it difficult for the effective supply area of beach and shallow water to meet the needs of all parties. At present, part of the existing aquaculture waters and coastal beaches are also divided into other industries, which leads to the contradiction between supply and demand of space resources.

In the process of breeding, aquaculture animals often have sudden illness, the disease is rapid and serious, aquaculture products have a large area of death phenomenon, algae in the sea will absorb too much nutrition and wanton growth, resulting in pollution and

damage to the remaining aquaculture organisms. In the harvest season, the output of aquatic products decreases sharply, the supply quantity is seriously insufficient, and the low sales volume leads to serious losses for farmers and farmers, which means that there will be a certain impact on the next stage of breeding and sales.

3. AQUACULTURE IS RESTRICTED BY POLLUTION FACTORS, PROTECTION AND MANAGEMENT SYSTEM CONSTRUCTION IS NOT PERFECT

3.1. At present, the water pollution situation is more and more serious, the ecological environment has been seriously damaged, water pollution to the aquaculture shellfish and fish great harm. Sea water industrial pollution, red tide, enterprolifera and other environmental problems have always been the heart of fishermen and farmers, once the water is polluted, it is difficult to get a complete and thorough treatment for farmers.

3.2. During the construction and development of aquaculture industry, government departments can consult telemetry system, fisheries aquaculture disease environment monitoring system, the aquatic animal epidemic prevention and quarantine system and quality detection system of aquatic products and other related system, but the system construction is not perfect enough, once found suspected illness or unknown, is not precise results in time, can not take appropriate measures, the quality and safety of aquatic products and the interests of farmers and farmers are not guaranteed.

3.3. the industrialization degree of breeding is not high, and the production and processing technology is backward

In the process of breeding, cultivation, processing and sales of various links such as a relatively independent, not form a regular production and sales process, most of the fisheries and farmers lack a certain production and processing technology, finishing and deep processing technology, in particular, can grasp the fisheries and farmers is very few, this leads to traditional management way, time-consuming and laborious, Single production link, lack of skilled production and processing technology, narrow market, farmers and farmers can obtain profits are greatly reduced and other problems. Countermeasures to further promote the development of agriculture in the tideland of Ganyu District, Lianyungang City. In recent years, GanYu area make full use of tidal flats resources to expand the development of aquaculture, and platform for comprehensive agricultural development, to attract "three-capital" (money), assets, resources to the development of tidal flats resources, resources effectively to all kinds of tidal flats development science, reasonable packaging, implements the tidal flats to develop fast and good development.

4. STRICTLY LIMIT THE BREEDING AREA AND RATIONALLY CONTROL INPUTS

4.1. According to the characteristics of different areas, the government departments of Ganyu district lianyungang city tidal flat sea area into forbidden area, restricted area and aquaculture area.

It is strictly prohibited to carry out any form of aquaculture activities and other unrelated activities in the prohibited areas. the establishment of restricted breeding areas is to carry out aquaculture activities of a certain scale on the premise of protecting the ecological environment and ensuring the play of the main function of the region. Within the restricted aquaculture areas, farmers shall conduct aquaculture strictly in accordance with the aquaculture certificate system and the designated and approved aquaculture scope, so as to give full play to the ecological maintenance function of aquaculture and protect the ecological environment.

4.2. Reasonably control the frequency and quantity of fishery breeding inputs, strengthen the standardized operation of breeding in the agricultural breeding area of tidal flat, reasonably control the breeding density, prevent the phenomenon of excessive breeding density and reduce the possibility of environmental pollution.

Strictly control the use of fishery inputs, and eliminate the use of fishery inputs prohibited by the state or that may have adverse effects on the specific ecological environment. Strengthen the supervision and inspection of relevant government departments on the use of local fishery inputs, and severely crack down on behaviors that have obvious adverse effects on the environment and other aspects and destroy the local ecological balance.

4.3. Improve ecological protection and strengthen fishery support and service system

The ecological and economic benefits of mariculture can be improved by optimizing the breed structure and adopting scientific production and breeding methods. We will continue to adhere to the development model of environmentally friendly mariculture based on shellfish and algae, and use correct aquaculture methods and production and operation modes to reduce the degree of eutrophication in the sea area, and prevent the phenomenon of large-scale explosive death and disease rot of cultured products. Vigorously promote the advanced production and processing technology of aquaculture industry, improve the breeding environment and develop seawater resources by using advanced production and processing technology. Relevant government departments should insist on rigorous correlation testing of planned breeding areas, aquaculture varieties, production and operation modes and breeding modes, and resolutely avoid water area environmental pollution and other situations. Vigorously promote the standardization and legalization of aquaculture production in Ganyu district, standardize the use of various local fishery inputs.

4.4. the Marine and fishery departments in Ganyu District should organize the compilation and implementation of fishery planning strictly in accordance with relevant laws and regulations and the requirements of government departments, and promote the standardization and legalization of local aquaculture industry.

We will vigorously support farmers and farmers in their innovative development, and establish an insurance system and system for aquaculture to provide fishermen with strong protection and reliance. the serious implementation and improvement of aquaculture certificate system can not only protect the legitimate rights and interests of farmers and farmers, but also serve as the

basic system of aquaculture management and effectively put an end to the phenomenon of unlicensed aquaculture.

5. STRENGTHEN THE STRENGTH OF BUSINESS ENTITIES AND IMPROVE THE ABILITY OF INDEPENDENT INNOVATION

5.1. The government should vigorously introduce and actively promote all kinds of scientific and advanced production, breeding and processing technologies, meanwhile learn to conduct deep processing and fine processing of aquaculture varieties and coastal agricultural products, absorb a large number of professional talents, and establish a talent team dedicated to aquaculture and coastal agriculture.

Strengthen the government related departments of aquaculture production and management of each link of the service, establish a complete aquaculture production and processing system, speed up the improvement of aquaculture seedling system construction, and formulate the corresponding management supervision mechanism and punishment measures. Vigorously develop leading enterprises in aquaculture industry, develop a variety of production management modes in line with market demand, form large-scale aquaculture industry, promote the supply-side reform of aquaculture, and improve the industrialization level of aquaculture and tidal flat agriculture by promoting the development of aquaculture and tidal flat agriculture.

5.2. We will continue to deepen the reform of fishery management system and the innovation mechanism of enterprises.

Meanwhile, we will improve the innovation system of fishery science and technology, and gradually establish the transfer mechanism of tidal flats in aquaculture waters, so as to ensure the full and reasonable utilization of tidal flats in aquaculture waters, and avoid large areas of idle waste and regional conflicts between aquaculture and other industries.

"Language

6. INTRODUCTION

Through the analysis of the survey, found that the current GanYu in lianyungang area in mariculture and tidal flats agriculture still exist many problems, the government needs to listen to fisheries and mariculture operator's opinion and the suggestion, for coastal shoal waters breeding area of the strict limit, to prevent the resource conflicts, strengthen cooperation mechanism between the ocean and all departments; Improve ecological protection, prevent environmental pollution, improve fishery support and service system, strengthen resource management and protection, and conscientiously implement aquaculture certificate system; Scientific determination of breeding density, rational use of feed and fishery drugs; It is suggested to strengthen the power of operating subjects, improve the independent innovation ability, develop moderate scale operation, cultivate new operating subjects and perfect the fishery science and technology innovation system. Hope that the government and farmers can help each other, improve each other, jointly promote the construction of mudflats and economic development of Ganyu district, Lianyungang City, to create a "beautiful Ganyu".

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Design Of Intelligent Inspection Robot Based On Explorer Innovation Platform

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Abstract: With the continuous development and maturity of science and technology, more and more intelligent products are applied to the field of life. Our country is a big agricultural country and it is urgent to improve agricultural productivity. Based on the "Explorer Innovation Platform", our team built an intelligent inspection robot for vegetable greenhouses, which has the functions of obstacle avoidance, tracking, information collection, image transmission and multiple control. We want to use technology to change the environment in which crops grow. Manual detection of temperature and humidity is a waste of manpower and material resources. As long as the path and temperature and humidity values are set, this intelligent inspection robot will carry out the detection along the set path for 24 hours without interruption, and can transmit the detection data to terminals such as mobile phones in real time, which can realize vegetable greenhouses and intelligent management.
Key Words: Explorer Platform; Vegetable Greenhouses; Inspection; Robot; Innovative Design

1. INTRODUCTION

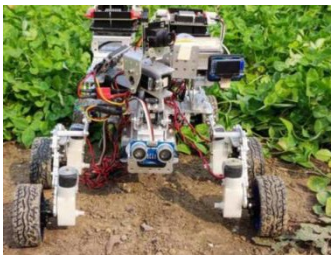
Compared with field vegetables, greenhouse vegetables can be less affected by bad weather because they are protected by greenhouse membrane, which provides the most suitable growing environment for vegetables. At present, manual operation is mainly used in greenhouses, which cannot give full play to the efficiency of greenhouses. This design is based on the "Explorer innovation platform" to build an intelligent inspection robot for vegetable greenhouses. the intelligent inspection robot designed by us can automatically detect the temperature and humidity of the environment in the greenhouse, and upload the collected environmental information to the terminal, which can realize the intelligent management of the greenhouse.

2. APPEARANCE DESIGN

In the design of products, in addition to ensuring that the technical indicators of the robot to meet the functional requirements, but also to design a beautiful and generous appearance of the robot. the shape of the design is inspired by the moon rover. the chassis is driven by six wheels, and the first four wheels are assisted by axle mechanism and suspension mechanism. the last two wheels are always in contact with the ground, so that the robot can adapt to the complex road conditions in the vegetable greenhouse. the inspection robot vehicle adopts aluminum magnesium alloy material, light weight, good corrosion resistance, can fully adapt to the vegetable greenhouse environment.

3. OVERALL STRUCTURE DESIGN

The overall structure of the intelligent inspection robot is mainly composed of the main control board, expansion



board and a variety of sensors, which can be divided into three parts: motion system, data acquisition system and image transmission system.

3.1 Motor system

The inspection robot can realize automatic tracking, ultrasonic obstacle avoidance, multiple control and other functions. Mainly through a variety of actuators to achieve. Since the gray sensor has the function of accurately identifying the black area in the white background, the inspection robot realizes the automatic tracking function by constructing the gray sensor. In order to maximize the detection accuracy of the robot, the inspection robot selects three gray sensors to detect the black line on the ground in real time, which can make it realize the function of independent inspection according to the paved route. the ultrasonic obstacle avoidance function is mainly realized by building an ultrasonic sensor. the inspection robot uses an ultrasonic sensor to automatically avoid obstacles in the process of walking. the inspection robot can control the movement of the robot with a handle and voice. the birdmen controller is a remote control that can be stacked and attached to the Bigfish controller to control the robot's movement. the robot uses a voice recognition module, which can control the movement of the robot through voice commands such as "forward", "backward", "left" and "right".

3.2 Data acquisition system

For most greenhouse vegetables, the occurrence of diseases and insect pests is closely related to the relative humidity of air and soil moisture, so humidity is the key to the occurrence of diseases and insect pests. At the same time humidity and greenhouse vegetable growth and development also have a certain relationship. Agricultural personnel will generally control the humidity in the shed in 70% ~ 80%, because the lack of water vegetables are easy to wilt, too much water can easily lead to vegetable root asphyxia. Different varieties of vegetables have different requirements for temperature, so the inspection robot should have the function of detecting temperature and humidity. the inspection robot adopts DHT11 digital temperature and humidity sensor, which can detect the temperature and humidity of vegetable growing environment in real time, and display the data on the

OLED screen, which is convenient for agricultural personnel to adjust the temperature and humidity of greenhouses according to the detected data.

3.3 Image transmission system

In the current greenhouse management, agricultural personnel often need to patrol the growth state and environment of vegetables in the greenhouse, which increases the difficulty and cost of agricultural personnel management. the intelligent inspection robot can improve the level of productivity and save labor force by building an image transmission system to detect vegetables in the greenhouse. the image transmission system consists of an image transmission module, a high-definition camera, a snowflake screen and a memory card. the camera sends the vegetable images collected by the camera to the display screen or mobile phone through the image transmission module, and the images can be stored in the memory card in real time for the convenience of agricultural personnel for subsequent viewing.

4. APPLICATION PROSPECTS

At present, "machine replacement" is becoming an irresistible mainstream trend, and the inspection robot can also be applied to other fields. the first robot can not only detect temperature and humidity in greenhouses instead of personnel, but also patrol the campus, residential areas, hospitals, airports, parks and other places to improve personnel safety factor and reduce personnel costs. Second, the inspection robot can solve the problem of manual inspection data synchronization and data analysis not in time. the robot can automatically capture and record the inspection greenhouse data and upload it to the monitoring room at the same time. Third can improve the management level, plants need temperature and humidity. It used to rely on the experience of agricultural personnel, but now by setting a good value, when the robot inspects, as long as the data collected does not meet the set value, the greenhouse equipment will start automatically to meet the humidity requirements of plants. Therefore, the intelligent inspection robot has the promotion value.

5. CONCLUSION

The intelligent inspection robot designed by our team is mainly used in vegetable greenhouses. the robot can detect the temperature and humidity in greenhouses through temperature and humidity sensors. Through the image transmission module, the collected image can be transmitted to the display screen or mobile phone, and the image can be stored for subsequent viewing. However, the robot still has a lot of room for improvement, such as data detection can only be done without subsequent operations. We believe that in the future there will be more inspection robots into vegetable greenhouses and into people's lives. We believe that technology will change traditional agriculture.

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Explore the Reform Way Of College Physical Education Reform In Quality Education Environment

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Abstract: the state attaches more and more importance to education, and constantly pays attention to the improvement of teaching quality. University is the key stage of education, so in the environment of quality-oriented education, we need to pay attention to the physical education of college students and innovate the teaching mode of college physical education. This paper analyzes and discusses the reform approaches of college physical education reform in the environment of quality education, so as to provide reference for relevant personnel.

Key words: College Sports; Teaching Reform; Quality Education Environment; Reform Approach.

1. INTRODUCTION

In the past, PE teaching failed to attract the attention of teachers and students, so the effect of PE teaching was poor. As the country gradually attaches importance to quality-oriented education, in order to improve the quality of college physical education teaching and enhance the physical and mental quality of contemporary college students, problems in college physical education reform under the situation of quality-oriented education need to be identified in specific work, so as to take targeted measures to improve the quality of education reform.

2. THERE ARE PROBLEMS IN COLLEGE PHYSICAL EDUCATION REFORM IN QUALITY-ORIENTED EDUCATION ENVIRONMENT

2.1 The teaching of injection education was not strengthened

Because of the influence of the traditional educational idea, the college physical education often adopts the traditional teaching mode, which does not reflect the role and value of physical education. At present, some universities have gradually implemented the PE teaching reform, but the effect is not obvious, mainly because the university education pays too much attention to the theoretical knowledge teaching, reduces the students' sports time, affects the students' sports learning effect. In teaching, teachers often play a leading role, while students can only learn passively, failing to reflect the principal role of students. Although some knowledge is taught to students, active guidance and correct guidance are not given, thus affecting students' mastery of learning methods and their interest in learning. Therefore, it is necessary to infiltrate the teaching concept of quality education and optimize and adjust the teaching method in college physical education, so as to stimulate students' interest and enthusiasm in learning.

2.2 Physical education teachers lack teaching enthusiasm

College PE teachers do not pay attention to improving students' physical quality, and do not realize the importance of students' physical quality for their study, life and future development. Some teachers think that students only need to learn cultural knowledge, while physical education does not need students to pay too much attention to it. This kind of one-sided and wrong education concept is prevalent, which will affect the quality of teaching. For example, some college physical education teachers do not pay attention to physical education teaching, so less investment, lack of teaching enthusiasm, affect students' sports training, but also affect students' learning and mastery of sports knowledge and skills.

2.3 Students cannot have an in-depth understanding of physical education

As physical education has not received much attention in education, universities pay more attention to students' academic performance in cultural subjects when recruiting students. In the long run, students will take their academic performance as the main learning goal, which will reduce the time for physical education. After entering the university, due to the lack of sports knowledge, sports skills are only regarded as a way of entertainment, which will have a negative impact on the development of sports and education in China.

3. SPECIFIC STRATEGIES OF COLLEGE PHYSICAL EDUCATION REFORM IN QUALITY-ORIENTED EDUCATION ENVIRONMENT

3.1 Change ideas and establish a new target teaching system

In the reform of college physical education, it is necessary to change teaching ideas actively and introduce advanced concepts. the educational management department of China has determined the goal of college PHYSICAL education teaching: it is to ensure that students master some exercise methods of sports during the learning stage through college physical education, so as to improve the physical and mental quality of students and promote their healthy development [1].

In some specific sports teaching, the university physical education teachers for students request is not high, often only pay attention to cultivate the students' interest in learning, and students' learning experience, to some extent, deviated from the purpose of physical education, so the need for college sports education target for further exploration, to develop reasonable teaching goal, actively change ideas, Establish a new target teaching system according to the actual situation of university education.

For example, teachers make teaching plans based on educational objectives. First, teachers guide students to use PE time for running exercise, improve students physical fitness; Second, teachers assist students to stretch, so as to improve students' body flexibility, so as to help students later training; Third, teachers give certain guidance and guidance according to the actual situation of students, so that students can effectively apply the knowledge and skills of sports, and then students can strengthen physical exercise in sports learning, and improve their own physical quality.

3.2 Actively optimize the teaching content

With the rapid development of society, college PE teaching should conform to the situation of social development. Teachers should make an in-depth analysis of the specific needs of the society for PE and PE education, so as to improve the teaching content and optimize and update the teaching model [2].

For example, college students do not have good interest in basketball learning, and some universities ignore the importance of basketball teaching. Therefore, college physical education teachers need to recognize the social development situation and actively carry out basketball teaching. At the same time, teachers also need to let students realize the advantages and values of basketball, so as to guide students to actively participate in. Teachers should adopt various teaching methods in basketball teaching, such as problem teaching method, game teaching method and driving teaching method, so as to arouse students' enthusiasm in learning.

College PE teachers need to develop basketball spirit and cultivate students' competitive consciousness, unity consciousness, collective consciousness, competitive spirit and dedication spirit when teaching basketball knowledge to students. In addition, it is necessary to optimize and enrich the physical education teaching content according to the current needs and requirements of China's sports development, so that students can learn the latest sports knowledge and skills, so as to meet the needs of social development.

3.3 Carry out practical teaching reasonably

College PHYSICAL education teachers should not only pay attention to the cultivation of students' good physical fitness and improve their physical quality, but also pay attention to practical teaching. Therefore, college physical education teachers should be able to carry out practical teaching activities in a targeted and reasonable way, in order to examine the actual situation and effect of students' classroom learning and after-class learning.

For students skills examination way, often is a fitness test is given priority to, so to enhance the scientific nature, rationality and validity of the test, the university physical education teachers should apply to the school organization competition games during teaching, in order to test the students' physical education learning situation, games can include running, high jump, long jump, football and other sports, Students are required to actively participate and watch, which helps students to clarify their own sports skills in the process of participating in the competition or watching the process. In addition, carrying out practical teaching can also effectively stimulate students' interest and enthusiasm in sports learning and play the function of teaching [3].

3.4 Pay attention to the unified teaching in and out of class

College PE teachers should pay attention to the unified teaching of PE in and out of class, guide students to participate in physical exercise actively, cultivate students' interest in PE learning, and improve their physical fitness. Because the college physical education teaching is relatively limited, so students need to strengthen physical exercise effectively after class. In college physical education, teachers should arrange teaching time reasonably and let students participate in physical exercise. In addition, teachers need to play a leading role in the demonstration, in the morning exercise to guide students to participate actively, but also after class time to let students do sports. Therefore, through the development of various forms of sports teaching, in order to better exercise the physical quality of students, so as to meet the new process of reform for the specific requirements of education.

4. CONCLUSION

To sum up, college physical education has gradually received attention and attention under the environment of quality-oriented education. In order to improving the quality of college physical education teaching, improve students' comprehensive quality and ability, training students' sports core literacy, so need teachers realize quality education environment problems existing in the university sports educational reform, on this basis, adopt effective strategy, including changing ideas, set up the new target teaching system, teaching contents, positive, It is helpful to improve the efficiency and quality of college PHYSICAL education teaching, improve students' learning effect, and lay a foundation and create favorable conditions for the development of physical education.

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On the Internal Mechanism And Practical Path Of Ideological And Political Thinking In College English Courses

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Abstract: College English course is a part of higher education and an important course to improve students' English learning ability. As a new mode, new idea and new thinking, curriculum ideological and political work is the main way of colleges and universities in the new era. It is the organic unity of curriculum and ideological and political work. the ideological and political course of College English plays an important role in improving college students' ideological judgment, enhancing their influence in international communication and strengthening their identity of core values. College English teaching should integrate the ideological and political ideas into the curriculum, take moral education as the basic task of education, and construct an effective ideological and political system of the curriculum.
Key Words: College English; Curriculum Ideology And Politics; Internal Mechanism; Practice the Path

1. INTRODUCTION

General secretary at the national conference on education in colleges and universities in 2016 stressed: "to follow the rules of ideological and political work, follow the rules of teaching, improve work ability and level, khalid ents as the key link, the ideological and political work through the whole teaching, make all kinds of courses with the direction of ideological and political theory, form a synergistic effect [1]. " the general secretary's speech pointed out the direction for the ideological and political construction of colleges and universities, which is the foundation of the ideological construction of colleges and universities. As the basic course of higher education, college English course covers the entire school student, and as a result of college English course content involved mostly from western english-speaking countries, English is the most direct embodiment of Chinese national culture, on behalf of the values of western English speaking countries, if they do not pay much attention to the students' ideological and political construction, can make the students addicted to western values, This defeats the purpose of an English course. Therefore, it is necessary to study the internal mechanism and practical path of college English courses' ideological and political thinking, establish the fundamental task of moral education and cultivate new talents in line with the socialism with Chinese characteristics in the new era.

2. IDEOLOGICAL AND POLITICAL CONNOTATION OF COLLEGE ENGLISH COURSES

2.1 Curriculum ideology and politics is a comprehensive educational concept that takes "moral cultivation" as the fundamental task of education. Since 2014, when the concept of ideological and political curriculum was put forward and the pilot program was implemented in some colleges and universities, all parts of the country have started to promote it in full swing, and a large number of "China series" courses have been launched. As a new mode and new idea of ideological construction in colleges and universities, the main form of ideological education is to integrate the elements of ideological education into the curriculum learning, and influence the students' ideological consciousness and behavior imperceptibly through the curriculum teaching. Good ideological and political education for China's continuous training of batches of outstanding talents, it teaches us the truth of life, actively guide students to develop their outlook on life, values, world outlook, for students to establish the correct concept of home and country.

2.2 In today's era, English, as the global universal language, is the hub and bridge of economic, political and cultural exchanges among countries. Therefore, College English course has become a compulsory course for college students, which plays an important role in cultivating students' English language ability and understanding of international current affairs. But at the same time, there are some disadvantages in college English curriculum, which make English lose its original educational value. College English courses should truly meet the needs of the country and society, return to the attribute of college English as public English, cultivate professional talents and meet the needs of students of various majors [2]. This not only meets the national needs of cultivating college English talents, but also is the essential requirement of promoting the ideological and political construction of college English courses.

3. THE INTERNAL MECHANISM OF IDEOLOGICAL AND POLITICAL THINKING IN COLLEGE ENGLISH COURSES

2.1 The unity of knowledge and valueAs a basic course offered by colleges and universities, college English not only imparts English grammar knowledge, but also contains the values of western countries, which has an impact on students' political consciousness, ideological culture and national concept. Therefore, college English course is not only a course to impart knowledge, but also the unification of knowledge and values, and the guidance of college students' political concept, cultural confidence,

national security, national prosperity and other values. Therefore, college English courses involve humanities, people's livelihood, politics, economy, culture and other aspects in terms of content sources, helping students to understand the universal concept of western countries and focusing on the course ideological and political teaching. In terms of curriculum implementation, socialist core values are integrated into college English teaching in an all-round and whole-process, laying a solid foundation for the realization of the task of moral education.

2.2 Integration of discourse and practice

Language is the material shell of consciousness, carrying the important information of human civilization, as a link between people, conveying the moral and ethical ideas of the society. As a kind of language, English is not only a simple symbol, but also carries the political concept, cultural value, ideology and moral concept of western countries. As a unity of discourse and practice, college English teaching has dual attributes and can achieve the dual goals of knowledge and value education. College English teaching aims at cultural exchange, absorbing western knowledge, exporting Chinese culture, and cultivating students' ability to appreciate Chinese and foreign cultures. By propagandizing Chinese concepts and transforming them into teaching materials, students can understand the new ideas and concepts rich in the new era of China through subtle ways to promote the integration of language and practice through foreign language plays, translation contests and other practices.

4. THE PRACTICAL PATH OF IDEOLOGICAL AND POLITICAL THINKING IN COLLEGE ENGLISH COURSES

4.1 Improve teachers' ideological and political education ability. The key point of the ideological and political construction of college English courses lies in teachers, who should give full play to their enthusiasm and initiative, and enhance their ideological and political consciousness and teaching ideas. Through professional training, curriculum ideological and political training and other ways to deepen teachers' understanding of curriculum ideological and political values, theoretical views, implementation approaches, improve teachers' ideological and political ability and quality. At the same time, we should strengthen the construction of teaching teams, improve the strength of teachers, attract excellent talents, promote the creation of resource sharing platform, and realize professional complementarity among teachers of various subjects [3]. Thirdly, it is necessary to strengthen teachers' cultural literacy and ethics, take cultural literacy as the evaluation standard of college English teachers' professional ability, and as the examination point of teachers' promotion. Only by improving teachers' own cultural accomplishment and deep feelings towards their own culture can they stimulate students' enthusiasm and enhance their national pride.

4.2 Innovate education and teaching methods We should change the traditional teaching methods, combine college English teaching with ideological and political teaching, and integrate ideological and political teaching into all aspects of college English teaching. Held, for example, English speaking, reading, debating, songs, games, cultivate the students' patriotic enthusiasm and the home countries feelings: carry out online education courses, discuss the current problems and students communicate, through in the form of a variety of college English teaching process, to avoid students get tired and resist to the traditional teaching way, let the college English teaching is interesting, and meaningful. Broaden the teaching channels, carry out online teaching with the help of network resources, and select political and economic, literary works, science and technology and other high-quality content for students to learn and appreciate through mooC, Tencent class, Super Star Erya and other resources, so as to improve students' cultural accomplishment.

5. CONCLUSION

The construction of college English ideological and political curriculum is a systematic project. University teachers is a key link in the course of curriculum education implementation, in the classroom instruction should actively guide students to establish correct concept, and in order to better implement course education, we should actively to the problem in the course of study, sum up experience, to form an effective guide the teaching mode of college English course education.

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Reform Of University Funding System Under the Background Of Targeted Poverty Alleviation

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Abstract: With the development of education, the Ministry of Education, the Ministry of Finance jointly issued the higher education student funding policy notice, the implementation of targeted poverty alleviation policy, the emergence of relevant documents. Under this guidance, the university financial aid system began to be improved, and financial aid documentation became the focus of the university financial aid system reform. In the implementation of policies, although some benefit students, they will also be affected by unfair evaluation and other problems. the following will mainly study the impact of targeted poverty alleviation policy on the university funding system, so as to explore the reform path.
Key words: Targeted Poverty Alleviation; University Funding; Reform

1. INTRODUCTION

2017 is the 10th anniversary of the implementation of the funding policy, and a notification document has been issued, which is an important document for the implementation of targeted poverty alleviation and has guiding significance for university funding. Is mentioned in the standing committee of hubei student aid policy, and it covered the graduate student education, according to the standard limit JianKa students, to have priority for support are visible, the whole support system is the key project of education funding for work, for the existing deficiency, need according to the practical experience to solve reflection, help the better development of education cause in our country.

2. SUGGESTIONS FOR PROBLEMS ARISING FROM FUNDING SHOULD BE PRIORITIZED AND CAPPED ACCORDING TO THE STANDARD

2.1. Problems

With the improvement of the national education system, colleges and universities begin to attach importance to humanistic care. the Ministry of Education has issued an early warning order to prohibit the disclosure of students'sensitive personal information to protect students'privacy. There are also rectification orders to regulate funding and remove sensitive information from public information. the Ministry of Education organized personnel inspection, rectification of violations, but there are still unfair, unreasonable and other problems, it is strictly prohibited to publish the personal information of assisted students. Students to show proof of poverty as a reference, adhering to the principle of fairness, equal, martyrs children of poor students, poor students, according to the standard, and as the main content of precise poverty alleviation poverty alleviation object, dynamic management is the basic condition of poor, poverty have a comprehensive understanding of the causes, to provide accurate information for support work. Adjust the number of poor students to ensure the effectiveness of this work.

The general Secretary stated in his report to the 19th CPC National Congress that targeted poverty alleviation aims to help rural poor people out of poverty, solve local poverty, accurately identify poverty through information databases, and help the poor through education. Although many colleges and universities fail to distinguish poor students, they put students from registered poor families in the database and give priority to subsidizing, which is a reflection of the weakened fairness of subsidizing. the financial aid should not only reflect humanistic care, but also attach fairness clauses to help students face up to difficulties, so that students can finish their studies with state financial aid and get rid of poverty. In addition, when distributing subsidized materials, students' learning motivation is stimulated, students' comprehensive quality is improved, and poor students realize that subsidized materials are a kind of care from the state and the school for themselves, rather than relying on others to live.

2.2. Suggestions and countermeasures

For the problem that the fairness of financial aid is damaged, it is necessary to strengthen the reform of the financial aid system of colleges and universities, maintain the educational orientation of the financial aid work, and explore a feasible way for the development of colleges and universities on the basis of not violating the national financial aid policy. Targeted poverty alleviation requires effective management of the targets of poverty alleviation, accurate use of poverty alleviation resources, and the allocation of funding quota can not be a one-size-fits-all. When the special funding projects for poor families are established, the document database should be improved, the years and amount of assistance should be recorded in detail, and adjustments should be made according to the current policies. On the premise of not violating the national policies, the funding sequence should be determined. Students from registered poor families who have improved can be put into secondary grants to make funding more equitable, implement targeted poverty alleviation and uphold the principle of dynamic management.

The content of targeted poverty alleviation includes accurate identification and assistance, which are related to each other. For poor families, the causes of poverty need to be analyzed first, and then poverty alleviation measures should be taken according to the specific situation to remove the obstacles to poverty alleviation. To solve the problem of impaired fairness of funding and cooperate with the national targeted poverty alleviation work, we can properly join the competition mechanism, take into

account students'morality and achievements, get the right of evaluation, and cultivate students'sense of gratitude, which can promote their better development and is of great significance to the construction of a harmonious society.

2.3. Suggestions on problems caused by full coverage of financial aid for poor students

2.3.1. Problems

Subsidy coverage is to ensure that the educated will not drop out of school due to tuition fees, and the government has made a commitment to students in this respect. With the expansion of the full coverage, the current full coverage of subsidy is based on the national grants to poor students, which is a kind of subsidy surplus. According to the university funding schedule, most of them are launched in September and evaluated in November. Against the background of targeted poverty alleviation, the government began to expand the coverage of financial aid, increase the amount of financial aid, and adjust the amount of financial aid according to the economic situation of universities and colleges. Some institutions find themselves in an awkward position because the lag between state grants and college grants prevents them from realising the seriousness of the problem. Oversupply of financial aid refers to the fact that the review of financial aid has been stuck in"evaluation" and the class financial aid review panel has routinely handled the process and failed to make a selection. In this case, the review lacks definition [1].

2.3.2. Suggestions and countermeasures

The grant can only be granted after"review". Under the current system, there are two ways to"review". First, the status quo should be maintained. Some poor students think that responsibility is the basis of financial aid, and its objectivity will have a certain impact on financial aid, contrary to the original intention, will lead to the confusion of financial aid evaluation; Second, relax standards, increase the proportion of poor students identified, according to the family situation questionnaire poor students identified, and the current poor students identified the biggest problem is fairness, although there are clear indicators, but will be affected by various factors. the identification of poor students requires government seal, but it still cannot be accurately assessed, which will make the expansion of the proportion of poor students meaningless [2].

In order to promote the smooth development of this work, and distribute the grants to the students who really need the funds, the rationality and fairness of the aid work should be maintained, so that students can be grateful for it, and the scale of the aid should be expanded on the basis of not violating the national form. the expansion of the scale is relative to the scope, which can ensure the difference in the number of people, so as to grant grants, according to the project procedures. Students'daily performance and academic performance should be considered in the evaluation of financial aid. Students from poor but spendthrift families can take it back or not give it [3].

Targeted poverty alleviation as a livelihood project to build a well-off society, funding education is an important measure to block the transmission of poverty. To achieve linkage through funding students from registered poor families is not only the compensation for the disadvantaged but also the humanistic care of the state for students. the care for poor students can fully reflect the balance of humanistic care. Of course, there are also many people who doubt that excessive funding is unnecessary worry. the purpose of full coverage is to subsidize poor students, but it must be justified to have substantive content [4].

3. CONCLUSION

As can be seen from the above, according to the development of targeted poverty alleviation in our country, the quality of life of people entering a well-off society will be greatly improved. Students will no longer have to worry about tuition fees, or the tuition fees will be borne by the state, and the existence of financial aid is still necessary. Grants are mainly for emergencies, which can reflect the humanistic care of the government, the country and universities. Special attention should be paid to the rationality and fairness of grants, and the current situation of grants can be improved by reforming the financial aid system of universities.

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Some Thoughts On College English Course Ideology And Politics In Higher Vocational Colleges

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Abstract: under the new curriculum reform requires education undertakings of a variety of changes in our country, the development so far has a clear requirement to the abilities of the students'comprehensive quality and practical skills to promote, in order to to meet this requirement, in the English teaching in higher vocational schools also have to be integrated into the appropriate of course education, so as to effectively to improve the students'ideological and political quality. In order to realize the effective integration of ideological and political education and college English teaching, teachers are required to do a good job in the effective combination of the two, and adopt a reasonable way of education, so that the ideological and political education can effectively run through the whole process of English teaching from reasonable education.

Key words: Higher Vocational Colleges; College English; Curriculum Ideology And Politics; Analysis And Research

1. FIRST, THE IMPORTANCE OF IDEOLOGICAL AND POLITICAL TEACHING IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

1.1. Enhance students'ability to distinguish right from wrong

The content of English teaching in higher vocational colleges is very complex and diverse, and the content of education in the curriculum is also some Western ideas, which are different from the mainstream values of Our country to a certain extent. Therefore, in the process of English learning, it will exert a certain influence on the establishment of students'outlook on life and values. This case in the process of English teaching the appropriate into ideological and political education for students'outlook on life and world view of set up the right idea, in the process of learning the students can also through the ideological and political study to our country's culture and western culture to identify effectively, which can used to avoid bad cultural recognition. It can be seen that the integration of curriculum ideology and politics in English education in higher vocational colleges can guide students through reasonable thoughts, so that students can effectively distinguish favorable thoughts from unfavorable ones.

1.2. To achieve the organic combination of educational goals and educational goals

Higher vocational colleges of education in English is a basic course, through the study of English will not only improve the students'ability of cultural communication can also to improve students some of the cultural connotation, if in the process of English education into the curriculum education, you can through the effective combination of the two to combine yucai goals and educational target. In the process of education through a variety of social practical cases to educate students, not only can improve the English logic ability of students, but also through the combination of practical cases and English content to let students learn some of China's advanced ideology and culture.

2. SECOND, THE PROBLEMS OF IDEOLOGICAL AND POLITICAL TEACHING IN ENGLISH TEACHING IN VOCATIONAL COLLEGES

2.1. the ideological and political ability of teachers is insufficient

According to the current study found that most of the higher vocational college English teaching in our country, is engaged in the related education of teachers has been developing towards younger, because in the past no integration of ideological and political education in English so that led to the young English teachers in the process of English learning is deeply influenced by western culture, Therefore, in the process of education, teachers will only pay attention to the Education of English content, and due to their own great understanding of ideological and political content, they will not explain the ideological and political content in the process of education.

2.2. Poor English education level

There is a big difference between higher vocational colleges and ordinary education. Students in higher vocational colleges have poor basic cultural level, so they have no time to study ideological and political content in the process of English learning due to their poor basic ability. Second, there are some students in the process of education will be unable to speak English study interest, so even teachers in English teaching in the course content and the effective combination of ideological and political content, students also can not get effective to its content, these situations makes it harder to the effective combination of ideological and English course, In addition, the application can not only improve students'comprehensive quality, but also have a certain impact on students'English culture learning [1]. Effective measures to improve the ideological and political progress of College English courses in higher vocational colleges

2.3. Improve teachers'ideological and political ability in curriculum

Based on the previous study of Higher vocational English education in our country, it is found that the main reason for the ineffective integration of English education and curriculum ideology and politics is the poor ideological and political ability of teachers themselves. Therefore, in order to realize the effective integration of the two, teachers'ideological ability should be improved first. When teachers have better ideological and political ability in the process of education through subtle influence to set up the correct outlook on life and values for students. And more effective to improve teachers'ideological and political ability, in addition to the requires teachers to strengthen itself in our daily life to study on related knowledge, English teachers should also be in practice to study course education ideology and culture of our country, secondly colleges should also regularly for the leadership of the thought quality and ability of teachers of English to develop.

In the process of English education in higher vocational colleges, the English content learned is quite different from the cultural content in our country. If students cannot understand the problems involved, in serious cases, students will worship foreign languages and ogling foreign languages. When teachers themselves in ideological and political ability is higher in the related teaching when students appeared..... think teachers can through scientific guidance to let students experience the cultural differences of different countries and social ethos, this can also be under osmosis to our country's socialist core values to the student to carry on the infiltration.

2.4. Dig deeply into the ideological education elements in the existing teaching

English education in higher vocational colleges are mostly done in class, so practice class teaching methods adopted by the teachers comprehensive quality and ability of students'English abilities and ascension has a direct impact, so in order to guarantee the teaching effect, in the process of higher vocational English teachers in curriculum can use situation teaching, case teaching and various teaching methods to carry on the education, In this way, students'learning enthusiasm and initiative can be improved through rich teaching. Only when students have a certain interest in English learning can they effectively participate in classroom activities.

To in the process of English education to improve the ideological and political ability of students, so teacher of English in the process of education can play related political English news to all students, students in the political English news watch is completed to talking about their feelings, to explain in detail after the completion of the teacher to student's idea to in a timely manner to correct, In this way, students can not only learn relevant English knowledge but also understand some ideas through cases. In order to ensure the effectiveness of education, cases should be selected according to the main content of the course. Only by ensuring the consistency of the case and the course content can students effectively understand the cultural knowledge and quality knowledge.

3. FOCUSING ON TEACHING STUDENTS ACCORDING TO THEIR APTITUDE AND STRENGTHENING HIDDEN EDUCATION

3.1. Higher vocational college students the basic knowledge is poor, so in the learning process in the lack of the motivation of learning English

In this case in order to ensure the English curriculum and the effective combination of ideological quality courses, teachers should find the correspondency of English teaching and education between education language material, and carry out education together with the present situation of the students'knowledge. In the process of English education.

3.2. for example, teachers can put up some real-time news events to let the students to the point of view, students elaborated after completion of the teacher can to overview of student's thought quality, this case, the teacher can also through the correct guidance to the students'ability of ideas to improve [2].

4. CONCLUSION

To sum up, the main reason why the curriculum ideological and political integration cannot be effectively integrated in Higher vocational English teaching is the low interest of students in English learning and the poor ideological and political ability of teachers. Therefore, in order to improve this situation, higher vocational colleges should improve the ideological and political ability of teachers in a reasonable way. Diversified and rich teaching methods are adopted to enhance students'interest in learning, so that students can improve their English ability and ideological quality ability in the activities.

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On the Effective Integration Of Craftsman Spirit Training And Higher Vocational Ideological And Political Education

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Abstract: Higher vocational colleges are important places to train professional talents In our country. Nowadays, the national industries and fields are in the transition stage, and higher vocational colleges have become the key part of the attention of all fields. In order to cultivate applied professional talents, higher vocational colleges must carry out ideological and political education comprehensively, which is an important means to cultivate students' craftsman spirit. It not only fits the educational concept of modern socialist sustainable development, but also promotes students to achieve all-round development. As the guide of ideological and political education in higher vocational colleges, we should fully realize the importance of ideological and political education in higher vocational colleges, combine it with craftsman spirit, and cultivate noble professional spirit. the effective integration of craftsman spirit training and higher vocational ideological and political education is deeply discussed in order to lay a foundation for promoting the good development of college students.

Key words: Craftsman Spirit; Cultivation; Higher Vocational Ideology And Politics; Education; Integration.

1. THE NECESSITY OF EFFECTIVE INTEGRATION OF CRAFTSMAN SPIRIT TRAINING AND HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

1.1 China's manufacturing industry transformation needs

Transforming from a manufacturing power into a manufacturing power is a great development strategy of socialist economic construction in the new era. However, according to the current situation of human resources market, there is a serious shortage of professional talents with applied skills, and a large number of talents with "craftsman spirit" are urgently needed to make great contributions to China's economic construction. As vocational education is an important hub of China's national education system and human resource development, and an important channel for modern youth to achieve success, it undertakes the important responsibility of cultivating comprehensive talents, inheriting technical skills and improving employment rate, and requires the attention of the state, society and enterprises to promote its rapid development. Therefore, vocational education is of great significance in China's education cause. With the rapid development of higher vocational education, it has achieved good results in the field and undertakes the important responsibility of training application-oriented talents for the social field. In fact, China's current industrial construction needs a large number of professionals with craftsman spirit and professional skills to contribute to China's national economic construction in the new era [1].

1.2 Vocational ideological and political education in vocational spirit training needs

With the continuous growth of China's market economy, the market competition environment gradually forms a fierce, employing ideas have also undergone earth-shaking changes. Since the advent of the new era society, China's economic environment construction has attracted more attention, resulting in extensive development affecting the progress of market development, and most of the excessive pursuit of economic benefits, do not pay attention to the application of talent conditions, often squeeze personnel ability, hit personnel self-esteem and work enthusiasm, it is difficult to play professional spirit. Higher vocational education is an important place to train technical and applied talents. It lays emphasis on the cultivation of technical and operational ability, ignoring the professional spirit education, so that students do not have basic professional ethics and professional quality. the birth of the craftsman spirit has made many enterprises begin to pay attention to the construction of socialist norms and gradually make progress towards the development direction of the new era. In order to achieve sustainable development, enterprises must focus on the professional spirit of personnel and lay a foundation for improving the production efficiency of enterprise operation.

2. THE STRATEGY OF INTEGRATING CRAFTSMAN SPIRIT TRAINING WITH HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

2.1 Adjust the function of ideological and political education in higher vocational colleges

The traditional ideological and political education in higher vocational colleges mainly cultivates students' values, outlook on life and world outlook, and does not pay attention to the cultivation of students' professional spirit. the main object of higher vocational ideological and political education is students, and college period is the key for students to shape correct ideological and moral. In order to adjust the function of ideological and political education in higher vocational colleges, it is necessary to carry out ideological and political education, strengthen the cultivation of craftsman spirit, stimulate students' exploration spirit of vocational skills, and become

application-oriented talents with professional knowledge and efficient skills [2].

For the all-round development of students, teachers in higher vocational colleges should adjust their educational functions appropriately according to the demands of vocational education, change the traditional teaching methods in time, which is conducive to students' developing good ideological and moral concepts, actively cultivating students' craftsman spirit, and promoting the combination of craftsman spirit training and vocational ideological and political education.

2.2 Integrate the education content of higher vocational ideological and political courses with craftsman spirit

According to the specific situation, the educational goal of higher vocational ideological and political education must be highly compatible with the craftsman spirit, which is conducive to the efficient and feasible integration of the craftsman spirit training and higher vocational ideological and political education. the integration of craftsman spirit into higher vocational ideological and political education can not only improve the ideological and political teaching content of higher vocational education, improve the level of talent training in higher vocational education, but also enable students to clearly understand the importance of craftsman spirit, meet the demand for talents in the future industry, develop long-term training plans, enhance students' vocational skills, stimulate their learning motivation, and improve professional ethics. Therefore, higher vocational colleges combine the cultivation of craftsman spirit with ideological and political course teaching, effectively train students' spirit of love and dedication, innovation and entrepreneurship during ideological and political education, develop good professional spirit under continuous learning of professional knowledge, and lay a solid foundation for future job adaptation.

2.3 Enhance teachers' understanding of craftsman spirit

Before integrating the cultivation of craftsman spirit with the ideological and political education in higher vocational colleges, teachers are required to know the craftsman spirit again. Under the exam-oriented education, the ideological and political education in higher vocational colleges takes teachers as the main body, deeply studies the craftsman spirit, understands and grasses its true meaning and significance, and integrates it into the ideological and political education, which has an impact on the career development of students. Therefore, teachers should deepen their study of craftsman spirit, discuss with relevant teachers the common ground between ideological and political education and craftsman spirit in higher vocational colleges, integrate the spirit of craftsman into the teaching content of ideological and political education, and give full play to the value of both. For example, when explaining professionalism in socialist core values, it should be associated with the spirit of craftsman, so as to understand the true meaning and significance of craftsman spirit with students, strengthen the cultivation of students' spirit of craftsman, and effectively show their professional qualities in employment.

2.4 Improve the concept of ideological and political education in higher vocational education

Higher vocational colleges mainly focus on improving the employment rate in personnel training, and make use of higher vocational ideological and political education to meet the employment needs of students. Teacher education curriculum teaching process, to strengthen pay attention to the cultivation of students' professional ethics, so that the students set up correct outlook on life, world outlook and values, but also needs the support of professional teaching, combining professional spirit cultivation and education education, the key to improve students' love and dedication, responsibility consciousness, innovation ability, etc., give full play to students' professional spirit.

2.5 Innovate teaching methods of ideological and political education in higher vocational education

At present, ideological and political education in many higher vocational colleges is too formalized, the content is boring and lacks influence. At the same time, most vocational ideological and political education focuses on students' ideological and political and moral education, the purpose is to standardize students' daily behavior and establish the correct occupation concept. Vocational ideological and political education must start from reality, carry out specific ideological education with reference to real cases, and combine it with students' practical training. Through practical activities, students can feel the importance of love and dedication, sense of responsibility and sense of innovation to employment, and apply professional craftsman spirit to work [3].

3. CONCLUSION

Learn from the above, the traditional vocational education education teaching focused on vocational skills training, did not pay attention to the development of the professional spirit of loving, though spirit to cultivate students the end result is to enhance professional skills, but rely on professional skill training cannot be achieved, also need a craftsman spiritual cultivation, to effectively applied skills talents cultivating new era. At the same time, in order to keep up with the development progress of the new era, higher vocational colleges should fully integrate the craftsman spirit into the vocational training, establish the professional craftsman spirit of various industries through the professional spirit and attitude, and make great contributions to the social training of application-oriented talents.

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Study Bank Performance In Our Country

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Abstract: Banks play an essential role in the society because they are the intermediary in advising and furnishing a broad range of financial services, such as payment service, financial savings solutions and risk management to the people in the society.
Bank performance is measured through ROA and ROE. These secondary data are available in external sources such as the company's annual report. the collected data are analyzed by using descriptive analysis, correlation analysis and multiple regression analysis. the result showed that there no significant relationship between the proposed independent variables (board size, proportion of independent directors and the number of board meetings) and dependent variables (bank performance).
Key Words: Bank Performance; Return On Equity;

1 INTRODUCTION

1.1 Background of the Study

While the market economy is built on the basis of money, money becomes the core of the economy and banks appear to regulate the flow of money through making loans, creating money and transmitting monetary policy (Wang, Whited and Wu et al., 2020). According to Aras, Tezcan and Furtuna (2018), one of the significant elements of the modern economy is the efficiency of banks to operate, therefore bank performance is important to determine the financial condition and operational results of a bank.

1.2 Research Objectives

The purpose of this research is to understand the relationship between the performance of Chinese listed banks and the characteristics of the company's board of directors. Hence, three (3) research objectives (ROs) have been established to connect the two variables. the ROs are stated below:
RO1: To find the relationship between various factors and the performance of listed banks in our country
RO2: To determine the relationship between independent directors and the performance of listed banks in our country.
RO3: To determine the relationship between board meetings and the performance of listed banks in our country.

1.3 Research Questions

The research question (RQ) aims to evaluate the three characteristic factors of the board of directors that can affect the performance of listed banks in our country. This section establishes three (3) questions that are consistent with the research objectives. By answering these questions, the relationship between the dependent variable (DV) and the independent variable (IV) can be determined. RQ1: Are there any factors related to the performance of listed banks in our country?
RQ2: Is there a relationship between the proportion of independent directors and the performance of listed banks in our country?
RQ3: Are there any relationships between board meetings and the performance of listed banks in our country?

2 FINDING AND DISCUSSION

2.1 Description Analysis

Descriptive analysis is a simple method to describe the collected data. It uses the graphical method to describe the basic features of the data in a study, at the same time also providing a simple summary on the overall collected data (Josephson, Gergen and Coe et al., 2019).
For the performance of listed banks in our country, it is measured in terms of ROA and ROE. There are 32 banks selected and the past three (3) years data on the ROA and ROE of the banks are collected through macrotrends. com (2021). Hence, there are 96 valid samples. the maximum value for ROA is 1.23, while minimum ROA value is 0.59. Hence, the mean value of ROA is around 0.88 for the listed bank in our country

2.2 Multiple linear regression

Multiple linear regression is used in this study as a predictive analysis to explain the relationship between the independent variables (board size, proportion of independent director and number of board meetings) and the dependent variables (listed bank performance). the multiple regression analysis is performed twice separately for ROA and ROE.

3 CONCLUSION

3.1 Discussion on findings

The result of hypothesis testing in Chapter 2 showed that all the hypotheses are rejected. the following section dives into the reasoning behind such results and answers the research questions.
RQ1: Does board size have a relationship with listed bank performance in our country?
According to the p-values in table 4.7 and table 4.8, board size has the lowest p-value among all the proposed independent variables. In table 4.7, the p-value is almost borderline to be significant, with p-value = 0.052 for its relationship with ROA. Nevertheless, the result still shows that there is no significant relationship between board size and listed bank performance in our country.
The discrepancy of the findings might be due to the size of the commercial banks. In the study conducted by Jia (2019), the author has selected 34 rural commercial bank and credit cooperation in Hebei Province. According to Al-Sartawi (2018), the board size has a significant effect on small size banks because it can be more conducive to improving the efficiency of the company's governance, thereby improving the company's performance.
RQ2: Does the proportion of independent directors have a relationship with listed bank performance in our country?

According to the p-values in table 4.7 and table 4.8, the proportion of independent directors have no significant relationship with listed bank performance in our country, with p-values significantly higher than 0.05 for both ROA and ROE. This finding is consistent with the study conducted by Elbahar (2019), who found through empirical analysis that the academic level of independent directors has no significant relationship with the performance of commercial banks. It is also supported by Zhang (2019), who found that there is a negative impact on company performance if the independent directors and their companies work in different locations.

RQ3: Does the number of board meetings have a relationship with listed bank performance in our country? This finding is consistent with Lu and Xu (2017) that found no significant relationship between the number of board meetings listed and bank performance in Shanxi Province. Furthermore, Wang and Liu (2017) found that there is a negative correlation between the number of board meetings and bank performance due to the governance structure of the board of directors.

3.2 Recommendation

3.2.1Discussion on findings

The result of hypothesis testing in Chapter 2 showed that all the hypotheses are rejected. the following section dives into the reasoning behind such results and answers the research questions.

3.2.2 Good pratices for board composition

According to Prince (2020), one of the characteristics of board governance that has been changing recently is the composition of the board that is desired, like taking board director candidates who do not have board experience but with high level of expertise in the particular area where other boards are lacking, such as the IT area. Other than that, in terms of board size, although this study found that the board size has no significant influence on bank performance, the board size should be sufficiently big to fulfill the objectives of constructive debate and effective decision making; at the same time, board size should not be larger than strictly necessary for the conduct of business (Charkham, 2003).

3.2.3 Expertise in board of directors

As it is important for the banks to ensure the stable, satisfactory development of the banks for the benefit of all the stakeholders, including customers, employees and shareholders. In the case where the board lacks expertise and competencies, limited knowledge can affect the board's ability to perform their functions effectively.

3.2.4 Diversity

According to Prince (2020), diversity is one of the hottest topics and considerations when it comes to board characteristics and board structure. It is good for the board to maintain the necessary diversity, such as age, gender, tenure, education and expertise. This is supported by a study conducted by Bhat, Chen and Jebran et al. (2019), where overall board diversity is found to be able to reduce risk-taking across different types of firms. Hence, diversity in boards should be recommended for the listed bank in our country for better performance.

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Practice And Thinking of Haishu Rock Climbing Team Training in Ningbo City, Zhejiang Province

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Abstract: In recent years, with the rapid development of rock climbing and the success of "entering the Olympic Games", the competitive level of rock climbing in our country keeps rising forward. This paper studies and analyzes the skills of rock climbing projects in our country, aiming to provide coaches in this industry, To welcome the launch of the 2022 Asian Games (Provincial and municipal bureau of Culture, Radio, Film, Tourism and Sports) to make policy relevance, so as to promote faster, better and stronger development of the industry.

Key Words: Rock Climbing; Folk Rock Climbing; Professional Rock Climbing

1. INTRODUCTION

Rock climbing is a popular sport among young people around the world, with more than 35 million people participating in the sport in more than 80 countries, according to the International Climbing Association. Rock climbing has been successfully selected in the National and Asian Games, and will be featured in the 2020 Tokyo Olympic Games and 2024 Paris Olympic Games. In China, in recent years, with the rock climbing World Cup, world Championship and other world competitions held in succession and the promotion of rock climbing star of hope activities in the country, rock climbing is gradually popularized and developed in the majority of teenagers and middle class people in large and medium-sized cities. the construction of rock climbing venues has also expanded from the first and second tier cities to the third and fourth tier cities, from the economically developed Pearl River Delta, Yangtze River Delta, Beijing and Tianjin, east China, to the whole country, with the potential of starting a prairie fire.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects

This paper takes the national rock climbing training bases in 10 provinces and cities as the research object (mainly the rock climbing venues that will host the 2017 and 2019 KAILAS Star of Hope for Rock Climbing of Chinese Mountaineering Association -- National Youth rock climbing promotion activities). For zhejiang national rock climbing training team, folk rock climbing, professional rock climbing

2.2 Research Methods

2.2.1 Literature method

According to the research needs, I have consulted more than ten articles on the development of rock climbing sports and the construction of rock climbing venues through the Internet, which has laid a certain theoretical foundation for the research of this subject [1].

2.2.2 Expert interview method

Members of the research group conducted face-to-face or network interviews with large-scale rock field managers, senior rock climbing experts, college rock climbing teachers and rock climbing venue builders in Guangzhou, Shenzhen, Shanghai, Zhejiang and Suzhou, and made detailed records.

2.2.3 experimental method

Members of the research group carried out the layout of large-scale rock climbing venues in Haishu, Yinzhou, Jiangbei, Zhenhai, Shaoxing, Huzhou, Jinhua and Hangzhou.

3. FOLK ROCK CLIMBING

Social forces run sports, such as Hangzhou, Shaoxing, Ningbo, Jinhua, Wenzhou, social forces run sports, Yin Jiang District of Haishu belt and Road Rock climbing Masters competition to promote the development of rock climbing in various cities. Shaoxing Rock Climbing And Oldrock Climbing Club undertake provincial rock climbing projects, hangzhou undertake water rock climbing Masters to attract talents.

Case: Yinzhou District rock Climbing Club, established in 2010, has been a rock climbing club for 12 years. It has been the organizer of natural rock climbing challenge in East China and rock climbing project competition in Ningbo City. Jishigang Guangde Lake Primary School climbing gym is located in Jishigang, Haishu District. the school has been approved as a featured rock climbing school, which is responsible for municipal rock climbing competitions, provincial rock climbing championship competitions and grade ONE referee class training for rock climbing.

3.1 Carry out in three characteristic rock climbing schools in Haishu to form ladder formation.

Zhejiang youth rock climbing competition mainly includes three major events, Zhejiang youth rock climbing Championship, Zhejiang Youth Championship, Zhejiang youth school rock climbing competition.

4. PROFESSIONAL ROCK CLIMBING

From the Haishu District climbing team to the city team to participate in the national open competition, Jiang Chenxin won the championship, the provincial team under the age of 16 group of men and women's climbing national Games performance is good, male Huang Jinbin was selected to the national Difficulty training team, female Feng Xinrui was selected to the national difficulty training team.

4.1 Inheriting the national call, there are 10 national rock climbing training centers in China. In Haishu District, Ningbo Sports Team is mainly based in Ningbo No. 2 Children's Amateur Sports School, and ningbo Provincial Sports Team is one of the bases of Zhejiang Province.

5. SPECIAL PROMOTION OF ROCK CLIMBING INTO CAMPUS

5.1 Inheriting the rock climbing characteristics of Haishu, carry out a collective analysis of three characteristic schools in the district.

Case study: Jiang Chenxin 12, set port GuangDe lake elementary school, 8 years old started rock climbing, rock climbing age 4 years, from a darling female began to grow into a team player, with the support of parents and grandparents, the cultivation of the coach, has a keen interest in on climbing every week training arrangement in class three, five, six, day his spare time, and managed in the school class type, When she heard the bell ring for the last class on campus, she rushed to the rock climbing venue immediately. the coach would arrange training tasks patiently and actively complete them every time. Sometimes the training content arranged by the coach was not enough. She also needs to use the time in the evening to increase the amount and practice. Sometimes she is not clear in the training to communicate with the coach, and sometimes she will help athletes of younger grades. Our coaching team needs to take jiang Chenxi's training status into consideration after training and arrange more routes for her to climb [2], including her clothing, food, housing and transportation. In 2020, their group won the champion of speed and difficulty rock climbing triathlon in the Asian Games National Rock Climbing Open. After that, I continued to explore climbing routes and often discussed routes with students from Yinzhou District in search of better routes.

6. TRAIN THE MIND, TRAIN THE MIND, RACE THE MIND, RACE THE MIND

6.1 Rock climbing from skills to tactics

Case: In order to prepare for the national Games rock climbing project, the provincial team selected a number of excellent rock climbing miao from Huzhou, Jinhua and Wenzhou. Huang Jinbin and Feng Xinrui came from Huzhou Team. After the provincial team was established in 2018, I began to join the municipal team and provincial team. During the four years, I went through the professional team training of the sports school. Cultural classes in the morning, rock climbing training in the afternoon and evening. As a rock climber in the national team, I made a training plan while leading the team to train. Through physical training, I could reserve the physical strength of the training by running pole, running, bench pressing, hard pulling and cycling with high intensity. In rock climbing technology, the standard speed track project exercises in sections, usually in the installation of 4 small sections, the use of rubber bands to help speed, training video shooting to summarize and analyze after class, repeated training method.

For the difficulty training, Feng Xinrui arranged more time to train endurance, and formulated two to three routes to repeat these routes. the time was set at 8 minutes, and the intensity was set at the heart rate of 160 times per minute, and the number of times was set at 6 times. Kam Bin Huang gives 2 minutes for each climbing route to learn about the new route and attempts, including interpreting the correct climb of the route. the fewer attempts the better, indirect training method. Mentally honed and technically improved. After four spring, summer, autumn and winter preparations, I finally got the qualification in the under-16 group of shaanxi National Games Qualification Competition in June 2021 and was selected for the rock climbing competition of the National Games in September 2021. To the final 16. In the following we zhejiang two seeds after layers of screening to stay in the national team into the difficulty group to prepare for the Asian Games team.

7. CONCLUSION

7.1 Zhejiang Provincial Rock climbing team has current athletes of the national team and some reserve talents. Now ten years will have our provinces and cities athletes.

7.2 There are world competitions, Belt and Road Masters, provincial championships, city games and Asian Games in Zhejiang Province. the next 5-10 years will be a strong province of rock climbing sports.

7.3 Under the trend of sports industry in Zhejiang Province, rock climbing teams will develop faster, better and stronger. Haishu rock climbing will be displayed on the world stage, zhejiang Asian Games rock climbing project from small projects onto the world stage center, to create a beautiful coastal city haishu sports.

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The Practice And Discussion Of Project-Based Teaching Method In English Teaching In Vocational Colleges

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Abstract: With ever increasing comprehensive national strength, people's material and cultural standard also improved accordingly, for the child's education is also becoming more and more attention, especially for children learning English subject, under the background of economic globalization, the importance of English more and more obvious, it is an effective means of communication with other countries in our country, also is one of the main international language in the world, therefore, We must attach importance to the education and cultivation of English subject. All along, the requirements of our country's educational reform are changing constantly, and a new teaching method is put forward for classroom teaching, that is project teaching method. Based on this, this paper will analyze the practical application of project-based teaching method in vocational English teaching, carry out theoretical discussion from many different perspectives, and then draw effective conclusions, hoping to bring effective reference to the relevant people and promote the development of Education in our country.

Key words: Project Teaching Method; Vocational English Teaching; Practice; Research

1. INTRODUCTION

Project teaching method is aimed at the actual classroom teaching process, the teacher gives the task to the students to complete independently, in the students solve the problem, constantly guide and encourage, let the assigned project under the students' independent research to complete. In this process, all links of students are independent and should be completed by themselves, so that students can effectively control the whole link and process of the project by facing the whole project alone [1]. the most significant feature of the teaching method itself is that the project itself is based on the main premise, and the students' subjectivity in the classroom is effectively brought into play. With a little guidance from the teacher, the students will finish the project independently. the application of project-based teaching method can achieve fast results and perfectly present the practical theories learned by students in the practice process. the two can be effectively combined to promote the common progress and development of teachers and students.

2. FIRST, THE APPLICATION OF PROJECT-BASED TEACHING METHOD IN VOCATIONAL ENGLISH TEACHING IS IMPORTANT

2.1. Project teaching method in higher vocational English teaching application stage, on the basis of the traditional teaching mode to carry on the continuous optimization and improvement, changes in the traditional classroom teaching process, teachers are no longer to impart knowledge as teaching main goals, in other words, is not easy to let the students in accordance with the relevant requirements of the teacher to explain in detail to get the final result of knowledge, Now the project teaching method is implemented under the premise under the guidance of teachers, students need to question the study results to independently to explore and conduct, and results show and self assessment phases are mainly by the learners themselves to explore independently, independent in the learning process system, Instead of simply taking the demonstration of learning results obtained from their own learning as a major focus of the learning process, they pay more attention to the whole learning and practice process, so that each learner can obtain opportunities for self-improvement and self-training in each practice link of learning [2]. Teacher in our country teaching process of this kind of leading role has been gradually shift also now, it has been converted to teachers in guiding students' our country learning in the process of the real function of a mentor and lead, in the language of the whole teaching process, in this learning process, can effectively promote the enthusiasm of students in learning. Combined with practical application, although the project teaching method takes students to complete the project independently as the main goal, the actual project contains rich links and involves many contents, so it is relatively difficult for students to complete the project independently, which requires teachers to divide into groups to solve practical problems. In this process, Each student's observation, thinking ability and cognitive ability can be effectively improved, the enthusiasm for learning is also gradually growing, to promote the healthy development of students.

2.2. Second, the practical application of project-based teaching method in Vocational English teaching

2.2.1. Implementing independent study projects in accordance with vocational education objectives

For higher vocational colleges, combined with the current social development mode, vocational education activities in higher vocational colleges must be combined with practice, so as to provide better services for today's society and cultivate more excellent talents [3]. In teaching, teachers should strengthen the cultivation of students' ability and accomplishment on the premise of cultivating

students' professional knowledge and skills. Therefore, the practical application of project teaching method is needed. At the same time, relevant project selection should be carried out according to the actual situation of students' development, which should be closely related to the teaching content. At the same time, we should also pay attention to the role of teachers in this process. We should not only pay attention to the development of each student, but also have a comprehensive understanding of the actual progress of the group to improve students' confidence in the project.

2.2.2. Integrate into real situation teaching to arouse students' positive thinking

Combined with related survey found that students and teaching environment in their own familiar with the unfamiliar learning efficiency is not the same in the environment of teaching, familiar with the teaching environment of the student union with the most full of enthusiasm for learning, students' learning efficiency will eventually than in the unfamiliar environment study result to a much higher, so in the process of students' actual learning, Integrating real situations into teaching is of great significance to the improvement of students' learning efficiency and comprehensive literacy. In order to meet the requirements of today's social development, vocational English should also be combined with practice, effectively combining English theoretical knowledge with practice. In the teaching process, the interaction of practice should be relatively increased, and the ability of independent thinking of students should be effectively cultivated [4]. At the same time, in the design of teaching context, teachers can ask some questions with stronger thinking logic to improve students' interest in learning and improve their participation in English class.

2.3. Organize the demonstration of project achievements and actively carry out evaluation and feedback

No matter do anything, the result evaluation phase is critical, in the process of teaching, teaching evaluation feedback for students and teachers can get strong help, after the completion of a relevant project assigned by the teacher, the teacher also to carry on the project results show, and combined with the project advantages offered praise, the project's lack of encouragement and help, In this process, students will continue to enhance their self-confidence and motivate their enthusiasm for learning. In addition, teachers should also pay attention to the actual situation of students in the learning process to timely grasp, through students' own evaluation of the real ideas of students to understand, and then targeted to give effective guidance to students, to promote the improvement of students' learning ability under the premise of students' comprehensive quality and ability should also be enhanced.

2.4. Third, concluding remarks

In the concrete implementation of project teaching method, the teacher's role in the traditional teaching organization has gradually changed the subject status in the project teaching process, so that the students' own learning initiative can be brought into play, and in the process of guiding students to independently seek new knowledge content, the main role played by the teacher gradually evolved from a leader to a guide, so that students can explore new knowledge in their own independent learning process, guide students to constantly find some new things in the process of teaching practice, understand some new content. the students completed the learning projects provided by the teachers by themselves, effectively combining theoretical study with practical life, which not only helped students to master the knowledge and theory comprehensively, but also promoted students' practical training ability to be effectively improved. In a word, the unique advantages of project-based teaching should be vigorously tried and promoted in both vocational schools and vocational education to promote the stable and long-term development of national education [5].

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Discussion On Promoting College Sports Culture By Carrying Out Cheerleading In Colleges And Universities

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Abstract: Reform from the perspective of supply side thinking, combined with the demand to put forward the relevant outlet, has become an important development guide for the development of college physical education. the development of college physical education must depend on college physical culture, and in order to carry out sports culture normally, it must depend on sports items. In this situation, strengthen the promotion of college cheerleading sports, sports culture into the college cheerleading sports activities, fully reflect the characteristics of school sports culture. On the basis of cheerleading, colleges and universities can promote college students to keep healthy, improve their psychological health needs, and strengthen the construction of college sports culture, which is conducive to the overall development of college students.

Key Words: Universities; Cheerleading Sports; School Sports Culture

1. CHEERLEADING MOTION CHARACTERISTICS

1.1 diversity

The diversity of cheerleading sports mainly comes from a variety of sports ways and specific forms, through their own actions to provide help for the extension of behavior in the future, at the same time, diversity is conducive to cheerleading sports fully show the inclusive characteristics. the overall analysis of cheerleading movement movements, effective integration of basic movement, show the basic dance movements, through the cheerleading movement to highlight the unique sportsmanship, effectively play to the charm of students, fully reflect the characteristics of diverse sports. At the same time, the basic movements of cheerleading can be formed by the combination of various movements and body parts, combined with the relevant rhythmic music, showing rich sports colors [1].

1.2 The appreciation of the

Cheerleading originally came from football players Shouting, cheering, after a series of long-term adjustment and improvement, gradually formed a complete cheerleading movement. For the current form of gymnastics, cheerleading exercise is not a simple way of racing, but a new way of fitness, through beautiful body, strong movement, dynamic music melody, effectively improve the appreciation, attract more people love and attention, take the initiative to watch cheerleading performance activities. Compared with other activities, cheerleading games integration of visual, auditory and spiritual aspects, so that more people understand and understand the art of sports and sports spirit, reflects the value of different sports.

1.3 The appreciation of the

Cheerleading is a new fitness method of modern physical education teaching content, through the combination of beautiful movements and basic movements, showing a beautiful visual effect, is a strong ornamental sports activities. At the same time, add the melody of special music, so that cheerleading sports give full play to the charm of students' personality, so that more students are immersed in it, is conducive to the viewer is attracted by its heart and soul, deeply feel the strong ornamental value, and refresh the cognitive concept of sports.

1.4 Vitality

Cheerleading exercise itself has strong tension, in the movement and different music integration, around the music melody show beautiful movements. In daily in the sport show, performers need with all sorts of action each other to form a new action, highlight hold self-confidence, the movement characteristics of youth, make the viewer and resonate, play a strong appeal, there is even a part of the viewer with the music melody with rhythm, especially for college students, but also to their physical and mental development needs. the promotion of the appeal of cheerleading has made many college students love it, which has accelerated the development of college sports teaching and laid a foundation for the construction of college sports culture [2].

2. PROMOTING EFFECT OF CHEERLEADING IN COLLEGES AND UNIVERSITIES ON SCHOOL SPORTS CULTURE

2.1 Enrich the sports cultural life of college students

Cheerleading is introduced from abroad, deeply loved by Chinese people, and rapidly promoted, popular, thus becoming an important learning project of college students' sports cultural life. From specifically, la la fuck games increase rich students in colleges and universities sports culture environment, and emphasizes on such as basketball, football, track and field, as far as possible to promote college students' physical and mental health, establish good self-confidence, difference is not big, a lot of movement are daily on the types of activities, but the presence of the sport, let youth activity into the university sports, strengthen the rich sports life. Therefore, college cheerleading exercise, students on the basis of basic sports activities, appropriate development of fun cheerleading exercise, let students re-understand sports culture, actively participate in it.

2.2 Build a positive sports culture environment

Cheerleading sports in reality with a spirit of unity and hard work mentality, so that the campus fully create a positive sports culture environment. It exists not only lets the student experience sports culture, also can comfort the student mind, the subconscious mind to set up correct learning concept, effective joint school school spirit, fully integrated into the campus culture, and solidarity and cooperation, to carry on the good character of influence each of the students, for each of the students in colleges and universities can love sports, sports culture to know.

2.3 Strengthen the construction of campus gymnastics culture

Nowadays, many college students seriously lack physical exercise in their daily campus life, so that many students have poor resistance and poor physical quality [3]. Although there are plenty of sports activities in colleges and universities, the traditional sports activities are not favored by the majority of students at all. If colleges and universities carry out cheerleading sports, provide new learning space for college campus culture, arouse students' interest, students take the initiative to participate in it, improve the efficiency of learning active exercise. In the long run, it will not only enhance students' comprehensive quality, but also speed up the construction of campus sports culture and fully promote the spirit of campus gymnastics.

2.4 Improve the connotation of college sports culture and publicize the image of colleges and universities

The development of cheerleading sports, not only highlight the diversity of college sports, but also promote the spirit of continuous progress, become an important part of the image of colleges and universities. Therefore, increase the publicity of the image of colleges and universities, through the development of cheer exercise to increase the influence of colleges and universities. As cheerleading is a new type of modern sports, it not only improves the cultural connotation of college sports, but also widely publicizes the image of colleges and universities and improves its influence in the society. At the same time, colleges and universities through cheerleading activities, to show more people in the society their own strength and the school's unique sports culture, establish a good image, get more outstanding students, enhance the level of schools. In addition, if students achieve excellent results in the cheerleading competition, they should not only praise the students, but also strive for victory for the college and better publicize the good image of the college [4].

3. CONCLUSION

Cheerleading sport itself has the characteristics of diversity, appreciation and appeal, and so on. Using the connotation of college sports culture to comprehensively improve college sports culture, carry forward positive sports spirit, create a warm sports culture environment, which is conducive to the improvement of students' innovative thinking in sports learning and enhance their physical quality. When colleges and universities to carry out cheerleading sports teaching process, teachers must establish a teaching concept, continue to learn and integrate into the new sports thinking, the use of innovative teaching mode, promote cheerleading teaching training more reasonable, colleges and universities through the development of cheerleading sports to promote the construction of campus sports culture.

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Current Situation of Cultural and Tourism Integration in the Yellow River Basin of Henan and Exploration of High-Quality Development Path

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Abstract: Yellow River civilization is an important part of culture, and also the foundation of the formation of the nation. Henan province is in the center of Yellow River civilization and has rich Yellow River cultural resources and tourism resources. Therefore, it is of great significance to speed up the deep integration of cultural tourism in the Yellow River Valley of Henan and give full play to the advantages of cultural tourism resources to promote the high-quality development of cultural tourism in the Yellow River Valley of Henan. Based on this, this paper first describes the current situation of cultural and tourism integration in the Yellow River Basin of Henan Province, analyzes the shortcomings of cultural and tourism resources development in the Yellow River Basin of Henan Province, and finally puts forward suggestions for high-quality development paths.
Key Words: Henan; Yellow River Basin; Wen Brigade

1. INTRODUCTION

The history and culture of China over the past five thousand years cannot be separated from the Yellow River Basin, which is an important carrier, where various cultures merge and form the unique Yellow River culture [1]. the Yellow River culture is remarkably inclusive and open, reflecting the concept of unity. the Chinese nation has been nurtured by the Yellow River culture throughout its development process, forming the Chinese national spirit of diligence and courage, seeking common ground while shelving differences. Yellow River culture is the embodiment of Chinese cultural confidence and the soul of Chinese culture. the Yellow River runs through nine provinces of China, among which Henan province occupies a special position and significance. It is the origin of China's agricultural civilization and has always been known as the birthplace of Chinese civilization. Ecological protection and high quality development work of the Yellow River basin has always paid close attention to by the party and the state, need to let more people know the Yellow River, understand love the Yellow River culture, promote national cultural self-confidence, strengthen the Yellow River culture and tourism depth fusion, promote the development of henan tour the Yellow River basin, high quality, for the protection and propagation of the Yellow River culture is of great significance.

2. CURRENT SITUATION OF CULTURAL AND TOURISM INTEGRATION IN THE YELLOW RIVER BASIN OF HENAN PROVINCE

2.1 The Yellow River Basin in Henan has rich cultural and tourism resources

Henan province is the cradle of Chinese civilization, with rich historical and cultural deposits and numerous cultural resources. Within Henan Province, the Yellow River basin passes through zhengzhou, Luoyang, Kaifeng, Sanmenxia, Jiaozuo, Xinxiang and other cities along the way, forming a unique culture. People in different areas have different modes of production and life behaviors, and there are obvious cultural differences. Such as Yinshang culture in Zhengzhou, Heluo culture in Luoyang, Bianliang culture in Kaifeng and so on. At the same time, there is also the Erlitou site of Yanshi known as the earliest in China, Chenjiagou Taijiquan is one of the representatives of traditional boxing of Han Nationality in China, and the hometown of Yellow Emperor of Xinzheng is the foundation of the Chinese nation [2]. These material or intangible cultural heritages are rare resources in the development of cultural tourism in the Yellow River Basin of Henan Province.

2.2 Cultural and tourism industry in the Yellow River Valley of Henan is flourishing

In recent years, henan province's culture and tourism industry has shown a rapid development trend. Relevant data show that by the end of 2018, the number of 4A level or above scenic spots in Henan province has reached 178, the number of four-star hotels has reached 432, and the number of travel agencies in the province has reached more than 1, 000. Since 2013, the number of tourist trips in Henan province has been increasing year by year, from 411 million in 2013 to 786 million in 2018, an increase of 18% compared with the previous year [3]. 8 cities along the Yellow River basin in henan province based on its rich cultural and tourism resources, actively create a batch of demonstration significance of national tourism projects, including gongyi city, zhengzhou city, zhengzhou, luoyang, dragon district, luoyang city county, luoyang mengjin, jiaozuo, jiaozuo bo 'ai county, jiaozuo xiuwu, xinxiang huixian, jiyuan city, etc., All of them have been selected as national whole-region tourism demonstration areas. At the same time, Dengfeng City, Mengjin County, Fengqiu County, Song County is also selected as the national and rural tourism model. In terms of the number of 5A scenic spots, the number of 5A scenic spots in the

eight cities along the Yellow River basin in Henan province accounts for 57% of the whole province, forming a good foundation for tourism.

2.3 The integration of culture and tourism in the Yellow River Basin of Henan is deepening

Henan province existing cultural tourism projects are numerous, such as the museum of henan province, zhengzhou river village, luoyang longmen grottoes, shaolin temple, Yellow River scenic area, the hometown of the yellow emperor worship at his, 巩义康 million estate, qingming shanghe garden, luoyang peony festival, city ruins, white horse temple, sanmenxia yangshao village, etc. 2019 is also known as the first year of the integrated development of culture and tourism in Henan Province. At this critical juncture, Henan province firmly grasped the valuable development opportunities and actively adopted a number of measures to boost the in-depth integrated development of culture and tourism in the Yellow River Basin of Henan Province. For example, a series of cultural and tourism projects and activities have been successfully held, such as the promotion of Henan Cultural and tourism high-speed railway, "Spring in Central China, Hometown of Henan" and "Palm Tour in Central China, Hometown of Henan". Hosted the first World Literature and Tourism Creators Conference, and "One Belt and One Road Tour gongyi, Du Fu's hometown to learn ancient Poetry" and other activities. In addition, a number of innovative cultural tourism routes have been developed with the theme of "Cool Summer in Central China, Hometown in Henan", so that tourists can enjoy the magnificent scenery and experience the magnificent Yellow River culture during the tour.

3. DEFICIENCIES IN THE DEVELOPMENT OF CULTURAL TOURISM RESOURCES IN THE YELLOW RIVER BASIN OF HENAN PROVINCE

3.1 The mining and display of cultural resources is insufficient

Although henan province has rich and colorful cultural resources, it has not become a big tourist province. the Yellow River basin in henan province covers the Chinese nation in the history of the three ancient capital, namely, zhengzhou, kaifeng and luoyang, but better known across the country at this stage of the Yellow River scenic spot only focused on the longmen grottoes, shaolin temple, qingming shanghe garden, on such a small part of the shells of zhengzhou, kaifeng capital of song dynasty culture culture mining strength, It was not presented effectively and comprehensively.

3.2 Low brand recognition of CULTURAL tourism

The ultimate purpose of cultural tourism products is to attract tourists, and it is necessary to make use of different regional cultures to create unique cultural brands, reflect the characteristics of cultural tourism products, enhance the influence and appeal of cultural tourism products, and stimulate people's interest in tourism. In recent years, Henan Province has actively used the theme of "Hometown henan" to create a series of tourism brand systems related to the culture of the Yellow River Basin, and through large-scale publicity and promotion of modern information technology means, formed a certain brand recognition. However, according to the 2018 National Cultural and tourism brand Influence list selected by People's Daily Online, Henan province only ranks 7th among 31 provinces and autonomous regions in terms of cultural brand activity, 9th in terms of brand attention and influence, and 20th in terms of brand reputation. It can be seen that the cultural tourism brand awareness in the Yellow River Valley of Henan Province still has a large space for improvement [4].

4. HIGH-QUALITY DEVELOPMENT PATH OF CULTURAL TOURISM IN THE YELLOW RIVER VALLEY OF HENAN PROVINCE

4.1 Establish a new concept and grasp the relationship between cultural protection and tourism development

Cultural protection and inheritance and tourism development are not contradictory, but mutually beneficial. It is particularly important to grasp and handle the balance between cultural protection and tourism development. First of all, in terms of site renovation, some tourism developers for the pursuit of economic interests, to blind refurbishment of historical and cultural sites, just in order to cater to the needs of tourists, lead to loss of historical and cultural site characteristics, present a commercialized, even some developers held a variety of business activities are also the irreversible damage to cultural sites. Secondly, from individual protection to overall protection, the current protection of cultural heritage in the Yellow River Basin in Henan Province is usually limited to simple individual heritage, and the lack of overall protection and development of the relevant environment often leads to cultural heritage as a "cultural island", which greatly hinders the development of cultural tourism industry. Finally, it is necessary to get rid of the shackles of traditional culture and enhance the awareness of cultural protection. At present, in the process of cultural heritage development, some developers think that cultural sites hinder modern development and are incompatible with the modern environment, so they are all removed. There are also some developers who have a good sense of cultural protection, but will store the cultural heritage after repairing it, such as Mangshan Mausoleum group in Luoyang, because of the lack of protection measures, a large number of funerary objects are stolen from the mausoleum. Therefore, getting rid of these two cultural burdens is the key to deal with the relationship between cultural protection and tourism development.

4.2 Dig deeply into the cultural connotation of the Yellow River Basin and effectively integrate it with the development of cultural and tourism products

It is particularly important to fully and deeply excavate the cultural connotation and times value of the Yellow River valley in Henan Province, promote the deep integration of cultural tourism and vigorously inherit and carry forward the Culture of the Yellow River valley in Henan Province. In the process of cultural tourism product development, it is necessary to establish on the basis of the regional characteristics of henan Central Plains culture, deeply understand the cultural connotation of the Yellow River basin, reconstruct its cultural value, effectively integrate with cultural tourism products, develop colorful cultural

tourism projects, and promote the dissemination of Yellow River culture. Based on the Yellow River culture, for example, further interpretation of the "hometown of henan province" "spiritual home" series, create characteristic, the typical cultural theme Tours, highlight and rich in the Yellow River basin of longmen grottoes, the hometown of the yellow emperor, the shaolin temple, qingming shanghe garden culture connotation, promote cultural resources to tourism products, To create cultural travel products that can highlight the characteristics of the Yellow River Valley in Henan, and form a unique cultural travel name card of the Yellow River valley in Henan.

4.3 Innovate the design of cultural travel products in the Yellow River Valley of Henan

It is the key to promote the high-quality development of cultural tourism in the Yellow River Basin of Henan to further integrate and process the cultural resources of the Yellow River basin by actively using cultural creativity and enhance the cultural added value of cultural tourism products in the Yellow River Basin of Henan. First of all, the Yellow River culture should be reasonably integrated into the creative design of cultural tourism products in the Yellow River Basin, and the innovation concept should be carried through the whole process of the design and development of cultural tourism products, so that the cultural tourism products in the Yellow River Basin of Henan province will become innovative and contain rich cultural connotations. Secondly, in terms of the integration path, we should pay attention to the re-innovation and transformation of cultural resources, and reasonably integrate the creative elements required by modern society on the premise of guaranteeing the basic authenticity and characteristics of cultural resources. Finally, strengthen the cultivation of key cultural tourism projects, closely focus on key cultural tourism projects, scientific and reasonable integration of traditional, modern culture and tourism resources, form a representative cultural tourism brand in the Yellow River Valley of Henan, improve the popularity and influence of cultural tourism in the Yellow River Valley of Henan.

5. CONCLUSION

To sum up, just as the so-called Chinese culture looks at Henan, henan Yellow River basin has rich and colorful cultural tourism resources, cultural tourism development space and broad prospects. the henan Yellow River basin, trip still exist certain problems in the development, so we need to set the new idea of text brigade and win-win, develop the Yellow River culture connotation, adhere to market-oriented, and actively develop innovative tour product, makes the characteristics of the Yellow River tour brand, completes the inheritance and development of the Yellow River culture, To promote the high-quality development of cultural and tourism integration industries in the Yellow River Basin of Henan Province.

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On the Influence Of Classical Body Rhyme On Dance Teaching In Secondary School

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Abstract: With the continuous development of education reform, the source of students in secondary vocational education has been expanded, and more and more students tend to choose vocational education to improve their professional ability, which also makes the secondary vocational education more difficult. Dance teaching, as a popular major in technical secondary school, aims to cultivate artistic talents with certain dance skills and knowledge, but the effect is not ideal in the current teaching, so we must reform the existing teaching contents and methods. Therefore, this paper aims to introduce classical body rhyme into the dance teaching of secondary school in order to promote the progress of students' dance performance level.

Key Words: Classical Verve; Technical Secondary School; Dance Teaching; the Importance Of

1. PRESENT SITUATION OF CLASSICAL BODY RHYME TEACHING

1.1 As a part of China's excellent traditional culture, classical dance is refined and processed on the basis of traditional folk dance and is a kind of dance art with exemplary significance and classical style characteristics. "Body rhyme", as the essence of classical dance, is the combination of body style and rhythm, in which body style is the external performance of the dance skills, while rhythm is the inner spirit conveyed, through the harmonious unity of the two created Chinese classical dance. This paper aims to study the influence of classical body rhyme on dance education in secondary school.

1.2 As the essence of classical dance, the classical body rhyme is an important factor of the classical dance system in China, and even now it has great learning significance. However, in the traditional dance education mode of secondary school, classical body rhyme is only used as the material of classroom training, but not deeply integrated with the teaching process, which is due to the lack of cognition of classical body rhyme. As the crystallization of Chinese dance art in the long history of development, classical dance can reflect people's inheritance and development of ancient dance culture, and at the same time show China's unique dance culture [1]. On the basis of traditional dance, Chinese opera, martial arts and other elements are integrated into the classical dance, so that it has a strong Oriental artistic aesthetics.

1.3 There is a western tendency in the dance teaching of technical secondary schools. In the teaching mode and content, there is a lot of western dance art, while ignoring the traditional and national dance teaching of China, which is not conducive to the cultivation of students' cultural confidence. Therefore, dance teachers in technical secondary schools should realize the importance of classical body rhyme in dance teaching and integrate it into teaching content so as to promote the improvement of teaching quality.

2. THE IMPORTANCE OF CLASSICAL CHARM TO DANCE TEACHING IN SECONDARY SCHOOL.

2.1 Solve the problems of stiff body and weak movement.

2.1 In the dance teaching of technical secondary school, many students have no dance foundation, which leads to the problem of stiff body and weak movement in the early teaching. "Lifting and sinking", as an important movement in classical body rhyme, is the most important training content in body rhyme training. In the dance process, it is necessary to regulate itself through breathing. By effectively managing the dancer's breathing in the dance process, movements can be more smooth and aesthetic, which is also the key point in dance teaching. By observing the breathing rhythm, the dancer's state of mind and body can be critically reflected. Through skillful breathing control, the dance movement can be extended like breathing, so as to improve the performance of dance. Through the application of classical body rhyme in dance teaching of secondary vocational school, it can improve students' control skills of breathing, and combine breathing frequency with dance movements and consciousness expression, so as to realize the integration of dance and human body, which is an important measure to improve the artistic quality of dance. For example, dance movements such as "Fenghuo Wheel" and "Swallow Through forest" require precise control of breath and exercise students' breath control ability with classical body rhyme, thus laying a foundation for subsequent dance learning and solving problems such as body disharmony, which is conducive to the improvement of students' overall dance level [2]

2.2 To realize the comprehensive teaching of "form, spirit, strength and law"

The fusion of form, spirit, strength and law is the basic requirement of classical body rhyme. At present, in the dance teaching of technical secondary school, students appear the separation of movement from body and thought, which makes the dance lack of soul and difficult to arouse the resonance of the audience. the integration of classical body rhyme into dance teaching can consciously exercise students' overall development of form, spirit, strength and law, so as to promote the improvement of dance level. the teaching of "form" is the pointer to students' actions and forms. Teachers should help students to realize the unity of internal and external, so that the two complement each other. To guide the movement with rich inner emotions, so that the dance movement is no longer stiff, but a talk to the inner thoughts, from inside to outside to convey the

artistic emotion, so that the student body has a strong aesthetic feeling.

2.3 Body rhyme as the soul of classical dance, its training process can be divided into two parts of body and spirit, the application of this training mode in the dance teaching of secondary school will make the dance movement of students more vitality. Because of the different difficulty and nature of dance movements, the strength required in the actual application process is also different, which requires students to coordinate the strength of the whole body in the dance, so that the movements have a sense of rhythm and rhythm, which is also the teaching of "strength". In classical body rhyme, "strength" can be changed at any time according to the different rhythm of music. Its application in dance teaching can deepen students' use of strength in dance, so as to achieve a degree of relaxation [3]. the "law" is the rhythm and the core of dance performance. With the change of rhythm, dance movements and emotions will change, thus creating the corresponding dance atmosphere. Dancers through their own understanding of rhythm, through the dance movement to show, so that the dance is more smooth. Secondary school dance teachers should teach students the basic knowledge of classical body rhyme, help students to train the classical body rhyme, so as to achieve the comprehensive training of "form, spirit, strength and rhythm", and promote the comprehensive improvement of dance performance level.

2.4 Stimulate students' aesthetic thinking. Classical body rhyme has the characteristics of both form and spirit, body and mind, reflecting the excellent aesthetic tendency of dance art. Body rhyme itself as a kind of evolution of classical opera art, there are opera art characteristics in the aesthetic, so in the analysis of classical body rhyme often stand in the perspective of opera, can more clearly understand the source of aesthetic value. By introducing classical body rhyme into the dance teaching of secondary school, it can stimulate students' interest in learning opera art, so as to understand the aesthetic characteristics of various opera art such as hand, eye, body and law, and bring students rich aesthetic experience, and to demand themselves with classical body rhyme, and constantly improve students' aesthetic judgment. After the improvement of students' aesthetic ability, they can consciously optimize their own dance movements, so as to promote the improvement of students' dance ability.

3. CONCLUSION

Body rhyme, as an important artistic achievement of Chinese classical dance, is the artistic crystallization of classical dance, which should be consciously inherited and developed in dance teaching so as to promote the progress of China's overall dance teaching level. By applying classical body rhyme to dance teaching in secondary school, it can solve the problems of rigidity and insufficient strength of students' dance movements, and promote students' aesthetic thinking by comprehensive training of form, spirit, strength and rhythm, which has good teaching effect.

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On the Effective Integration Of Craftsman Spirit Training And Higher Vocational Ideological And Political Education

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Abstract: Under the background of rapid economic development and the gradual progress of market economic system reform, our country's major enterprises are enhancing their competitiveness, cultivation and innovation ability, which happens to coincide with the spirit of craftsmen. Combined with the ideological and political education of higher vocational colleges and the traditional "craftsman spirit", this paper seeks new perspectives and methods under the condition of reform, and provides reference for many higher vocational colleges' education work.

Key words: Craftsman Spirit; Higher Vocational Education; Ideological And Political Education; Merge

1. INTRODUCTION

Higher vocational ideological and political education is a key link in the current higher vocational teaching, build have layers, gradient of modern education system, so that the students can really into the ideological and political education, and in practice, make full use of the advantage of "spirit", in the classroom can find their own position accurately, improve curriculum learning engagement, To meet the development needs of ideological and political education in modern vocational colleges. This paper mainly discusses the effective integration of craftsman spirit training and higher vocational ideological and political education.

2. FIRST, THE IMPLEMENTATION STRATEGY OF PROMOTING THE CULTIVATION OF CRAFTSMAN SPIRIT AND THE INTEGRATION OF HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

2.1. On the basis of students' cognition, the craftsman spirit should be incorporated into the ideological and political education in higher vocational colleges

For higher vocational students, ideological and political work to them is like a spiritual washing, and this washing requires them to be able to effectively understand. If the language is too rigid, people will lose interest in learning, which will lead to rejection over time. From the perspective of psychology and communication, they are more inclined to express what they know with the language they are familiar with, and to memorize the information and knowledge they have received with emotion [1]. In class, using some topics closely related to students can arouse students' attention and improve their enthusiasm for learning. With the development of science and technology and the progress of the Times, the ideological and political education in higher vocational colleges has changed from the traditional teaching method to the teaching method based on modern technology. Students are also more and more interested in multimedia and high-tech things, so teachers should use a lot of case videos and pictures when making courseware to convey more knowledge. Teaching based on the breadth of students' knowledge is an effective way to guide students' ideological and political study.

2.2. Attach importance to flexible and diversified teaching and pay attention to major social problems

In the implementation of ideological and political work in vocational colleges, teachers should attach importance to students' subjectivity, and teachers can not only use a simple teaching method to solve problems. In teaching, it is common to see some teachers in the lecture "hoarse", "full of passion", but the classmates in the classroom are very quiet, they do not seem interested, this kind of thing is very common in many teachers. In the traditional concept of vocational education, teachers are teachers and students are passive in teaching, which is not conducive to students' learning. Therefore, teachers should take students as the lead, encourage students to ask questions, question, think about problems, and create a good teaching environment, which can not only highlight the teaching charm of teachers, but also enable students to effectively study and think.

3. BUILDING A DIVERSIFIED SYSTEM AND ENHANCING THE PENETRATION OF THE CRAFTSMAN SPIRIT

3.1. In the ideological and political education of vocational colleges, if we want to combine the concept and thought of "craftsman spirit" organically, we must establish a diversified system from all levels. As a special teaching field, campus culture should be set up in the ideological and political work in higher vocational colleges so that students can feel the charm of "craftsman spirit" in school and think about it unconsciously. In the construction of campus culture in higher vocational colleges, attention should be paid to the cultivation of the consciousness of "craftsman spirit" and the formation of excellent school atmosphere and style of study, so that teachers and students can feel the charm of "moral education" in the whole campus.

3.2. The cultural environment of the campus can be formed by means of multimedia, campus radio, campus history exhibition and so on. It is necessary to use suitable teaching carrier and platform to strengthen the ideological work of higher vocational students. In teaching practice, create colorful second classroom, carry out diversified

teaching, make students experience more humanistic atmosphere in the learning process, improve the overall quality of students. In actual work, to enrich the second classroom teaching, to explore the course of all kinds of associated with it, such as drilling and expand vocational skills training, etc., enrich the students' learning in the form of rich and colorful, enhance the feeling of art, in the actual work experience in its good side, improve the comprehensive quality, to meet the development trend of the contemporary ideological and political education [2].

3.3. In carrying out the ideological and political work of higher vocational college students, it is necessary to have the support of family members. Although most vocational colleges offer accommodation, students spend most of their time at home according to their daily study, and teachers have limited energy, which makes it impossible to deal with everything well. Only parents know best about students. Therefore, in the implementation of moral education, we should give play to the role of the family, make parents actively participate in the healthy development of students to create a favorable social atmosphere, improve parents' understanding, and form a complete moral education system. For example, we can use the principal's mailbox, hotline and regular campus visits to do a good job of ideological work with parents.

3.4. Integrate the craftsman spirit and stimulate the self-improvement of teachers

While discussing how to infiltrate "craftsman spirit" into ideological and political education, teachers' personal cultural background and thinking level are closely related to cultural background. Sometimes, teachers' teaching methods and concepts will directly determine the success of a subject. Under the environment of new curriculum reform, "craftsman spirit" is a kind of "teaching weapon" of ideological and political work in contemporary higher vocational colleges. Appropriate time and proper use can not only effectively promote teachers' work, but also promote teachers' work enthusiasm. Teachers should lead students' thinking. In this atmosphere, teachers should plan and lead in class. Therefore, to organically connect the practical and theoretical aspects of teaching, teachers' own education level must be improved [3]. As for the current training work of teacher training institutions, we can adopt the circular way of training, practice and time. In this link, learning and practice can be combined, such as the development of a unified curriculum and topics, by the teachers themselves, by the students to judge, in addition, there will be a judge to score them, so that they learn from each other in the assessment, help each other.

4. CONCLUSION

All in all, the ideological and political teachers in higher vocational colleges are the guide of students' study and practice, and their words and expressions will have a profound influence on them. the new curriculum reform requires to pay attention to the all-round comprehensive quality training of students, in order to improve the development of talents as the goal, so teachers should carry out in-depth investigation and analysis of students, and on the basis of ideological and political teaching exploration. the ideological and political work of higher vocational schools is not accomplished overnight, but a long-term work. the integration of craftsman spirit with it is helpful to cultivate students' ideological and political quality, make them form a good concept of life value, and lay a solid foundation for entering the society in the future.

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Research On the Development and Countermeasures of Broadcasting And Hosting Art Education In Colleges And Universities Under Media Convergence

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Abstract: With the rapid development of our country's information technology, a variety of media media appear in everyone's vision, in this context, the university broadcasting and hosting art professional how to effectively develop, and improve the overall quality of teaching, has become the university broadcasting and hosting art professional main thinking problem. In this paper, the author analyzes the problems faced by broadcasting and hosting art education in colleges and universities, and expounds the development countermeasures of broadcasting and hosting art education in colleges and universities under the background of media convergence.

Key words: Media Convergence; Colleges And Universities; Broadcasting And Hosting; Education Development And Countermeasures

1. INTRODUCTION

In the process of rapid economic development in our country, the media industry have appeared in the new development trend, constantly fusion between media, and as a special culture media talents for colleges and universities in our country, also needs and modern times continuously reform and innovation, the current professional broadcasting and hosting art, through the combination of theory and practice, to promote the continuous development of broadcasting and hosting art profession in university, So as to cultivate high-level, high-quality, new media talents.

2. FIRST, THE PROBLEMS OF BROADCASTING AND HOSTING ART EDUCATION IN COLLEGES AND UNIVERSITIES

2.1. Colleges and universities have narrow training objectives

Broadcasting and hosting art major is the main source of our country's media industry personnel training, so how to improve the level of broadcasting and hosting arts teaching, promote the development of broadcasting and hosting arts graduates conform to the Times, promote the continuous innovation of media industry, is currently the main thinking about broadcasting and hosting art major education in colleges and universities. Although some colleges and universities specializing in broadcasting and hosting art have new education and teaching requirements, which are mainly aimed at how to keep up with the pace of the Times and cultivate compound talents, colleges and universities do not pay much attention to the education concept of compound talents, and still only pay attention to the theoretical knowledge content of professional courses. Compound talents mainly refer to students who not only have professional knowledge and skills, but also need to have strong comprehensive quality. For example, at present the rapid development of new media, information content updates faster and faster, so as a media industry, students need skills are simply not broadcast and host, also need to understand the media, computer and information technology, network and so on aspects, so as to become a inter-disciplinary talent [1]. However, at present, most colleges and universities in Our country have a narrow educational target and simple teaching content, which is very unfavorable to the cultivation of compound talents.

2.2. Unreasonable curriculum setting in colleges and universities

In the course of education, curriculum content is a very key content, because only reasonable and professional curriculum design can better cultivate high-quality and high-level talents, so curriculum design is the foundation of talent training. In the course design process, curriculum content should be set according to educational objectives, so as to truly implement the goal of talent training. At present, the courses of broadcasting and hosting art major in colleges and universities are mainly divided into three kinds, including the course of general education, which mainly includes political, ideological and moral content and comprehensive quality content. the second professional course, as the name implies, is mainly aimed at improving students' professional level, so that students' skills can meet the technical needs of the media industry. the three major elective courses are mainly selected according to the preferences of students themselves. However, in the context of media convergence, the talent demand direction and content of the media industry have also undergone great changes. Besides the content of the courses mentioned above, the media industry also needs to meet the social requirements. Therefore, there are new educational requirements for broadcasting and hosting art majors in colleges and universities. For example, humanities and art courses, information technology courses, and so on, most universities have few

broadcasting and hosting art majors. Therefore, how to solve the problem of unreasonable curriculum design is also an urgent problem for universities [2].

3. SECOND, THE DEVELOPMENT COUNTERMEASURES OF BROADCASTING AND HOSTING ART EDUCATION IN UNIVERSITIES UNDER THE BACKGROUND OF MEDIA CONVERGENCE

3.1. Change the concept of education and innovate the mode of personnel training

Although the broadcasting and hosting art major in colleges and universities in our country has developed for many years, it has also achieved good results, which not only promotes the rapid development of our country's media industry, but also cultivates a batch of high-quality and high-level talents. But under the rapid development of media industry, the traditional broadcasting and hosting arts education concept has been unable to meet the requirement of media industry now, the main reason lies in the media industry more and more high to the requirement of talent, leading to excess media talent market in our country graduates, some of the lack of interdisciplinary talents, In recent years, the demand for compound talents in our country's media industry is getting higher and higher. Therefore, according to this situation, the broadcasting and hosting art major in colleges and universities must change the traditional educational concept, according to the needs of the media industry, design a scientific and reasonable talent training mode, to help students majoring in broadcasting and hosting art to quickly enter the media industry after graduation. In addition, the teaching concept and talent training mode also need to be closely combined with the development of the Times to cultivate more complex and comprehensive broadcasting and hosting talents, which is also an important factor to improve the social competitiveness of students.

3.2. Enrich the content of practice based on practice

At present, the university broadcasting and hosting arts student number, if not to carry out the practice teaching of colleges and universities, then broadcasting and hosting art skills students have less, so in the context of media convergence, broadcasting and hosting students cannot meet the needs of society, because the present stage is higher and higher demand for comprehensive, complex, For students majoring in broadcasting and hosting art in universities, they should not only have professional real-time interview ability, but also certain planning and design ability [3]. Therefore, colleges and universities must enrich practical teaching content to help students learn more skills when carrying out practical teaching work. In addition, teachers also need to close the relationship with students in the teaching process, so that students can carry out practical teaching with strong confidence and learning motivation. Through the enrichment of practical teaching, students can have a deep understanding of the media industry in the new era.

3.3. Develop special courses to cultivate new media talents

To set up characteristic courses in broadcasting and hosting art major in colleges and universities, the content of which is mainly formulated according to the changes of the media market at the present stage. Through the characteristic courses, students of broadcasting and hosting in colleges and universities can master more knowledge and skills, and at the same time, they can meet the social needs of the media industry as much as possible. It is also of great help to promote the reform and innovation of broadcasting and hosting art major in universities [4].

4. CONCLUSION

Above all, the author in this article through to the university broadcasting and hosting art professional education is faced with the training goal of narrow, unreasonable curriculum problems is analyzed, and the transformation of education idea, the innovation personnel training mode, practice as the fundamental, rich practice course content, the development characteristics, cultivating talents, the relevant countermeasures in the new media Hope to bring help to the relevant broadcasting and hosting art teachers and schools.

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Analysis Of Ways To Improve Teachers' Social Service Ability In Higher Vocational Colleges--Take Hainan Polytechnic As An Example

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Abstract: Social service is the natural mission of vocational colleges. With the construction of Hainan Free Trade port as the starting point, the development of the Times has put forward new requirements for the social service capacity of vocational colleges in Hainan Province. From the perspective of improving the social service ability of teachers in higher vocational colleges, this paper puts forward some ideas on ways to improve the social service ability of hainan higher vocational colleges under the new situation, so as to better improve the educational brand effect and social service ability of vocational colleges.

Key Words: Social Service; Faculty Team; Ability To Ascend

1. INTRODUCTION

The Implementation Plan of National Vocational Education Reform, Guofa [2019] No. 4, proposed that "higher vocational schools should cultivate high-quality technical and skilled personnel to serve regional development, focus on technology research and development and product upgrading of key service enterprises, especially small, medium and micro enterprises, and strengthen community education and lifelong learning services". In 2019, the Ministry of Education and the Ministry of Finance jointly issued the Document "Opinions on the Implementation of the Plan for the Construction of High-level Higher Vocational Colleges and Majors with Chinese Characteristics", calling for the improvement of vocational education and training system, the precise docking of regional talent demand, and the service of regional economic development. It can be seen that both from the national macro level and the practice of regional development have put forward new requirements for the social service ability of higher vocational colleges.

2. REPRESENTATION OF SOCIAL SERVICE PROBLEMS OF TEACHERS IN HAINAN HIGHER VOCATIONAL COLLEGES

From the current practice, teachers in higher vocational colleges in Hainan province mainly serve the society in the form of temporary job training, staff training, horizontal project commission, technical support and so on. In terms of the process of social service, there are generally shortcomings in the following aspects:

2.1 Narrow service scope

Taking a single university as an example, its service objects are mainly the enterprises that establish school-enterprise cooperation with it, and the selectivity of service objects limits the horizontal expansion of its service ability. In terms of the specific service content, teachers in higher vocational colleges often provide a certain aspect or a specific business service in a complex process, and it is difficult to expand the complete and comprehensive vertical service process.

2.2 Low service awareness

Affected by various factors, the social service consciousness of higher vocational colleges in China needs to be improved. Teachers in higher vocational colleges are busy with daily teaching tasks, scientific research and other campus work, and social service work is often designated as secondary work. Social service has been difficult to become the dominant feature of higher vocational colleges due to its marginal status and weak service consciousness.

2.3 The Service level is shallow

From the current social service content of higher vocational colleges, it is not difficult to see that the front-line practical application technology, service technology, staff adaptability training, etc., while the actual operation of enterprises, technical problems, achievement conversion and other fields are rarely seen in higher vocational colleges. For a variety of reasons, the service level is not sustainable.

2.4 Single service force

Limited by the number of professional and full-time teachers, social service projects with huge workload will be assigned to a backbone teacher for continuous follow-up in the actual process of implementation, and each teacher has his own professional field. the dispersion of power makes all kinds of service projects can only be tasted, unable to integrate and improve the scattered individual power, which seriously affects the sustainable development of social services.

3. ANALYSIS ON THE CONSTRUCTION OF SOCIAL SERVICE TEACHERS IN HIGHER VOCATIONAL COLLEGES

Affected by the above characteristics, the comprehensive supporting system of social services of hainan higher vocational colleges has not been completed, and there is still a huge space to explore the advantages of resource integration and team advantages.

3.1 Perfect the top-level design and lay a solid foundation for the teaching team

As early as 2008, Hainan Vocational And Technical College issued the Measures for the Management of Professional Teachers' temporary training in Hainan Vocational and Technical College, which clearly

stipulated the time, requirements and content of the temporary training. In 2021, the measures were revised to further strengthen the management of the temporary training for full-time teachers. However, due to the difficulties in practice, it is difficult to make an effective quantitative evaluation on the effect of teacher suspension training.

The top design perspective, from the school to teacher credentials the exercise effect evaluation is effective quantitative evaluation and comparison on the one hand, the other is to broaden the full-time teachers with corporate communications channels, establish encouragement system to promote the enthusiasm of teachers and corporate communications, full-time teachers knowledge update speed is more important. For example, Hainan Vocational and Technical College strives for enterprise training programs, employs full-time teachers as training lecturers, and collaborates with enterprises to solve technical problems, so that teachers can obtain social honor and service remuneration while updating knowledge and improving ability, which effectively reduces the resistance of teachers to external communication. To point out the concrete measures only rise to become a long-acting mechanism for system level, vocational colleges should be thinking, timely extracting effective promotion way to teachers' professional ability, form a variety of forms, effective teachers system, improve the capacity to make full-time teachers to form a comprehensive knowledge, ability to highlight the complementary team.

3.2 Change ideas and improve social service awareness

As one of the three functions of higher education, social service should enjoy the same important position as teaching and scientific research, but it has long been regarded as "second-class citizen" because of the hidden characteristics of its performance. Firstly, from the perspective of schools, the importance of social service should be gradually established through system design. Secondly, social service should be linked with the vital interests of full-time teachers, such as the establishment of outstanding contribution awards for social service, the appraisal and appointment of professional titles in social service; Secondly, from the perspective of teachers, on the one hand, we should completely change the concept of "making a car behind closed doors", pay attention to the horizontal communication and interaction with enterprises, update professional knowledge and grasp the forefront of the industry trends, to ensure the practicality of classroom teaching; On the other hand, we should grasp the objective law of cognition, actively participate in enterprise practice to increase professional cognition, and enhance the effectiveness and vitality of classroom teaching through practice. Finally, for assessment of full-time teachers, should not be limited to the school teaching and scientific research achievement, more social service content should be the same proportion into the evaluation system, pay attention to its actual effect in the social services, under the action of effective evaluation mechanism, the formation of full-time teachers social services or business practices of effective supervision and evaluation, Thus realize the coordinated development of the three functions of colleges and universities as a whole.

3.3 Break professional boundaries and form a comprehensive and deep social service teacher team

As mentioned above, for a long time, the social service of higher vocational colleges is limited by professional and personal ability, and cannot be deepened or expanded, which seriously affects the overall level of social service in colleges and universities. the practical needs of society and the difficulties faced by higher vocational colleges demand higher and higher level of social service in higher vocational colleges, so it is urgent to have a team with comprehensive professional knowledge and outstanding service ability to cope with the increasingly severe challenges. At present, Hainan Vocational and Technical College is building a professional service team oriented to the society according to the existing professional groups. the team will be led by teachers of different professional background, in the same industry to develop social services and training courses for the task, for the purpose of service enterprise and social demand, aims to form a cross major efficient team, effective service on the society, at the same time, change the school teaching thinking and method, to improve students quality more effectively.

4. CONCLUSION

Social service is one of the three functions of higher vocational colleges and also the embodiment of their social responsibility. Social service in higher vocational colleges must rely on the teachers can be reflected in higher vocational colleges, and rely on personal power has been completely unable to meet the demand of realistic society, must be done through the construction of social service team, thus higher vocational colleges must start from the top design, the system should play the role of guidance, promote social service status and role, Internal and external factors jointly promote the improvement of teachers' social service ability.

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Exploration Of English Online Teaching Reform Under the Background Of Information Technology

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Abstract: With the rapid development of modern information technology, college English online teaching plays an important role in the current English teaching activities. Under the background of information technology, speeding up the reform of Online English teaching can not only help improve the English teaching system, but also meet the requirements of college students' comprehensive English application ability. Based on this, this paper starts from the problems of English online teaching reform under the background of information technology, and explores countermeasures to strengthen English online teaching reform

Key Words: Information Background; English; the Teaching Reform

1. INTRODUCTION

For contemporary young college students, the Internet has become an indispensable part of daily learning and life, and the integration of Internet information technology and College English teaching is closer [1]. Under the background of informatization, promoting the reform of English online teaching can not only further enrich the online teaching resources and innovate the teaching mode, but also be an important way to continuously improve the teaching quality of English subject. Therefore, how to effectively promote the reform of Online English teaching is an urgent problem to be solved at present.

2. ENGLISH ONLINE TEACHING REFORM IN THE CONTEXT OF INFORMATIZATION

2.1 Online teaching ability needs to be improved

At present, many English teachers still do not fully understand the relevant concepts of Online English teaching, and still maintain traditional concepts in the actual online English teaching process, focusing too much on students' test-taking ability, resulting in limited improvement of students' actual English level, which greatly hinders the orderly progress of online English teaching [2]. At the same time, many teachers are not fully familiar with and master the use of online teaching equipment, resulting in teaching interruption due to improper operation in the actual teaching process, which seriously affects students' online learning experience and effect.

2.2 The online teaching environment needs to be improved

The smooth development of online teaching cannot be separated from a good teaching environment as an important support. At the present stage, the network environment is still complex and variable, and the network world is full of various hedonism and money worship thoughts, which have a negative impact on students' values and learning attitudes and affect the implementation of Online English teaching [3]. At the same time, some English online teaching platforms in schools can not bear a large number of students online at the same time, and the actual teaching often occurs in the case of disconnection and delay, which seriously affects the teaching quality.

2.3 Single online teaching method

At the present stage, grammar translation is still widely adopted in online English teaching. Teachers simply instill grammar knowledge in textbooks to students, which does not reflect the students' dominant position and fails to understand the actual learning status of students, leading to unsatisfactory teaching results.

3. COUNTERMEASURES TO STRENGTHEN ENGLISH ONLINE EDUCATION REFORM UNDER THE BACKGROUND OF INFORMATIZATION

3.1 Build an Online English teaching platform and improve the online teaching environment

In the process of Online English teaching, perfect network environment and high-quality online teaching platform are the key to ensure the effectiveness of online English teaching. First, the school needs to actively introduce professional and technical talents, vigorously build an Online English teaching platform, and timely solve the problems in online English teaching. Secondly, we should constantly improve the basic conditions of online teaching platform, expand the number of users of online teaching platform, reduce the delay and failure to log in during the operation of online teaching platform, provide teachers and students with better English teaching and learning experience, and ensure the smooth development of online English teaching. Second, the safety of online teaching platform should be further improved to prevent students from brushing and cheating in online learning, and to fully protect students' learning information to ensure the pertinence of online English teaching. Third, schools should also strengthen in-depth cooperation with relevant education departments, timely report the network environment problems existing in English online teaching to relevant departments, actively report illegal phenomena, purify the network environment of English online teaching, create a healthy and positive network environment, and promote the sustainable development of English online teaching.

3.2 Innovate English online teaching mode

During the period of online English teaching, adopting diversified teaching modes can stimulate students' interest in English learning and further improve the practical effect of online English teaching. Therefore, in the process of online English teaching, in addition to the traditional grammar translation method, a variety of teaching methods should be reasonably integrated to improve the quality of Online English teaching. First, English teacher online collaborative teaching model can be applied to English teaching, the teaching guide students to active preparation before the start of the teaching content, all the students in the form of group through mutual cooperation arrangement before class learning task, on the one hand, to enhance students' English level, on the other hand also helps to improve students the unity cooperation ability. Second, the teacher can take the exploratory teaching in English online teaching mode, teaching content through online teaching platform related issues to the students, guide students through various means and taught English to find the methods to solve the problem, and answer guidance by the teachers in the teaching process, can effectively enhance students' ability to solve problems independently. Thirdly, teachers can also adopt the discussion teaching mode to encourage students to have in-depth discussions on the teaching content and express themselves with their Own English knowledge in online English teaching, so as to motivate students' English learning enthusiasm and improve their practical English application ability.

3.3 Vigorously build online English teaching staff

In the process of Online English teaching, teachers play a key role. On the one hand, they need to accurately and comprehensively grasp the content of textbooks, and on the other hand, they should establish good online teaching thinking. First, school should further enhance the training for the school English teachers, to encourage English teachers "going out", or invite online education experts and scholars to conduct lectures, seminar for teaching, help English teachers to adapt English online teaching mode in the change of role, improve English teachers' online teaching ability. Second, learning needs to pay attention to the transformation of English teachers' teaching philosophy. Compared with traditional English classroom teaching, online education emphasizes students' learning and application of online learning resources, requiring students to properly use online learning resources for preview and review before and after class. Meanwhile, in online English teaching, more attention should be paid to the principal role of students. Teachers should guide students to actively share their understanding of learning content on the basis of accurately grasping the teaching progress, timely solve the problems faced by students in online English learning, and fully enhance their interest in online English learning. Third, schools should also pay attention to the training of English teachers' information technology ability and strengthen their proficiency in using equipment for online teaching. For teachers, in the process of online English teaching, on the one hand, they need to fully understand the connotation and concept of online teaching as the basis, on the other hand, they need to master and use online teaching equipment proficiently, so as to avoid the normal implementation of online teaching due to unfamiliar teaching equipment, leading to the decline of online teaching quality.

4. CONCLUSION

To sum up, in the context of informatization, English online teaching reform still faces problems such as online teaching ability to be improved, online teaching environment to be improved and online teaching methods to be single. Therefore, it is necessary to actively build the English online teaching platform, improve the online teaching environment, innovate the English online teaching mode, vigorously build the English online teaching staff, promote the continuous improvement of English online teaching quality, and accelerate the sustainable and healthy development of English online teaching.

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Cultivation Of Thai Language Talents In Universities Under the Background Of Internet +

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Abstract: In the development of social economy and science and technology, with the improvement of the Belt and Road Initiative, more and more people are learning Thai. Up to now, special courses have been set up in colleges and universities to teach Thai. Colleges and universities are places to cultivate high-quality talents for social development. In view of this situation, in order to make Thai language education in colleges and universities meet the needs of social development, it is necessary to apply "Internet +" technology, so as to provide effective talents for social development.

Key Words: "Internet +"; Thai Language Education; Talent Training; Analysis And Research

1. PROBLEMS IN THE CULTIVATION OF THAI LANGUAGE TALENTS IN COLLEGES AND UNIVERSITIES

Thai is Thailand's main use of language, its position is very important in Thailand, because in the development of our country are not required to make Thai education undertakings of education, so in the past is not set up a specialized course in any stage of development, for Thai students have learning demand is also teach himself by his own way, and in the continuous development of society and ascension, Has achieved in China and Thailand friendly exchanges between, in this case the quickening pace of go out, in order to college students' employment channels to expand, in the university education is education, set up special Thai course due to the development of education in colleges and universities zhongtai language course at the early stage of development, so there are many problems in practical teaching process, Through the study of Thai language education in colleges and universities, it is found that the problems mainly include the following:

1.1 Backward teaching methods

With the promotion and popularization of science and technology, "Internet +" has been widely used in people's life and teaching. Although "Internet +" technology is also used in the educational cause of colleges and universities, teachers do not give full play to the role of "Internet +" in the actual teaching process. This teaching situation will lead to the Thai language education is limited in the education of textbooks. When students are exposed to a relatively narrow range of knowledge, it is impossible to improve students' Thai learning ability.

1.2 Lack of practice

Thai study ultimate role in life, so in the process of education, the Thai language expression ability of students are promoted to the main content of the education, but in the past Thai education in colleges and universities teachers did not play the principal role of students, students in the learning process is seldom practice sound, this kind of education mode not only can not promote the Thai language expression ability of students, It will also reduce students' interest in Learning Thai, so it is not conducive to students' development and ability improvement.

1.3 Students themselves do not pay attention to it

Thai language is very different from Chinese national language, so it is difficult for students to learn Thai language. the main way to improve students' Thai language ability is to read and practice more. However, in the actual Thai language education in colleges and universities, most students pay little attention to Thai language learning. Therefore, the Phenomenon of late arrival, early departure and absenteeism often exists in Thai course education. When students do not pay attention to Thai learning, even if a variety of teaching methods can not improve students' ability.

1.4 Backward teachers

Teachers guide for students, their own ability has an important influence to the promotion of student learning outcomes, most of the teachers of the Thai education in colleges and universities in our country are without the personnel of professional learning, so the education due to no strict teaching discipline is loose, and as a teacher for the operation of the "Internet +" ability is low, It will also lead to the failure to improve the teaching results.

2. EFFECTIVE MEASURES OF "INTERNET" TO PROMOTE THE CULTIVATION OF THAI LANGUAGE TALENTS IN COLLEGES AND UNIVERSITIES

2.1 Innovative teaching mode

Interest is the best teacher, only Thai, learning interest and enthusiasm of students ascension can promote a boost for the student learning outcomes, through research, in the past Thai education in colleges and universities in Thai students learning interest of the main causes of low is unreasonable in the teacher's teaching way, for this kind of situation in order to improve the students' interest in learning Thai, It is necessary to innovate teaching methods so as to improve students' interest in Thai learning from diversified teaching methods. In the process of education, "Internet +" can be adopted to play Thai movies and documentaries, which can attract students' attention during the watching of videos. After the watching of videos can increase students' interest, middle school students can listen and learn earnestly when teachers explain the content [1].

2.2 Improve students' awareness of autonomous learning

University course of Thai, time is limited, so students want to improve their ability of Thai, should also be appropriate to use of class time, and to enable students to study in class time for Thai is to cultivate students' autonomous learning awareness, this requires the teacher in class to improve students' interest in learning, When students have enough interest in Thai learning, they can study independently after class. Teachers can use "Internet +" technology to establish a learning group and regularly post some knowledge about Thai learning in the group, so that students can effectively study after class through the content published by teachers. Secondly, teachers can also set homework for students after class, ask students to watch a Thai movie, and write down their own observations in Thai after watching the movie, which can not only allow students to review the classroom content, but also consolidate and enrich their Learning of Thai knowledge [2].

2.3 Strengthen the faculty capacity

Teacher's quality has a direct impact on the quality of curriculum, so to promote Thai students in institutions of higher learning ability also wants to improve teachers ability, the ability of the teachers can come from the training work, in the process of training to the professional quality and Thai, ability to carry on the education, in order to more efficiently to the university of the Thai teachers ability to ascend, "Internet +" can be used to recruit excellent teachers on the network. In the process of recruitment, teachers should have certain requirements on their ability, and the scope of recruitment should be extensive. Teachers in schools should also learn online through Internet technology in the process of education, so as to keep pace with the Times and improve the effect of Thai language education.

Practice is the sole criterion for testing truth, Thai course as a language class discipline, its education should focus on students' language competence of ascension, for this kind of situation, in order to enhance the level of college English teaching and can encourage students to form a Thai society, so in the process of students' practical activities can to learn Thai knowledge.

3. CONCLUSION

To sum up, in the current Thai language education in colleges and universities in China, there are a variety of problems in teaching which hinder the improvement of students' ability, among which unreasonable teaching methods, inadequate teaching staff and few practical teaching contents are the main problems affecting the teaching factors. To solve these problems, in order to improve the Thai language education ability of colleges and universities, it is necessary to innovate teaching methods and improve the ability of teachers through the application of "Internet +".

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Analysis On the Trend of Teaching Archives Management in Higher Vocational Colleges from the Perspective of School-Enterprise Cooperation

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Abstract: According to the actual situation, the application of school-enterprise cooperation teaching mode not only effectively improves the richness of teaching files in higher vocational colleges, but also improves the difficulty of teaching files management in higher vocational colleges to a certain extent. In view of these problems, higher vocational colleges need to clarify the value of their own archives management from the perspective of school-enterprise cooperation, and on this basis, carry out a comprehensive study of the trend of teaching archives management from the perspective of school-enterprise cooperation, so as to provide a more adequate guarantee for the realization of their own modern archives management goals.

Key words: School-Enterprise Cooperation; Higher Vocational Colleges; Teaching Archives Management; Trend

1. INTRODUCTION

Usually, teaching files in higher vocational colleges are mainly composed of teaching files and students' learning records. In the actual process of higher vocational education, teaching archives can reflect the whole process of higher vocational education and the direction of its education work. Therefore, teaching archives management in the modernization of vocational colleges has an important value that can not be ignored. Unlike ordinary teaching archives management in colleges and universities, higher vocational colleges teaching archives is more obvious and complexity, variability and diversity and other characteristics, which makes under the perspective of university-enterprise cooperation in higher vocational colleges need more analysis of the trend of their own teaching archives management work seriously, and to further to ensure the quality of their own teaching archives management.

2. FIRST, THE INFLUENCE OF SCHOOL-ENTERPRISE COOPERATION ON TEACHING FILE MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

2.1. Broaden the content of teaching files in higher vocational colleges

At present, under the perspective of university-enterprise cooperation, along with the application of university-enterprise cooperation teaching mode, higher vocational colleges should based on the enterprise demand in talent application to carry out the education work, in the process of higher vocational colleges should be through in-depth cooperation with the enterprise together for modern personnel training mode, method of comprehensive work, So as to further ensure that the development of talent training in higher vocational colleges from the perspective of school-enterprise cooperation can truly meet the needs of enterprises for talents. In this background, the content of the teaching archives in higher vocational colleges to effective development, the main content for higher vocational college teaching management, teaching reform and teaching practice, such as content, compared with the traditional teaching mode in higher vocational colleges teaching file, along with the in-depth application of university-enterprise cooperation mode in higher vocational colleges, higher vocational colleges teaching archives content is in constant increase, Such changes not only effectively improve the docking efficiency between higher vocational colleges and enterprises, but also enable their professional talent training work to more comprehensively meet the application needs of enterprises [1].

2.2. It increases the application value of teaching files in higher vocational colleges

In the process of practical development of higher vocational education, teaching archives have obvious application value. With the continuous expansion of the content of teaching files in higher vocational colleges, the application value of teaching files has been continuously enhanced. Combined with the actual situation, the application of school-enterprise cooperation mode in higher vocational colleges can provide students with more practice opportunities and provide more adequate guarantee for the improvement of students' work practice ability. Different from ordinary colleges and universities, the education work of higher vocational colleges is mainly to provide more technical and service-oriented talents for the society, which is also one of the main reasons why enterprises choose to cooperate with higher vocational colleges. Under the perspective of university-enterprise cooperation, teaching archives management work in higher vocational colleges need to work in university-enterprise cooperation in running schools pattern recorded at the same time, to gain experience in the process of cooperation in running schools between colleges, teaching comprehensive record, thus for subsequent university-enterprise cooperation in running schools mode exploration work provides a wealth of experience at the

same time, For its school-enterprise cooperation school-running efficiency, school-running quality to lay a solid foundation.

2.3. Second, the trend analysis of teaching archives management in higher vocational colleges from the perspective of school-enterprise cooperation

2.3.1. Dynamic management has become the mainstream of teaching file management in higher vocational colleges

Combined with the actual situation, in the continuous development ofour country's information technology system in today's society, vocational colleges can not do without the application of information technology, whether in the teaching work or in the teaching file management work. At present, the application of information technology system in teaching file management in higher vocational colleges makes the teaching file management in higher vocational colleges develop continuously in the direction of dynamic. In the process of teaching files management in higher vocational colleges, dynamic management actually means that information technology can comprehensively ensure the consistency of teaching files and teaching work in higher vocational colleges, which also represents that the application of information basis has an important value that cannot be ignored in improving the efficiency of teaching information collection [2]. Secondly, from the perspective of school-enterprise cooperation, the contents and methods of teaching archives management in higher vocational colleges have changed significantly. Informationization application of electronic archives management system can help the higher vocational colleges to effectively cope with the problem of teaching archives content at the same time, comprehensively promotes the teaching archives information collecting, sorting and so on management of archives management work efficiency, under this background, the teachers' teaching activities of the courseware, students' learning effects can be income at the end of the course teaching archives, And then more effectively promote the higher vocational college teaching file management dynamic.

2.3.2. The development and utilization of teaching archives has become the main trend of teaching archives management in higher vocational colleges

Under the long-term influence of traditional teaching ideas, most higher vocational colleges tend to attach too much importance to the reserve of teachers' professional theoretical knowledge when implementing teaching work, which makes the development of higher vocational education work mostly lack of practicality. Under the perspective of university-enterprise cooperation, needs through innovative teaching mode in higher vocational colleges and transform their requirement for teachers' work to further improve their own teaching practice, in the process in higher vocational colleges can through the way of cooperation between colleges to hire some strong professional theory and practical skills to substitute teacher and a part-time Because this kind of part-time teachers education philosophy, academic background and other aspects of the existence of obvious differences, resulting in its development, good use of teaching files in the use of the way is also very different. Under normal circumstances, the teaching plan used by part-time teachers is mainly original files. In the compilation of teaching reference materials, it will also require the teaching archives management personnel to compile according to their own ideas. In addition, in the process of the deepening of school-enterprise cooperation mode, the practice opportunities provided by higher vocational colleges for students have been increasing, and the development and utilization value of teaching files in higher vocational colleges has become more and more obvious. Finally, the deepening of university-enterprise cooperation mode in higher vocational colleges should be university-enterprise cooperation with cooperative enterprise course of writing, research and development as well as the event project research and development work, at this point, the higher vocational colleges and enterprises must be on the basis of the teaching archives on the related data information scientific calculation, analysis, further to ensure that the cooperation between colleges curriculum development and practice of the scientific nature of the project Settings. Therefore, from the perspective of school-enterprise cooperation, improving the utilization efficiency of teaching archives has gradually become one of the main trends of teaching archives management in higher vocational colleges [3].

3. CONCLUSION

To sum up, the application of school-enterprise cooperation mode not only improves the complexity of teaching file management in higher vocational colleges, but also improves the difficulty of teaching file management in higher vocational colleges to a certain extent. Therefore, under the perspective of university-enterprise cooperation for higher vocational colleges in the fully raise their efficiency of teaching archives management at the same time, to improve its overall efficiency of teaching work, completes the university-enterprise cooperation is needed the perspective of teaching archives management trend of exploration work, finally further to ensure its own dynamics, authenticity and effectiveness of teaching archives management.

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The Enlightenment Of Public Taekwondo To the Development Of Sanda

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Abstract: With the continuous development and construction of our country, the current domestic and foreign culture mutual integration, coupled with the promotion of national sports, such as taekwondo and sanda these sports you have been popular in the people's life. However, due to the late start of the research on these sports events in our country, there are still many aspects that are not perfect. This paper is to discuss the enlightenment of public taekwondo to the development of sanda and put forward personal opinions.

Key words: Public; Taekwondo; Sanda Event; Development; Enlightenment

1. INTRODUCTION

In its global context, with the rapid spread of Some Korean culture in our country, Taekwondo has become a popular sport among domestic athletes, and both people of all classes and students will participate in it. While our country sanda martial arts under the impact of the foreign culture were snubbed, his advocacy and communication is not so competitive, and the extensive and profound our country martial arts of his cultural heritage has always been the duty of every citizen in our country, but why he is smaller than taekwondo degree of attention, it is worth to cherish. Therefore, considering the concept of wushu integration, how to integrate sanda from the perspective of taekwondo, this is the focus of this paper.

2. ANALYSIS OF THE DIFFERENCES BETWEEN TAEKWONDO AND SANDA

2.1. Taekwondo clothing is white with neat and uniform design. Practitioners of different levels will match the corresponding belt color through examination, which is a status characteristic in Taekwondo. the requirements of sanda are generally shorts, which are set according to the characteristics of our country martial arts culture and have an inseparable connection with Traditional our country culture. Even if there are grades, they are all ceremonial clothes and will not be used in competitions and practices. Taekwondo is characterized by cultural communication in the form of taekwondo halls. Taekwondo halls distributed around the world have formed a huge network system, which is learned and facilitated by people from all over the world. Taekwondo academy in South Korea is recognized by the world as the center of this sport research, while sanda mainly lacks such academic and professional clubs. When people get in touch with sanda, they are basically in some martial arts academies, and few people practice sanda in the society. It is found that there are more actual combat in the practice, which is mainly to meet the needs of the practitioners in self-defense. It can really give them the opportunity to show their own skills. Generally, it is carried out between the students, and there is not much difference between the skills and tactical level [1]. Because taekwondo leg more pay attention to, in these aspects of fast precision is very prominent, but the real injury degree is not high. Sanda combines fist and foot skills as well as wrestling and other fighting skills, so it is more complicated on the whole. It not only needs effective coordination between technique and footwork, but also has enough strength. It is more difficult to analyze sanda practice in terms of difficulty, and it is difficult to judge. An analysis for the center with the rules of the game, taekwondo is prohibited in the process of game rules by hand to attack each other's face, can not attack each other below the waist, wrestling and fall also should use some practice auxiliary protective properties and more focused on the role of technology and skills, tae kwon do reflect the whole beautiful degree is higher, But the actual combat effect is not obvious. In the practice of taekwondo, there are generally some prescribed technical standards and movements, which will be fully used in actual combat and competition. Every detail of his evaluation during the competition is recognized and published by the International Taekwondo Federation after relevant research, declaration and expert discussion [2].

2.2. Taekwondo world-class competitions also have certain limitations, which are generally reflected in school or military sports. Taekwondo is known as the national skill in South Korea, and it has a specific division of sections. Each unit has a specific dress and badge to distinguish it, mainly including 10 levels, 3 grades and 9 Dan. Each level has a corresponding belt color to distinguish it, but the people who practice Taekwondo have a certain section anyway. After a long time of training, participants can participate in the promotion when their movements reach a certain standard, which can greatly encourage people to participate in the training enthusiasm. In South Korea in order to get a taekwondo coach qualifications they need through the corresponding technical assessment and in the standard in such aspects as moral cultivation, and cultural knowledge, after the thesis can get preliminary requirements, taekwondo has a high technical and view and admire a gender, so he is in the current communication and promotion is more timely than sanda martial arts in our country. From the aspect of etiquette, taekwondo advocates the dance spirit centered on etiquette, so both sides should bow to each other before training and competition, which can prove that etiquette is a very important part of Taekwondo. Participants should dress well with neat hair and face, and show modesty and deference to both the coach and the opponent. Etiquette is not only expressed in form, but also expressed from the heart. In the long-term training process, the etiquette of the trainers can be gradually transformed into psychological

motivation, generally bowing to each other, which runs throughout the training process, and can effectively cultivate the modesty of the trainers' thoughts and behaviors [3].

3. ENLIGHTENMENT TO THE DEVELOPMENT OF SANDA IN TAEKWONDO

3.1. Sanda's clothing is not conform to the modern aesthetic, so it is difficult to attract people, he in the clothing on athletes often wear shorts waist can make, on its own and tae kwon do in comparison the lack of ethnic culture characteristics, and most people contact sanda is based on the sport in some professional schools, social communication is limited. Sanda is very difficult to practice, and it is not easy to control and judge. As the pace of people's life speeds up, the work pressure is increasing, so it is difficult for people to spare extra time to learn sanda after work. In addition, it is impossible to defend itself. If the force of attack is too great, it will make the other party feel physical pain, which is also the main reason why people are not willing to learn.

3.2. Compared with taekwondo sanda movement rules may be arbitrary and the domestic and foreign competition system is not unified, so will affect the rigor of the martial arts and seriousness, and Dan will also affect the enthusiasm of the practicing personnel, general practitioners to meet grade qualification, so this also let missing a large part of the mass base sanda [4].

4. CONCLUSION

On the basis of taekwondo, the suggestion of sanda is to first design a clothing type suitable for sanda, which can not only reflect the national characteristics but also apply to the psychological characteristics of modern people, so that people can accept these clothes. the use of the Internet to spread and publicize sanda in a wide range, breaking the restrictions of traditional martial arts, in-depth publicity among people in various regions, slightly improve sanda technology, so that people can more easily understand and easily master. the rules of the game must be internationalized so that national and international rules are the same. Improve the division system of sanda, simplify the division assessment method, lower the authority of assessment, no matter who has the opportunity to take the sanda unit examination, the effectiveness of the system to play out. the establishment of strict etiquette norms management system, so that he can always implement in sanda training and students' life, so that they can form a good habit of behavior, the real spirit of sanda sport.

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The Importance Of Music And Dance Teaching In Higher Vocational Colleges

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Abstract: With the development and progress of our country economy, people's living standards continue to improve, spiritual level began to improve. Dance is an important art form of human emotion expression and self-improvement. It is an important bridge between people. Therefore, in college dance class, attention should be paid to improving students' emotional decision-making ability and expressing performance pressure. Therefore, this paper discusses the value of art education of music and dance pedagogy from the Angle of new curriculum.

Key words: Music And Dance; Teaching; Higher Vocational Colleges; the Importance Of

1. INTRODUCTION

Dance is a special art. It connects the performers and the audience through body movements, pulls into human communication and inspires empathy in the audience. Therefore, watching dance programs is also an important form of entertainment for our country people. With the improvement of people's living standard, spiritual satisfaction has become the pursuit of more and more people. That's why dance was considered an art form from the very beginning. Vocational dance is an important part of higher vocational education system in our country. Through learning dance, students can exercise their bodies, relieve pressure, cultivate their sensitivity to music, improve their understanding of music, and promote the overall improvement of students' professional level. Professional dance training has greatly improved students' physical coordination, cooperation, cohesion and other skills. Dance training can stimulate students' physical and mental development and realize self-development. Therefore, it is of great practical significance to study music and dance education in vocational colleges.

2. ON THE ARTISTIC VALUE OF DANCE IN MUSIC TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 for music and dance education, the most important artistic value is reflected in the appreciation of dance. Students watch dance performances to improve their understanding of music and dance art. In short, by learning music and dance, you can improve the feeling and experience of music and dance. the research on music and dance of college students can be said to understand the artistic value of music and dance and encourage students to become a part of educational learning behavior. In addition, music and dance education is different from other subjects. In the process of music and dance education, we must pay attention to the integrity of artistic value in the education process and carry out all-round teaching. Music and dance are arts, which are the microcosm of people's real life. Propagating people's emotional value in real life is the main form of emotional sustenance. Integrating music and dance into the education system of higher vocational colleges has enriched the artistic connotation of education and reflected the musical value of dance, which is of great significance to fundamentally improve the cognitive level of music and dance.

2.2. In addition, in the process of appreciating dance performance, people's subjective consciousness is more important, and the audience must have certain common sense and cognitive ability of dance specialty, and only with dance accomplishment can they realize spiritual communication with performers. Music also plays a very important role in dance performance. If there is no music appreciation ability, even the perfect dance posture will lack flexibility. Therefore, the audience who appreciate music and dance must have a certain professional quality, in order to fully appreciate the real emotions of the performers.

3. THE EDUCATIONAL VALUE OF MUSIC AND DANCE TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1. Improve students' sense of teamwork

Generally speaking, music and dance education in vocational colleges has a certain publicity. Students usually come from multiple disciplines, and their personalities and educational contents are different, but their love for dance is the same, so they also have certain artistic tendencies [1]. However, due to the influence of different personalities, different levels of understanding and different levels of knowledge, different people have different understandings of the same dance, and there are certain differences in the degree of expression and artistic appreciation. Although the students who study music and dance are different, learning music and dance can foster team cohesion and form a team full of personalities.

In the course of music and dance education, team consciousness is an important part of training. In the training, teachers should pay attention to cultivating students' team consciousness and collectivism. A class is made up of different students. Although they have different personalities, they can form a united team as long as they have the same goal. Music and dance is basically an elective course in higher vocational colleges. In addition, in recent years, many students are the only child, lack the sense of teamwork and the idea of considering others, and have strong self-confidence and demands. Therefore, for these students, teachers must emphasize the importance of the collective in the education process, cultivate students' sense of teamwork and improve their moral cultivation. Through dance and group dance

education, students are usually trained in the concept of teamwork. Dance teams can create a better team spirit and atmosphere. At the same time, dance performance can also cultivate students' performance ability. Students can perform dances in public places and receive high praise. It can help students build more confidence and expressiveness, and encourage students to develop and progress in the right direction.

3.2. Improve students' innovation ability

As an art form with unique artistic value, music and dance can meet people's spiritual needs and artistic emotional expression. Dance is a unique art form that expresses one's emotions through the body. Dance is also a representation of the soul of the performer, bringing the audience into the heart of the performer through body movements to achieve emotional resonance on and off the stage. Therefore, the value of dance is different from that of general artistic activities. This is also an important embodiment of dance art. Through professional dance college education, train and improve students' emotional expression ability. Dance education is basically a reflection of life. In music and dance education to train students' expressive force, promote and innovate traditional art. At the same time, dance can also serve as a link to bring students' artistic creation to life. Achieve diversity of content and creation methods. For vocational college students, learning music and dance is not only the inheritance of traditional dance art, but also the innovation of traditional art.

3.3. Shaping effect of music and dance on students

Dance plays a very important role in cultivating one's temperament. Long-term adherence to the training of basic dance skills can shape students' lines and improve their temperament. At the same time, dance needs long-term exercise to improve students' physical coordination. In addition, music is a very important part of the dance process. Music and dance performance can cultivate students' music and dance consciousness. Dance is not only the expression of emotion, but also the publicity of emotion. Through dance, students can vent their pressure and feelings, adjust their emotions and improve their ability to resist pressure [2]. Therefore, students who learn dance for a long time can not only train, but also improve their ability to control their emotions. Therefore, it is very important to organize music and dance courses in higher vocational colleges.

3.4. the effect of music and dance practice on students' exercise

Dance can scientifically deal with people's emotions, realize the sublimation of people's artistic, visual and emotional values through coordinated movements, and improve people's physical quality, sensitivity and flexibility. During the training, dance performers can exercise for a long time and boost their metabolism. Therefore, it is also important for dancers to master good habits of rest and training. Through proper training, students' bad habits can be improved, the positive psychological state of contemporary college students can be reflected, and the self-confidence and sense of achievement of students can be improved [3].

4. CONCLUSION

In the aspect of education, changing the way of learning and opening different courses can effectively promote the overall improvement of students' comprehensive quality. Music and dance education is very important to the cultivation of students. As higher vocational colleges, we must attach importance to the education level of art courses, reflect the value contained in the courses, improve the quality of music and dance courses through various channels, and train students comprehensively.

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On the Reform Of English Teaching In Cross-Cultural Context

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Abstract: As one of the required courses in colleges and universities, English is an important support to help students carry out cross-cultural communication. It is also a necessary professional skill required by many industries at present, which is of great significance to improve students' social competitiveness. Under the cross-cultural background, colleges and universities need to constantly change the concept and mode of English teaching, take students as the center of classroom teaching, continuously optimize teaching methods, improve students' English ability and discipline accomplishment, and enable students to better carry out cross-cultural communication.
Key words: Cross-Cultural; English; the Teaching Reform

1. INTRODUCTION

Due to the differences in cultural awareness between China and the West, students are often influenced by Chinese thinking in English learning activities, which leads to frequent obstacles in cross-cultural communication [1]. Therefore, in order to effectively solve this problem, colleges and universities should take the initiative to reform the teaching mode and teaching concept in the process of English teaching, imbue students with cross-cultural awareness, change the thinking mode, master the intercultural communication ability and improve the comprehensive quality.

1. THE IMPORTANCE OF CULTIVATING CROSS-CULTURAL AWARENESS IN ENGLISH TEACHING

1.1 Enhance the ability to use English

In traditional English teaching, teachers fail to conduct language teaching from a cultural perspective and pay little attention to the cultivation of students' cross-cultural awareness, which results in students' inability to accurately grasp the connotation of English and to deeply understand the significance of Western culture [2]. Therefore, in English teaching, teachers should reasonably integrate cultural knowledge, break the barriers between different cultural awareness, consciously cultivate students' cross-cultural awareness, let students understand English knowledge in the corresponding context, enhance students' proficiency in using English expressions, and thus improve their practical English application ability.

1.2 Improve comprehensive cultural literacy

By cultivating students' cross-cultural awareness, it not only helps to enhance students' Ability and skills in English application, but also plays an important role in improving their comprehensive cultural literacy [3]. With strong comprehensive cultural literacy, students can set up international thinking, understand the cultural characteristics of different countries, form a good international perspective, and carry out cross-cultural communication more calmly. At the same time, students can establish cross-cultural communication awareness, treat the cultural differences between China and the West with a correct attitude, conduct English communication without barrier, effectively solve the problems in work and study, and have higher competitiveness in the future work.

2. COUNTERMEASURES FOR ENGLISH TEACHING REFORM IN THE CROSS-CULTURAL CONTEXT

2.1 Innovate English teaching methods

With the great progress of teaching reform, English teaching should also actively seek innovation of teaching methods in accordance with the requirements of the Times. In the process of English classroom teaching, teachers should reasonably use a variety of teaching methods to stimulate students' interest in English learning, attract students to take the initiative to participate in English classroom activities, and cultivate their enthusiasm for English learning. For example, modern information technology and cooperative discussion teaching mode can be combined to create appropriate English communication scenarios for students, giving students real cross-cultural communication experience in an intuitive context, and constantly improving their cross-cultural communication ability. Students should play the corresponding roles in the situation, and guide students to analyze their own roles in depth, and perform with the content that conforms to the characteristics of the roles. In this way, students can use subject knowledge more flexibly while completing learning tasks. Finally, teachers provide professional guidance to students, affirm their achievements, enhance their confidence, and devote themselves to the follow-up study with more enthusiasm.

2.2 Building a cross-cultural knowledge structure

The reform of teaching content is a key part of the process of English teaching reform. In the current Internet era, students can obtain rich and colorful information through various channels, so they are more familiar with the characteristics of Western culture. Under the cross-cultural background, English teachers need to consciously guide students to understand Western culture, reasonably integrate western cultural knowledge in the actual English teaching process, and help students form a more perfect cross-cultural knowledge structure and cultural literacy under the guidance of the concept of cross-cultural communication. Cross-cultural knowledge covers different countries, regions, religions, etc. By enabling students to understand this kind of knowledge, students can reasonably use English skills in cross-cultural

communication, accurately express themselves in English, and show higher English literacy. Taking gifts given by others as an example, traditional culture is more reserved and will generally refuse. In western culture, people open gifts to show their love for them. Only when students form a good cross-cultural knowledge system and understand different cultural concepts, can they better carry out cross-cultural communication.

2.3 Building a platform for intercultural communication practice

Cultivating students' intercultural communicative competence in English teaching is a long-term and systematic project. Therefore, the school needs to build a corresponding platform for students to practice cross-cultural communication and provide students with relevant intercultural communication activities on a regular basis, so as to break through the limitation of time and space and promote English communication, so as to continuously improve students' intercultural communication ability. For example, by means of network technology, online communication platform is constructed to provide students with online cross-cultural communication channels. On this platform, students can ask questions at any time, and teachers can solve the problems existing in students in time, so as to further improve the quality of English teaching. In addition, teachers can also organize a variety of practical activities, including English debate, English speech and other activities, to stimulate students' enthusiasm in English learning, deepen their cognition and understanding of Western culture, expand their horizons, and constantly improve students' English practice and application ability.

2.4 Improve the content of English teaching materials

Teaching materials are the foundation of teaching activities. Learning teaching materials can help students lay a solid knowledge foundation. However, at present, due to the rapid development of the Times, the content of traditional English textbooks and the society have been derailed, it is difficult to keep pace with the development of the Times, there is an obvious lag phenomenon, resulting in students through learning textbooks to achieve the corresponding teaching objectives. Therefore, It is necessary for English teachers to update and perfect the contents of textbooks in time, and add our country and Western cultural knowledge to deepen students' understanding and cognition of our country and Western cultural knowledge. There were significant differences between Chinese and English before, which was related to different cultural customs and other factors. English teachers should carry out corresponding cultural and language teaching activities according to the differences between the two. Integrating traditional our country and Western cultural knowledge into English textbooks can help students understand the history of our country's cultural development, and at the same time understand the politics and ideology of other countries, so as to expand students' knowledge, understand different cultural types, and cultivate the awareness of cross-cultural communication. Under the guidance of cross-cultural communication thinking, students can objectively look at the cultural differences between our country and the West, establish the concept of seeking common ground while reserving differences, adapt to western cultural customs and behavior habits for cross-cultural communication, and constantly improve their personal English literacy and cross-cultural communication ability.

3. CONCLUSION

Cross-cultural context, above all, for the English teachers should enhance the cognition to the cross-cultural communication, in accordance with the requirements of English subject core literacy and students practical situation, scientific and reasonable to promote English teaching innovation, constantly optimized teaching methods, improve the English teaching system, to improve the quality of the teaching of English subject, strengthen students' cross-cultural communication ability, We will train more high-quality personnel for society.

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Research On Ideological And Political Construction Of "Plastic Arts Foundation" Course Based On Red Culture

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Abstract: Colleges and universities bear the responsibility of cultivating high-quality talents and paying attention to the successors of modernization construction. It is of great significance to effectively integrate red culture resources into professional courses, deeply explore ideological and political elements, run through the whole teaching process of professional courses, and construct ideological and political system of professional courses, which is of great significance to improve students' practical ability, cultivate comprehensive quality and promote the dissemination of red culture. Based on this, this paper takes the basic course of plastic arts as an example to explore the path of ideological and political construction of curriculum based on red culture.

Key words: Red Culture; Foundation Of Plastic Arts; Course Education

1. INTRODUCTION

In the Guiding Outline for Ideological and Political Construction of Curriculum in Colleges and Universities issued by the Education Department in May 2020, it is clearly pointed out that to implement the fundamental task of moral cultivation, knowledge imparting, ability cultivation and value shaping should always be effectively combined and integrated [1]. the essence of vigorously promoting curriculum ideological and political construction is to guide values through the whole process of professional knowledge and skills training and help students form correct three views, which is the core content of college talent training in the new era. For colleges and universities, it is an important means to realize the ideological and political construction of the curriculum by introducing ideological and political education into the professional courses, realizing the three-in-one pattern of whole-process, whole-staff and all-directional education, and digging into the local red cultural resources and integrating them into the professional courses.

2. CLEAR TEACHING OBJECTIVES

2.1. Teaching objectives are an important part of course teaching and point out specific directions for the development of teaching work. the teaching objectives of basic course of plastic arts mainly include three parts: knowledge objectives, ability objectives and ideological and political objectives. Students are required to master the professional knowledge and ability of the related industry chain of the moulding language and aesthetic form rules of the moulding, understand the basic moulding methods of the moulding, and be familiar with the theoretical knowledge of the making method and color collocation of the moulding, so that students can have good aesthetic and modelling ability of the form. Will be introduced to the red culture resources in plastic arts foundation course, by conducting various practical teaching activities to improve students of various things in everyday life analysis, observation and creative ability, training students' innovative thinking, enhance students' innovation ability, and let the students fully master the ability to fusion skills, art, culture and better meet the social demand for talents [2]. the basic course of plastic Arts not only requires students to master the necessary basic production techniques, but more importantly, to have good patience and careful attitude, so as to create perfect works. Through the study of this course, students can have good professional quality and enhance the sense of social responsibility.

2.2. Curriculum design

Curriculum design is a key link in the whole teaching activities, directly related to the overall teaching quality. the basic course of plastic Arts closely focuses on the design and production of soft clay works from three dimensions of professional knowledge and skills, red culture and ideological and political education [3]. First, the thorough analysis by means of literature data red culture resources, develop the implications of these values, philosophy, etc., to promote students' positive understanding and refining of the red cultural resources, and with the aid of rhetoric and summarized various design means to make it conform to the red culture symbol of modern cultural environment, clear polymer clay works design. Second, in the learning process of basic modeling techniques, color matching and other professional knowledge and skills of soft clay, guide students to effectively transform the red cultural symbols, and present the red cultural symbols in a more vivid way. Third, refine the red culture symbols and the students in the process of the design works of red culture ls, let students understand the essence of red culture, produce the collision sparks in ideological level, not only add new meaning to polymer clay work value, but also help guide the student to set up the correct values, cultivate good professional quality. By integrating red culture into the basic course of plastic arts, students can not only improve their modeling design ability, but also realize the inheritance of red culture.

2.3. Teaching practice

To ideological education effectively through plastic arts foundation course, dig into one of the specialized courses teaching resources is extremely important, help to ideological education combined with an efficient and professional courses and soft ceramic products design and method of use is to improve professional knowledge and skills, the red culture value and ideological education among the collision is an effective means of sublimation.

3. EXCAVATE AND REFINE RED CULTURAL RESOURCES

3.1. the basic practical teaching of plastic arts is based on the red culture and carries out design practical teaching activities from the spiritual and material aspects. Text, images, video information collected by way of understanding the red culture, to refine the typical modelling, colour, design, material and other material things elements, and to dig deeper into take the bull by the horns, scaling new heights, and so on, of unyielding spirit, perseverance and a series of quality for the ideological education elements, and use it as the breakthrough point of the design. Take "Rumeng Ling • New Year's Day" by MAO Zedong as an example, the poem mainly describes the long march of the Red Army, praised the Red Army soldiers courageous, not afraid of sacrifice, hard struggle of the revolutionary spirit. Therefore, the key words in poetry can be mined and extracted as the theme of the design practice of soft pottery works, and the design elements of red cultural symbols and the spirit of red revolution can be effectively integrated with product design methods to create creative products reflecting red cultural elements.

3.2 Integration and innovation of red cultural symbols

Through the extraction of red cultural symbol elements, with the help of product design innovation means to develop the design scheme, select the best design scheme in line with the actual needs of the market. For example, we can design different elements such as relevant characters, stories and scenes into realistic or Q-version products by combining the needs of target groups, market environment and current popular elements, and guide students to feel red culture and revolutionary spirit in the process of constantly adjusting the design scheme.

3.3 Promote the sublimation of red culture collision

After determining the final design scheme, students will present the form needed to be expressed through kneading, kneading, stacking, rubbing and other clay making techniques, giving new life and vitality to the red culture and adapting to the personalized aesthetic needs of people in the current society. In the process of making polymer clay products, on the one hand, can make the students master the soft clay as the basic operation and skills of technique, on the other hand, help to promote students' deep feeling and experience of red culture connotation, essence, through their own professional knowledge and skills to express, present a personal patriotic feelings and human feelings, in imperceptible in red culture inheritance.

4. CONCLUSION

To sum up, the integration of red culture resources into the basic courses of plastic arts has realized the effective combination of theory and practice in a real sense, and promoted the interaction among red culture, professional knowledge and skills, and ideological and political education. Therefore, in the basic courses of plastic arts, teachers need to make full use of the resources of red culture, let students shape their correct moral quality and values in the learning process of professional knowledge and skills, improve individual comprehensive quality, and promote the spread of red culture.

ACKNOWLEDGEMENTS

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Research On the Cultivation Mode Of Innovation And Entrepreneurship Ability Of Applied Talents In Higher Vocational Colleges Based On "Supply-Side" Structural Reform

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Abstract: With the development and progress of society, modern society needs all kinds of professional talents, and higher vocational colleges undertake the important task of training professional talents. There have been many mistakes in the talent training strategy of higher vocational colleges, and the talent training model has not been established according to the needs of the society and the market. From the perspective of "supply-side" structural reform, this paper aims to innovate the innovation and entrepreneurship ability of higher vocational colleges and provide talent services for social development.
Key words: "Supply Side" Structural Reform; Higher Vocational Education; Applied Talents

I. INTRODUCTION

Since entering modern society, the development concept of structural reform has gained popular support. On professional talents, higher vocational colleges need to follow the "supply side" structural reforms put forward by the national development strategy, in order to implement the public entrepreneurial and innovative spirit, to provide powerful talents support for social and economic development, reduce the pressure on employment and employment problems such as narrow, need innovative talents training mode, continuous long-term security talent application strategy, We will promote the integrated use of social resources.

2. SUPPLY-SIDE STRUCTURAL REFORM

2.1. Supply-side structural reform

Our country's social and economic development has entered a new stage, in order to solve the development problems caused by the current social structural defects in our country. the state has put forward the development concept of "supply-side" structural reform to improve the quality of the supply side through the three aspects of "supply side", structure and reform, adjust the industrial structure through reform, correct the distortion of factors and resource allocation, expand the effectiveness of supply and supply resources according to the demand side. This on-demand distribution model of social development is healthy. To put it simply, the focus of "supply-side" structural reform is on the supply side. Economic transformation can be realized by making up for shortcomings and achieving the goal of sustainable social and economic development. This strategic goal is not only the key of social and economic transformation, but also the theoretical guidance of social structure reform, and the theoretical basis of the reform pursued by various social industries. Higher vocational colleges should clarify educational objectives, put forward feasible educational programs, and constantly improve the supply-side structural reform and talent training mode from the perspective of talent training and student innovation and entrepreneurship.

2.2. the necessity of supply-side structural reform

At present, our country's economy is in the critical period of transformation. Without similar experience for reference, the whole economic reform and transformation road needs to grope forward step by step. the new normal is a high generalization of our country's current economic form, and the "supply side" structural reform plan is a feasible plan based on a correct understanding of our country's social and economic form.

The government has taken the approach of forcing "supply side" structural reform to solve the problem of overcapacity in our country. From the perspective of structure, the strategy of four reductions and one supplement should be adopted to solve the problems of declining economic growth rate, declining industrial prices, declining profits of real enterprises, declining fiscal revenue and increasing probability of economic risks in the course of social development.

2.3. the relationship between "supply-side" structural reform and the cultivation of innovation and entrepreneurship ability of applied talents in higher Vocational colleges

Starting from the student side, higher vocational colleges need to cultivate talents with comprehensive ability and professional ability, so that they can better meet the needs of social development. Higher vocational colleges maximize the utilization of resources through teaching structure and teaching strategy. "Reform" is to replace the old development model with the new model of simple input and efficient output, and seek social development through industrial innovation and teaching innovation.

Supply-side structural reform aims to increase productivity and better serve the people and society. Innovation-driven development is the primary driving force for social development. Structural reform drives development through innovation, affects social industry and employment structure, and makes it react on teaching structure.

Higher vocational colleges provide students with a platform to display their abilities through the cultivation

of innovation and entrepreneurship. They respond to economic globalization through the development strategy of "supply side" structural reform, constantly stimulate the innovation and improvement of science and technology, and make up for the gap of social structure.

3. STATUS QUO OF TRAINING MODE OF INNOVATION AND ENTREPRENEURSHIP ABILITY OF APPLIED TALENTS IN HIGHER VOCATIONAL COLLEGES

3.1. Outdated concepts and exam-oriented education still dominate

Under the influence of exam-oriented education concept, higher vocational colleges pay attention to the cultivation of students' academic performance in teaching concept and teaching mode, and adopt teaching strategies inconsistent with social development in order to improve students' academic performance. This is in conflict with the current concept of innovation and entrepreneurship talent training. Therefore, in daily teaching, the introduction of successful cases, so that the teaching workers deeply realize that the focus and key of innovation and entrepreneurship ability cultivation is not students' academic performance, but more is to cultivate students' all-round ability.

3.2. Vague objectives, unclear functions and poor operability of indicators

In the current talent training mode, the teaching objectives and teaching plans formulated by higher vocational colleges are all carried out around personal ability, and the teaching evaluation is unclear, the operability of evaluation indicators is poor and the evaluation results are difficult to reflect the key and focus of talent training.

3.3. Single form, incomplete index collection and backward technology

In terms of the current situation of social development, modern society has fully entered the information network era, and the development of information technology is of great significance to the input, storage, processing, distribution and sharing of talent evaluation data information. There is asymmetry between data processing and information processing, and it is difficult to evaluate important indicators such as simple evaluation algorithm, practical experiment ability, communication and debate ability with data.

4. THE CULTIVATION MODE OF INNOVATION AND ENTREPRENEURSHIP ABILITY OF APPLIED TALENTS IN VOCATIONAL COLLEGES BASED ON "SUPPLY-SIDE" STRUCTURAL REFORM

4.1. Innovate the training concept

"Supply side" structural reform strategy needs to start from the socio-economic environment, according to the future direction of social development to grasp the direction of talent training. To judge the intrinsic gold content of higher vocational talents, from the perspective of students' personal development, enhance the intrinsic value of higher vocational students, realize the mutual integration of society and school, and jointly innovate the teaching mode of higher vocational talents innovative employment.

4.2. Grasp the degree of innovation

Innovate. Modern higher vocational colleges not only teach students professional knowledge, improve their practical ability. Also should pay attention to the development of the students' various aspects, here in accounting major, for example, in the "supply side" structural reform of social background, the accounting professional need combined with industry demand, docking and international market to the requirement of accounting personnel, mainly through the international economy and trade, registered accountants, and two aspects as the breakthrough point, to ensure the quality of personnel training. In addition, the training mode of higher vocational talents needs to be combined with students' major direction to provide guarantee for students' future employment and entrepreneurship.

Degree of innovation. According to the modern social economic and industrial structure, the macro-control of resources, constantly adjust the talent innovation strategy, avoid blind planning, scientifically grasp the degree of innovation, scientific analysis to increase the proportion of students' practice courses.

4.3. Linkage between entrepreneurship and employment

The emergence and popularization of Internet technology provide valuable resources for talent training in higher vocational colleges. Colleges and universities can develop network platforms, set up talent recruitment and employment guidance, and establish innovative employment section, so as to provide inexhaustible driving force for the cultivation of innovation and entrepreneurship ability of applied talents in higher vocational colleges.

5. CONCLUSION

In general, higher vocational colleges need to provide compound services to meet the requirements of "supply-side" structural reform for talent training, so as to facilitate the cultivation of high-quality talents with innovative ability for the society.

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Research And Practice On the Integration Development Of Corporate Culture And Accounting Culture Of Finance Specialty In Higher Vocational Colleges

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Abstract: In the process of constantly adjusting the goal of talent training in higher vocational colleges, strengthening the cooperation with enterprises has become the mainstream teaching mode. Through the connotation of enterprise culture and accounting culture research, this paper explores the integration of finance and economics professional enterprise culture and accounting culture in higher vocational colleges, so as to promote the quality of finance and economics teaching in higher vocational colleges.

Key Words: Higher Vocational Education; Finance Major; Corporate Culture; Accounting Culture; Merge

1. INTRODUCTION

With the advancement of education reform in our country, "fusion" education, cooperation between higher vocational colleges teaching mode has been more and more colleges and universities, which especially for higher vocational colleges, the training aims to deliver high quality professional talents for the society, school and enterprise combined form of education, can effectively promote the realization of teaching goals. As a popular major in higher vocational colleges, finance and economics can point out a new direction for professional development by integrating enterprise culture and accounting culture. Therefore, this paper aims to explore the research and practice of the integrated development of corporate culture and accounting culture of finance major in higher vocational colleges.

2. CONNOTATION OF CORPORATE CULTURE AND ACCOUNTING CULTURE

Theoretical research on corporate culture arose in the 1980s. With the development of management, enterprises gradually found the importance of making full use of employees and their intelligence in corporate efficiency. After a lot of theoretical research and corporate practice, the concept of corporate culture has gradually become popular. In essence, corporate culture is a unique cultural phenomenon composed of values, beliefs and ways of doing things of an enterprise, which is embodied in every aspect of the daily operation of the enterprise. Corporate culture is characterized by uniqueness, innovation and human nature, among which values are the core of corporate culture. the development of corporate culture can enhance the cohesion of employees and thus create higher economic value.

Accounting culture is a branch of human social culture system. the simple writing and knotting in ancient times have marked the emergence of accounting culture. Therefore, as a cultural phenomenon, accounting culture has experienced a long process of development. However, the theoretical and practical circles have only a short history of its research [1]. Accounting culture can be divided into three levels: spiritual culture, system culture and material culture. Among them, accounting spiritual culture is the core component of accounting culture and determines the development direction of accounting culture. the system culture is manifested as accounting management system, which has certain legal effect and can regulate the behavior of accounting practitioners. Material culture is the material basis for the development of accounting culture, including social atmosphere, policy system, etc., and the overall development of accounting culture can be promoted through the cultural construction at three levels. the study of accounting culture is largely influenced by the study of corporate culture, so it has a good application prospect to discuss the integration and development between accounting culture and corporate culture.

3. WAYS TO INTEGRATE THE DEVELOPMENT OF CORPORATE CULTURE AND ACCOUNTING CULTURE OF FINANCE MAJOR IN HIGHER VOCATIONAL COLLEGES

In order to promote the integration of corporate culture and accounting culture, it is necessary to study the core values in corporate culture. At present, the goal of training financial and economic professionals in higher vocational colleges in China is mainly to deliver more and better financial and economic professionals to the society, so accounting culture can also become a part of the education culture. the purpose of enterprise development is to create higher economic value, so corporate culture is a kind of management culture. Therefore, in the process of integrating corporate culture and accounting culture into the financial and economic education system, it is necessary to promote the effective integration between the two so as to achieve the effect of promoting the development of education quality. According to the analysis of the connotation of accounting culture, it can be carried out from the following aspects:

3.1 Integration of accounting spirit culture and enterprise culture

In the teaching process of finance and economics major in higher vocational colleges, we should give play to the guiding role of enterprise spirit culture, speed up the construction of school-enterprise cooperation platform, so as to provide a way for the infiltration of enterprise spirit culture. In the current construction of corporate culture in China, most enterprises have higher value pursuit for the spiritual concept of "honesty and trustworthiness" and "teamwork", and regard it as the core concept of enterprise development. Therefore, students' corresponding spiritual quality should be cultivated in teaching, and the integration of accounting spiritual culture and corporate culture should be explored. On the one hand, in the construction of professional curriculum system, vocational colleges should take the cultivation of students' professional ability as the fundamental goal, promote a variety of social practices, and promote the improvement of students' professional quality through project-based courses [2]. In this process, enterprise culture and accounting culture should permeate each other, and take enterprise spirit culture as the ideological guidance of accounting culture practice. In order to improve students' understanding of accounting spirit, we ask accounting professionals from enterprises to give lectures in higher vocational colleges. On the other hand, colleges and universities should develop special talent training programs, focusing on students' professional ethics as an important training goal, so that students' professional education and quality education can go in the same direction, so that students can have good accounting professional ethics.

3.2 Integration of accounting material culture and enterprise culture

Higher vocational colleges should pay attention to creating the learning atmosphere of accounting culture and imperceptively educate students by Posting cultural signs. For example, the corporate culture concepts of well-known enterprises are posted in the blank positions of corridors and classrooms, and students of finance and economics major are encouraged to create their own accounting culture and posted in eye-catching positions, so as to drive students to learn corporate culture and accounting culture with these conspicuous signs. Secondly, accounting material culture can be integrated into the logo design, such as presenting in the form of bills, or accounting ICONS, t-shaped accounts and other forms, which can not only attract students' interest in reading, but also consolidate the professional knowledge of accounting. At the same time, colleges and universities should create a corridor of financial and economic enterprise culture for students majoring in finance and economics, and simply explain the success stories of famous entrepreneurs at home and abroad and enterprise concepts, so as to inspire students to learn accounting spirit with the power of example, so as to promote the improvement of professional knowledge and ability.

3.3 Integration of accounting system culture and enterprise culture

Accounting system culture involves the rules and regulations of students majoring in finance and economics in higher vocational colleges. It is a summary of accounting rules and regulations, accounting professional ethics and accounting personnel's code of conduct. In the process of establishing teaching management system in colleges and universities, enterprise culture should be integrated into it to create a real scene of enterprise life for students. At the same time, enterprise culture and accounting culture are used to constrain teachers' work behavior standards, and enterprises' requirements for accounting practitioners are used to manage teachers, so that teachers can reflect professional accounting professional ethics in the teaching process. In the course goal setting, accounting post requirements should be combined with the goal of talent training, so that the financial and economic talents in higher vocational colleges can meet the actual needs of the society. In order to promote the integration of enterprise culture and accounting culture, the goal of personnel training should reflect the value of enterprise culture.

4. CONCLUSION

As a part of campus culture, the accounting culture of finance major in higher vocational colleges is a new culture developed under the demand of accounting major. However, the current domestic research on accounting culture is not mature, and efforts are still needed to explore the integration path of accounting culture and enterprise culture.

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Research On the Status Quo Of Integrating Folk Art Intangible Cultural Heritage Into Kindergarten Aesthetic Education Activities--Take Southern Sichuan As An Example

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Abstract: Folk art intangible cultural heritage is not only a historical witness, but also a precious educational resource. Integrating folk art intangible cultural heritage into kindergarten aesthetic education activities can improve children's aesthetic ability and inherit intangible cultural heritage. This research combined with the literature method, questionnaire method, interview method, and study of four kinds of folk art intangible cultural heritage in southern Sichuan into the current situation of kindergarten aesthetic activities, mainly included Zigong manual paper-cut, tie-dye, Yibin fuwa and Leshan new year paintings, and investigate the plight of the intangible culture into the kindergarten aesthetic activities in the fine arts class, explore the causes, at last put forward the relevant countermeasures and suggestions.
Key words: Folk Art; Intangible Cultural Heritage; Children Aesthetic Education; Kindergarten Aesthetic Education Activities

1. FIRST, QUESTION RAISING

1.1. In recent years, the topic of inheriting intangible cultural heritage and developing children's aesthetic education has become the focus of government and academic circles. the General Offices of the CPC Central Committee and the State Council issued the Opinions on the Implementation of the Project of Inheriting and Developing Excellent Traditional Culture, proposing that the excellent traditional culture should be integrated into the enlightenment education, and the culture curriculum should focus on built the teaching materials for children. [1] Folk art intangible cultural heritage is a rich educational resource. Integrating it into kindergarten aesthetic education activities can not only inherit intangible cultural heritage, but also promote the development of beauty to feelings, expression and creation. In keeping with the Times, many kindergarten in the domestic start to practice, in the study of non-material cultural heritage into the kindergarten education, A lot of research is done in three ways: the present situation of the intangible cultural heritage into the preschool education, the discussion of strategies, and the development of Characteristic curriculum. However, there are few researches on the intangible cultural heritage of folk art and the development of children's aesthetic education.

1.2. On the basis of comprehensive literature, This study aimed at Zigong manual paper-cut, tie-dye, Yibin fuwa, and Leshan new year paintings, and develop a relevant survey questionnaire about the present situation of the art intangible culture into the kindergarten aesthetic activity. the study used random sampling method to select 12 kindergartens as investigation objects. the questionnaire survey was conducted from three dimensions of teachers' cognition about folk art intangible cultural heritage, the organization and implementation of teaching activities and evaluation for this. 200 valid questionnaires were received. At the same time, this study selected 12 front-line teachers as interviewer, In order to understand the specific implementation of the integration of folk art intangible cultural heritage into kindergarten aesthetic education activities. as well as problems encountered in the implementation process and areas that still need to be improved, so as to provide reference for the analysis of causes and countermeasures of this study.

2. DIFFICULTIES IN THE IMPLEMENTATION OF INTEGRATING FOLK ART INTANGIBLE CULTURAL HERITAGE INTO KINDERGARTEN AESTHETIC EDUCATION ACTIVITIES

2.1. Teachers: the understanding and the ability of resource exploitation are weak.

A basic premise of integrating Excellent Traditional culture into preschool education is that the teachers have the basic knowledge and accomplishment of traditional culture. [2] through the data analysis, Teachers recognize the value of folk art intangible cultural heritage, believing that it can cultivate children's aesthetic ability, enhance national cohesion, and increase children's relevant knowledge. the study have shown that the teacher will support children's aesthetic activities, but the degree of attention varies greatly, at the same time, the vast majority of teachers lack of knowledge about the four kinds folk arts intangible cultural, they have a narrow understanding fuzzy about this, some teachers only know famous name, but do not know related legends, production processes, uses, characteristics, etc. See table 1.

Table 1 Teachers' cognition of folk art intangible cultural heritage

	Minimum	*Maximum*	*Sum*	*Mean*	*Standard deviation*	*Rank*
Understanding	*2*	*5*	*603*	*3.94*	*0.63*	*1*
Value identification	*2*	*5*	*754*	*4.31*	*0.79*	*3*
Supporting	*2*	*5*	*759*	*4.34*	*0.72*	*2*
Emphasis	*1*	*5*	*602*	*3.44*	*1.20*	*4*

2.2. Times and activity types

According Table 2, The survey results show that 1/3 of the teachers have not carried out the folk art intangible cultural heritage aesthetic education activities in this academic year, more than half of the teachers have carried out the activities for 1-2 times, and only 10% of kindergartens have carried out the activities for 3 times or more. 24% of the teachers chose to simply mention relevant knowledge in the activities, while the proportion of carrying out special handcraft activities and painting activities was 35.43% and 23.43% respectively, and the proportion of Art appreciation activities was only 17.14%. In the interview, the majority of teachers said that those reasons, like heavy task, lack of relevant knowledge and skills, less training, made it difficult to select suitable folk art intangible cultural heritage suitable for children's activities. They are more inclined to choose the easier drawing and manual activities to carry out the activities. After the implementation of related activities many times, and limited energy or time and so on, If the effect is not obvious, they don't dare to explore again.

Table 2 Times and activity types

Projects	*0ptions*	*Frequency*	*The proportion*
Times	*0 Times/year*	*58*	*33.14%*
	1-2 Times/year	*97*	*55.42%*
	3-4 Times/year	*16*	*9.14%*
	5 or more	*4*	*2.29%*
Activity type	*Simply mention*	*42*	*24%*
	Manual activity	*62*	*35.43%*
	Painting activity	*41*	*23.43%*
	Appreciate activity	*30*	*17.14%*

2.3 Unreasonable activity target setting and ignoring children in the activity process

The value orientation of educational activities is directly reflected in the structuring degree of activities. Low structuring educational activities pay attention to children, the activity process itself, and generative learning. [3] the data show that wile setting the activity goals, teachers considered the educational and inheritance of intangible cultural heritage. They will also consider children's skill development needs, the real life and other factors. the whole activity goal statement is detailed, but it lacks openness and generation, which makes the whole activity regular and orderly. It can be seen from Table 3 that in the process of carrying out the aesthetic education activities of folk art intangible cultural heritage, teachers often adopt the demonstration method of explanation. Children complete each step under the demonstration of teachers, and teachers also assist children with weak ability to complete works. At the same time, in the course organization and implementation process, mainly by multimedia introduction - explanation - demonstration - distribution of activity materials - children's exercise - teachers guidance - work sharing activity flow. Although this method can well achieve the preset activity goals and is easy to operate, it neglects children's understanding and acceptance of folk art intangible cultural heritage, and ignores children's participation, which will easily lead to children's lack of interest.

Chinese excellent traditional culture is rich, but not all contents are suitable for inheritance in kindergarten education, so the key and necessity of content should be grasped. the study found that the content of the activity came from a variety of sources, including comprehensive kindergarten textbooks and network resources, but few professional and natural materials were used. In terms of categories, they tend to choose folk painting and paper-cutting, but seldom choose folk sculpture and folk weaving. the content selection is not balanced, and many beneficial resources are left idle. There was no continuity in the selection of content. Teaching activities are discontinued after finished, and the uniqueness of folk art intangible cultural heritage was not deeply felt.

Table 3 Organization and implementation

Projects	*Options*	*Frequency*	*The proportion*
Multimedia Import	*Always*	*51*	*29.14%*
	Often	*82*	*46.86%*
	General	*27*	*15.43%*
	Little	*14*	*8%*
	Never	*1*	*1.75%*
Demonstration methods	*Always*	*38*	*21.71%*
	Often	*81*	*46.29%*
	General	*42*	*24%*
	Little	*13*	*7.43%*
	Never	*1*	*0.57%*
Assist children	*Always*	*56*	*32%*
	Often	*78*	*44.57%*
	General	*30*	*17.14%*
	Little	*8*	*4.57%*
	Never	*3*	*1.71%*

2.4. Focus on results and lack of multiple evaluation system

"Curriculum in essence is a kind of teaching event, teaching in essence is a course development process, evaluation is the reflection process of curriculum and teaching, itself is an organic part of curriculum and teaching". [4] According to Table 4, the subject of activity evaluation is usually the course implementer. 90% of teachers adopt summery assessing, and nearly half of teachers invite others to evaluate after the activity. However, due to children's lack of evaluation ability and strong subjective factors of evaluation, teachers rarely let children evaluate themselves. According to the interview, teachers mainly evaluate the achievement of teaching objectives and the completion of children's works, and pay little attention to the interests and attitudes of children in activities.

Table 4 Evaluation and reflection

Projects	*Options*	*Frequency*	*The proportion*
The subject of evaluation is implementer	*Always*	*42*	*15.43%*
	Often	*62*	*37.14%*
	General	*41*	*28.57%*
	Little	*30*	*17.14%*
	Never	*3*	*1.71%*
Invite others to comment	*Always*	*40*	*22.86%*
	Often	*72*	*41.14%*
	General	*42*	*24%*
	Little	*18*	*10.29%*
	Never	*3*	*1.71%*
Use summery assessing	*Always*	*24*	*13.71%*
	Often	*80*	*45.71%*
	General	*49*	*28%*
	Little	*20*	*11.43%*
	Never	*2*	*1.14%*

2.5. Low utilization rate of social resources and insufficient support and participation from all parties

First, parents' understanding and participation are low. When teachers ask parents and children work together to complete the work, parents often express that it is difficult,

they are unable to provide professional guidance, and lack of time and energy. Secondly, social attention and propaganda efforts are insufficient. When carrying out relevant activities, teachers are often required to take the initiative to contact relevant departments and institutions, such as inheritors of intangible cultural heritage and museums, etc. Social resources are not fully utilized, social support is not strong, and there is little connection between society and kindergartens.

3. MEASURES TO PROMOTE THE INTEGRATION OF FOLK ART INTANGIBLE CULTURAL HERITAGE INTO KINDERGARTEN AESTHETIC EDUCATION ACTIVITIES

3.1. Improve teachers' ability to understand, apply and develop

The practical ability of preschool teachers to carry out activities is the key to integrate folk art intangible cultural heritage into kindergarten aesthetic education activities. [5] Therefore, the cultural literacy and professional ability of preschool teachers should be improved in multiple ways, so as to make the folk art intangible cultural heritage culture to integrate preferably into kindergarten aesthetic education activities. On the one hand, kindergarten teachers should establish cultural confidence, strengthen cultural consciousness, and be the inheritor and guardian of traditional culture. [6] At the same time, it is necessary to have a sense of identity with folk art intangible cultural heritage, and dig deeply into the ideological connotation, values and aesthetic orientation of folk art intangible cultural heritage. Keep learning enthusiasm, visit the training center of the inheritor of folk art intangible cultural heritage and the local museum for field visits, communicate with masters closely, learn more about the historical background and connotation of folk art intangible cultural heritage, and deepen the breadth and depth of understanding.

3.2. On the other hand, teachers promote the further development of curriculum resources by improving their ability to sort, select, adapt and integrate and innovate art intangible cultural heritage. the following four aspects should be carried out when the intangible cultural heritage of folk art is integrated into aesthetic education activities: First, the teaching content should be screened, children's direct experience, understanding level and ability should be fully considered, and the craft with inheritance value should be collected in real life, and appropriate improvement should be made. Secondly, different teaching contents are designed according to the physical and mental characteristics of children of different ages. Through the organic infiltration of environment creation and cultural and creative parks, children can experience the cultural atmosphere in their daily life without being limited to the level of "utensils". [7] Third, in the implementation process, use a variety of teaching methods flexibly, innovative activity mode, organize flexible folk art intangible cultural heritage group game, stimulate children's interest, See the child as the subject of the activity. [8] Fourth, it tries to integrate art intangible cultural heritage with other disciplines, innovate and develop art intangible cultural heritage from multiple perspectives.

3.3. In addition, kindergartens should organize teachers to participate in relevant training to help them improve their professional quality. At the same time, a professional team will be set up, and the inheritors of intangible cultural heritage will be hired to guide the kindergarten, so as to learn and study in practice, cultivate professional talents, improve the professional teaching staff, and improve the ability of preschool teachers to understand, apply and develop folk art intangible cultural heritage in various ways.

3.3.1. Take children as the main body to set goals and optimize the activity process

First, According to children's physical and mental development level and existing life experience, teaching objectives should be set scientifically and reasonably, and activities should be naturally generated along with the performance of children's creative behavior, so as to make activities flexible. Second, enrich and break through the fixed teaching process, adopt various forms of activity organization to combine the collective teaching with group activities, individual activities. Not only for the whole, but also take into account the interests of children with different abilities; the activity place should be open, so that children can enter the intangible cultural heritage museum and practice base, and deepen their understanding and appreciation of folk art intangible cultural heritage through direct perception, practical operation and personal experience. [10] Third, improve teaching methods, break through the traditional explanation and demonstration method, adopt a variety of teaching methods flexibly, and enhance children's enthusiasm in participating in activities.

3.3.2. Change the evaluation concept in the course, improve the evaluation method

Guidance outline for Kindergarten Education (Trial) points out that kindergarten education evaluation should be regarded as a necessary means to promote the development of children and improve the quality of early childhood education. In the course, teachers should change the evaluation concept and establish a diversified evaluation system. Development evaluation should be given priority, summery assessing should be reduced, children's mutual evaluation and others' evaluation should be incorporated into the evaluation system, and process evaluation should be strengthened. At the same time, mutual integration and interaction between evaluation and teaching should be explored to make the evaluation subject diversified and the evaluation process dynamic. [11]

3.3.3. Pooling social forces to build an intangible Cultural Heritage ecosystem

First, kindergarten through various forms of activities to achieve home education. For example, Parents' Open Day and Family Experience Day are set up so that parents can participate in the aesthetic education activities, to enhance their sense of experience and get their support. Second, the government will provide financial support to set up a special research group and encourage the parks to strengthen cooperation and build an "intangible cultural

heritage ecosystem". the government, society and kindergarten help each other to form a good ecological cycle system to jointly protect and develop folk art intangible cultural heritage, and achieve cultural inheritance and innovation. For example, social enterprises and institutions provide help in venues, professionals and activity materials, make full use of online media to increase the propaganda, and draw social attention to folk art intangible cultural heritage. At the same time, under the organization of the government, to strengthen the kindergarten and the heritage museum, the folk fine arts class of national intangible cultural further into kindergarten, promote the folk fine arts class of national intangible cultural fusion and innovation of aesthetic education activities in kindergarten, kindergarten through propaganda and radiation to the folk arts class intangible cultural heritages in communities, and brought into the family.

4. ESTABLISH A FOLK ART INTANGIBLE CULTURAL HERITAGE RESOURCE BANK

4.1 The important factors for the success of teaching activities lie in whether children's interest is stimulated and whether their emotional experience is enriched. the difficulty of carrying out folk art intangible cultural heritage aesthetic education activities is largely attributed to the arrangement and adaptation of content resources. the concept of curriculum resources plays a guiding, maintaining and supervising role in the development of curriculum resources by teachers, which has become the key factor to affect the effective development and utilization of curriculum resources. [14] First, do a good job in the selection of folk art intangible cultural heritage. When choosing the folk fine arts class of intangible cultural should fully consider its distinctive geographical features, follow the principle of safety, richness and value, use the " intangible cultural heritage inheritor - academic staff - teachers" layered selection strategy, collect health and valuable intangible cultural heritages which are suitable for the age characteristics of children. Second, do a good job in sorting out folk art intangible cultural heritage. In order to facilitate subsequent use, kindergartens should sort out the intangible cultural heritage of folk fine arts according to their types, material properties and usage, or classify them according to their educational value and ornamental value. Third, make good use of folk art intangible cultural heritage. Use the network platform to set up a special resource station for folk art intangible cultural heritage aesthetic education activities, build a resource reserve center, and create a material room in the kindergarten to store objects for use and visit at any time. Fourth, in the process of practice, teaching cases of all ages are constantly summarized, feasible cases are sorted out and included, and constantly adjusted and enriched in the process of practice, so as to provide reference materials for preschool teachers and researchers.

4.2. the epilogue

Children's aesthetic education is an important way to promote children's knowledge growth, ability formation and personality shaping. Under the social background of advocating traditional cultural inheritance, teachers should expand educational resources, improve their professional ability and quality, creatively integrate folk art intangible cultural heritage into kindergarten aesthetic education activities, inherit intangible cultural heritage, and cultivate children's ability to feel, express and create beauty.

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Research On the Application of Virtual Reality Technology in the Restoration of Historical And Cultural Relics

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Abstract: Virtual reality technology has important practical value for the protection and inheritance of historical and cultural heritage. It can simulate the current situation and the existing scenes in the history of historical and cultural heritage. It can not only carry out restoration design, but also integrate into the historical culture of architectural heritage, and deepen the understanding and understanding of the knowledge related to architectural monuments. In addition, digital restoration of historical and cultural heritage through virtual reality technology and the establishment of 3D digital model data are conducive to the archiving and permanent preservation of architectural heritage information, which is more convenient for the research, development and utilization of historical and cultural heritage.
Keywords: Virtual Reality Technology; Cultural Heritage; Recovery

1. INTRODUCTION

In recent years, with the rapid development of computer technology, the emergence of virtual reality technology and application, effectively solved some disadvantages existing in the traditional historical and cultural relics, enhance the function of historical and cultural relic appreciation and research, meets the requirements of today's social development to a great extent, let people can fully feel the charm of cultural relics and value.

Virtual Reality technology (VR), referred to as VR, is a new rise of art and computer technology integrated technology at the end of the last century. It involves computer graphics, human-computer interaction technology, sensing technology, artificial intelligence and so on. It is made up of computer hardware, software, and all kinds of sensor 3 d information of artificial environment, a virtual environment, can realistically simulate the real world (or even non-existent) things and the environment, people are into the environment, feel "in its" immediately, and can be operated personally, naturally interact with virtual environment. In recent years, virtual simulation technology is widely applied to the ruins of the ancient relic architecture, cultural relics sites, cultural relics, ancient portraits, ancient natural phenomenon and behavior and phenomena of virtual display and virtual recovery, so that the building relics from regional restrictions, to achieve resource sharing, truly become a historical and cultural heritage of all mankind can "own".

2. SIGNIFICANCE OF DIGITAL RESTORATION OF HISTORICAL AND CULTURAL HERITAGE

In the course of thousands of years of development, China has bred profound cultural and artistic wealth, among which the historical and cultural heritage in the form of physical existence has a very important position. It is of great practical significance for the development of traditional historical and cultural heritage to protect and inherit it and display it for tourism development. Among the existing historical and cultural heritages, most of them are palaces, temples and historic blocks, which have become important places for tourism development and one of the main destinations for tourists. the protection and development of ancient buildings and historic blocks is actually the inheritance of traditional historical and cultural heritage. If historical and cultural heritage is only protected but not opened to the outside world, its value of existence will be greatly reduced. After all, for the masses of people, it is too abstract to learn about historical and cultural heritage only with the help of books, lacking practical experience and feelings. At the same time, due to the influence of time, economic conditions and other factors, the understanding and research of historical and cultural heritage and art mostly stay at the level of book introduction, field investigation and evidence collection is still relatively few.

Along with the development of computer technology, through the combination of 3 d modeling technology and virtual reality, the historical and cultural heritage for the design of digital restoration performance has been more widely used, it can be recovery design of architectural style, historical block, and by means of virtual reality to interactive display of architectural relics, deepen people's understanding and the understanding to art. On the other hand, the publicity and display of scenic spots can also be carried out in the form of online tourism. To a certain extent, it reduces the protection cost of ancient buildings and historic blocks, reduces the destruction of ancient buildings, and makes the cultural value and historical value of historical and cultural heritage better protected and inherited.

At present, there are few integrated development for digital restoration of historical and cultural heritage and virtual reality. the main reason is that the application of VR technology is not wide enough, and the price of equipment is relatively high. At the same time, there are few VR content development for ancient buildings and historical blocks, and most of them remain at the research level. However, it is believed that with the wide application of virtual reality, more and more attention will be paid to the protection and inheritance of architectural

cultural relics. Virtual reality technology will play a greater role and value, and bring more convenience to the digital protection and inheritance of historical and cultural heritage.

3. ADVANTAGES OF VIRTUAL REALITY TECHNOLOGY IN HISTORICAL AND CULTURAL HERITAGE PROTECTION

Virtual reality technology can carry out digital restoration and design of historical and cultural heritage with the help of 3D modeling. In the design process, under the guidance of architectural experts, virtual reality technology can truly restore the original style of architecture and show the charm of architecture, which has many advantages in the protection and inheritance of architectural heritage.

First, from building a long-term exposure to the natural environment, affected by natural disasters and tourists is large, with the aid of the virtual simulation technology to construction sites for three-dimensional digital simulation, tourists can be transported by means of virtual reality to feel the charm of architectural art, rich in tourism resources development at the same time, also can reduce the damage of human activities on the construction sites, It also reduces the pressure of protection.

Second, the virtual reality technology is based on the ancient buildings protection provided by digital, more rich content and form, to the architectural design, historical value, cultural value, etc to dig deep and display, for ordinary viewers, profound understanding of architecture brings inspiration will be more abundant, the cultural heritage and more helpful. At the same time, the virtual reality display can break the limit of time and space, for difficult to reach, visitors can use VR resources anywhere, anytime to online watch, have the opportunity to meet and know more about architectural heritage and cultural resources, for the cultural education and the protection of the ancient heritage will play a bigger role.

4. APPLICATION PRACTICE OF VIRTUAL REALITY TECHNOLOGY IN HISTORICAL AND CULTURAL HERITAGE

At present, in the development and protection of historical and cultural heritage, the application of virtual reality technology is more representative of digital Yuanmingyuan, the Forbidden City, digital Dunhuang, Hong Kong Temple of Heaven Buddha and so on, and have been well received. In practice, in this paper, the research on the bohai sea duty as a carrier of the project practice, longquan mansion, with the help of 3 d technology, building digital restoration, and through the technique of virtual reality to render, to explore the research of virtual reality technology to new way of tourism development and protection of cultural heritage, and research into the professional teaching of the project, the personnel training to better practice.

In order to ensure the smooth development of project practice, the teacher team can be organized to conceive, plan and design the scheme, analyze and reasonably plan and restore the design content based on the topographic map and architectural style of the ancient town. First of all, on the basis of determining the design content, integrate it into professional course teaching in the form of project, organize students to conduct field investigation, field measurement, collect first-hand data, provide data support for subsequent drawing, and strive to faithfully restore the proportion structure. Secondly, three-dimensional modeling is carried out on the basis of plane drawings, and three-dimensional restoration design is carried out. This link requires proper artistic design expression on the basis of faithfully restoring the landform, architectural style and landscape sketch. Finally, on the basis of the completion of the model, the architectural scene is imported into the virtual engine for editing and effect presentation, and interactive design is carried out in combination with history and culture, so as to improve the sense of experience and immersion of virtual reality content presentation, and finally achieve the effect of historical and cultural heritage protection and inheritance.

Virtual reality technology has important practical value for the protection and inheritance of historical and cultural heritage. It can simulate the current situation and existing scenes of historical and cultural heritage. It can not only carry out restoration design, but also integrate into the history and culture of architectural heritage to deepen the understanding and understanding of the knowledge related to architectural monuments. In addition, digital restoration of historical and cultural heritage through virtual reality technology and the establishment of 3D digital model data are conducive to the archiving and permanent preservation of architectural heritage information, which is more convenient for the research, development and utilization of historical and cultural heritage.

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Exploration Of Ideological And Political Education Reform In Higher Vocational Colleges Under the Concept Of "Educating People With Three Qualities"

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Abstract: With the rapid improvement of social economy, informatization and science and technology are widely applied in enterprises, resulting in a great lack of technical talents and managerial talents. Higher vocational colleges are places to train excellent talents for the society and provide talents for promoting market development. Therefore, the education of higher vocational colleges is particularly important. At the same time, the improvement of students' skills is supported by ideological and political education, which has become the basic condition of many education and teaching. Due to the rapid development of social industry, ideological and political education in higher vocational education provides opportunities for development, so that higher vocational ideological and political education is faced with many problems. Through the combination of "three all-round education" and ideological and political education, the content of ideological and political work should be improved. Since ideological and political work is not consistent with the mode of "three all-round education", only strengthening the construction of educational team, comprehensively implementing ideological and political education and carrying out ideological and political work mode can lay a foundation for the reform of ideological and political education in higher vocational colleges.

Key Words: the Concept Of "Three-In-One Education"; Higher Vocational Colleges; Ideological And Political Education Reform

1. PROBLEMS IN IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

1.1 School education is the main subject, and the cooperation degree of other subjects is not high

As the country pays special attention to education, every stage of education in China will continue to optimize and improve. School is an important place to cultivate students, but it fails to pay attention to family education, social education and students' own learning situation, so that other education subjects do not play their own role, resulting in students' ideological and political education is obviously insufficient. the special problem is that there are obvious problems in ideological and political discipline, which can not ensure that students have the correct view of core doctrine. Ideological and political education mainly aims at the subject of students' ideological education, so that students can know and understand, and effectively improve students' comprehensive quality. But in practice, students do not pay attention to ideological and political education either at school or at home, which makes it difficult for schools to carry out ideological and political courses smoothly. In addition, ideological and political education in schools has problems such as time limitation and traditional teaching methods. Without the assistance of other subjects, it is easy to find problems in ideological and political education, which is also the main reason for the attention of the state [1].

1.2 Ideological and political education is formalized and the teaching content is unreasonable

Ideological and political education attaches great importance to students' values, but when it is formally carried out, it will face many unrealistic contents, including boring theoretical knowledge, mainly because students fail to enter the society, do not experience the social environment, and cannot quickly understand theoretical knowledge. Meanwhile, in higher vocational schools, most of them regard practical knowledge and training skills as the main content of teaching, and ignore the importance of ideological and political education. Ideological and political education reform is also in trouble, and can only show formal effects. They believe that ideological and political education can improve students' comprehensive quality and achieve teaching effects. However, without studying the content from the perspective of students, students can not understand knowledge in a short term and can not effectively master knowledge. In addition, ideological and political education content in some schools is unreasonable and lacks pertinence, or ideological and political teachers are not competent enough to take students' age and mentality into consideration, which has a great impact on students' acceptance ability [2].

2. THE REFORM PATH OF IDEOLOGICAL AND POLITICAL TEACHING IN HIGHER VOCATIONAL COLLEGES UNDER THE CONCEPT OF "THREE-IN-ONE EDUCATION"

2.1 Establish a team of counselors to implement the concept of "three-in-one education"

To meet such requirements, higher vocational colleges must establish a team of counselors, and invest a lot of money to cultivate excellent talents and carry out on-campus training, so as to help higher vocational college counselors have strong ability to educate people and realize ideological and political education reform from the

perspective of comprehensive quality. Under this condition, higher vocational colleges must strengthen the training of counselors' professional skills, have professional professional ideas, and mobilize counselors' teams to fully implement the concept of "educating students with three qualities". In addition, higher vocational colleges must attach great importance to the future development of the counselor team, especially in terms of salary and treatment, so as to provide all-round development opportunities for the improvement of the counselor team and promote the innovation consciousness and enthusiasm of the counselor in the ideological and political education reform. Finally, vocational colleges need to carry out effective communication and cooperation with the counselors to provide good conditions for the counselors' team learning, and keep learning new knowledge and new skills under the implementation of the concept of "three-in-one education", with the spirit of strengthening learning, and give full play to the independent initiative of the ideological and political education reform of vocational college counselors.

2.2 Ideological and political teachers' dominance

Ideological and political curriculum is the main place to carry out ideological and political education in higher vocational colleges, and is the front of carrying out ideological and political education reform. Ideological and political teachers should not only take the responsibility of education, but also take the research of ideological and political education reform strategy of higher vocational colleges under the concept of "educating people with three integrity" as the content of curriculum research. Therefore, it is necessary to strengthen and improve the teaching level of ideological and political teachers and provide favorable conditions for optimizing the scientific research quality of ideological and political teachers to effectively show the dominance of ideological and political teachers. At the same time, vocational colleges should guide ideological and political teachers to carry out reform and innovation on the basis of the current educational ideas, respect the dominant position of students, and reasonably build a good teacher-student relationship. In addition, higher vocational colleges guide ideological and political teachers to innovate with the help of modern educational technology and methods to avoid traditional teaching problems [3].

2.3 Combine classroom theoretical education with extracurricular education

In order to build ideological and political curriculum well, we must strengthen the extension of ideological and political education. In this case, all aspects of higher vocational education subjects to promote ideological and political education to professional curriculum education comprehensive penetration, on the basis of improving professional literacy, enhance students' innovation consciousness, is conducive to students have good psychological literacy. At the same time, higher vocational colleges can use campus culture to carry out ideological and political education, which requires campus culture as the main body of ideological and political education content, effectively establish correct values.

2.4 Assist the society and family to build a "three-in-one education" ideological and political education system

Higher vocational colleges are the main body of ideological and political education, no matter in any circumstances, it is of great significance in colleges and universities. For the family has a direct impact on the development of students' ideological and political literacy, the family can effectively improve the degree of ideological and political education integration, the use of family style, demonstration form to carry out correct guidance, establish correct socialist values, standardize students' behavior; Society to create a good development environment for students to participate in practical activities to provide conditions. In addition, the society also needs to improve museums, cultural centers, education bases and other places of education to provide impetus for lifelong learning. In this case, higher vocational colleges play a mutual role with the assistance of the three, such as clarifying the goals of family education, improving the thoughts of family education, communicating with the society, understanding the needs of ideological and political education, etc., to promote the rapid improvement of social education environment [4].

3. CONCLUSION

Higher vocational colleges are an important educational place to train national and social talents, and also an inevitable trend to promote ideological and political education reform. the society, teachers and parents, as the participants of the "three integrity education", clearly define their own responsibilities and obligations, and carry out ideological and political education according to the characteristics and role positioning of higher vocational students. In the national education department put forward the concept of "three education", higher vocational colleges manage reflection loss and problems of the present education education, through continuous research and innovation, using a variety of coordination, the whole process of teaching, using a variety of teaching methods, etc., for ideological education to strengthen the reform and innovation, strive to achieve the ideal education effect, For the country to train qualified technical personnel to lay the foundation.

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Research On Peasant Household Behavior Under Rural Cooperative System

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Abstract: Cooperatives play an important role in the development of rural economy. Some behaviors of farmers under the cooperative system are likely to have a negative impact on the two, and have a direct connection to the welfare of farmers. the formation of multifaceted farmhouse relationships through farmers' decision-making has greatly changed the incomplete welfare structure of farmers. In terms of solving the problems of farmer's membership and decision-making errors, in-depth analysis of the impact of the two kinds of decision-making, effectively standardize the behavior of cooperative members, understand the relationship between farmers and cooperatives, and promote the government to formulate policies related to the development of agricultural cooperatives and the income of farmers.

Key words: Rural Areas; Cooperative System; Farmers Behavior

1. OVERVIEW OF COOPERATIVES

Cooperative farmers form the basis of organizational structure, fully protect the farmers' legitimate rights and interests in our country, raising farmers' economic benefits, helps the individual farmers would be able to enter the market, play a strong spirit of solidarity, promote small farmers get more benefits, not only to reduce the gap between the rich and the poor, also can increase the farmers' economic benefits. the cooperative plays a good role in promoting the sustainable development of rural economy in China. It is an organization with strong collective consciousness and common benefits, and improves the overall bargaining power through the mutual cooperation of its members. In the cooperative system, if there are different phenomena of farmers' behavior, it is easy to cause bad influence on the relationship between cooperatives and farmers, and even related to farmers' economic benefits. To be specific, rural cooperative system plays a key role in regulating farmers' behavior. Through relevant books, we can have an in-depth understanding of the development background, characteristics and relevant systems of China's cooperatives, and achieve corresponding practical effects on farmers' behaviors under the rural cooperative system [1].

2. THE RELATIONSHIP BETWEEN COOPERATIVE DEVELOPMENT AND RURAL ECONOMIC INNOVATION

2.1. Development status and trend of rural cooperatives

Through the specific investigation, the paper focuses on the analysis of the current situation and trend of the development of rural cooperatives in China, discusses the relevant influencing factors deeply, and provides effective help for farmers' behaviors under the rural cooperative system. Farmers who join cooperatives can not only enjoy relevant services, but also fulfill the responsibilities of cooperatives. Some cooperative societies independently use accounting-related methods to resolve transaction relationships among non-members, members and cooperatives. From the concrete point of view, in any case, farmers should complete the task of membership at that time, to avoid the impact on the relationship between cooperatives and farmers. From an objective point of view, the stability of the relationship between the two is decided by farmers, especially farmers' participation in cooperatives or their dealings with cooperatives, mainly depends on farmers and give full play to their independent decision-making role.

2.2. the state of China's agricultural modernization and the subject's right to choose

In view of the development situation of China's agricultural modernization, the main object is still farmers, effectively occupy a leading position in the development of cooperatives, strengthen attention to the decision-making of the members of the community, carry out correct guidance to them, and improve the efficiency of agricultural development. At the same time, the membership of farmers' cooperatives completely depends on whether they join the cooperatives or not, while the benefits mainly lie in whether they join the cooperative trading activities, whether they complete and abide by the transaction commitments, and build a close cooperative relationship. All these phenomena are generated by farmers' independent choice and the cooperative system. Therefore, the local government must strengthen and improve the cooperative system, such as internal members' responsibilities and obligations, reward and punishment mechanisms, can correctly guide and encourage farmers to join cooperatives, and promote the sustainable development of cooperatives.

2.3. Trends in farmer cooperation

In order to match the development of cooperatives in the new era with the future trend, it is necessary to make scientific reference to the transformation changes and experience of foreign cooperative systems, and play a guiding role in improving the system of farmers' cooperatives in China. Since farmers' participation and trading have a direct relationship with farmers' benefits, encouraging farmers to actively participate in cooperatives through policies and systems is conducive to the gradual increase of their trading efficiency. On the one hand, the comprehensive improvement of relevant laws and regulations of cooperatives and the enhancement of professional knowledge of cooperative managers are conducive to farmers' clear cognition of cooperatives and

understanding of the benefits of joining cooperatives. On the other hand, the functions of cooperatives should be optimized to improve the role of agricultural product sales cooperatives, so that more farmers can trade with cooperatives to obtain more economic benefits and increase the sales rate [2].

3. RELEVANT POLICIES AND MEASURES OF PEASANT HOUSEHOLD BEHAVIOR UNDER THE RURAL COOPERATIVE SYSTEM

3.1. Standardize the cooperative system and improve farmers' decision-making

As the decision-making and benefit decision-making of peasant household members are different, it has a direct impact on the relationship between peasant society. In order to solve this problem fundamentally, we must strengthen and standardize the cooperative system and guide farmers to carry out decision-making work actively, which is conducive to the continuous close relationship between farmers and cooperatives. In the actual situation, in order not to become members of cooperatives, farmers do not take the initiative to have transactions with cooperatives, refuse to have relations with cooperatives, and become non-members; Farmers' membership decision not to join the cooperative, but with the cooperative transaction, non-members carry out sales behavior, so that the two have a certain relationship. To be specific, farmers' decisions are mostly made under the influence of farmers' independent choice and system. In order to avoid these problems, it is necessary to strengthen the standardization of cooperative system, rationally carry out encouraging policies to promote farmers' independent membership and review decisions, strengthen the publicity of cooperatives, promote the relationship between farmers and cooperatives to form a close membership relationship, and secure the stable development of agricultural cooperatives in China.

3.2. Strengthen and improve specific investment

Because of the influence of price premium and cooperative characteristics of farmers, it mainly depends on the specific decision-making behavior of farmers [3]. In order to effectively reduce the occurrence of similar problems, it is necessary to comprehensively improve farmers' manpower and material, and vigorously carry out special investment. the property specificity and location specificity will affect the decision-making behavior of farmers. If farmers have high specificity efficiency, they can join cooperatives independently and actively carry out transactions, which can not only save costs, but also prevent economic risks caused by acquisition. Reduce network dependence, pay more attention to close members through professional network relations, and improve the transaction rate of cooperatives. Therefore, the local government should timely carry out relevant policies, such as vocational and technical training for farmers, improve the application of agricultural technology, and increase the investment in human resources of farmers; We will comprehensively improve policies for purchasing and subsidizing agricultural machinery, improve the quality of machinery services, and increase investment in agricultural machinery.

3.3. Promote transactions between farmers and cooperatives

Since membership decision-making and patronage decision-making have a direct relationship with farmers' benefits, farmers are encouraged to actively join cooperatives to improve cooperative efficiency and obtain more economic benefits for farmers. By encouraging farmers to join cooperatives, they can not only improve the laws and regulations related to cooperatives, but also widely publicize the development and operation knowledge of cooperatives, deeply understand the significance of cooperatives, and master the importance of joining cooperatives. In addition, improve the strength of cooperatives, constantly optimize the marketing channels and ways of agricultural products cooperatives, with the help of cooperative transactions to obtain more economic benefits. In addition, the cooperative system should be strengthened to avoid bad cooperative behaviors, reduce non-member cooperative transactions, effectively improve the completion rate of cooperative members, and win the trust and support of more farmers [4].

4. CONCLUSION

As cooperatives are organizations jointly established by members, they provide quality services for many farmers and can arrange individual farmers to enter the market to achieve collective cooperation effect. With the development and progress of the Times, rural cooperatives should also continue to develop, effectively improve the market ability of individual farmers, guarantee the quality of agricultural products sales, promote the integration of urban and rural areas and other aspects play a key role, for modern rural cooperatives standardized management to lay an effective foundation.

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Teaching Exploration And Practice Of Higher Mathematics Based On Curriculum Ideology And Politics

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Abstract: Advanced mathematics is an important subject universities. According to the characteristics of higher mathematics, this paper puts forward some concrete measures to be taken in the course of education and education, strengthening cultural confidence and ideological and political education, and puts forward some problems to be considered in the course of higher mathematics.

Key Words: Higher Mathematics; Curriculum Ideology And Politics; Teaching; Practice

1. INTRODUCTION

Advanced mathematics is an important subject in colleges and universities. It is an important basic knowledge that students spend most of their time in college. "Curriculum ideology and politics" is to integrate ideological and political education (thoughts, political views, moral standards) into all courses (professional or non-professional) of colleges and universities, with "moral education" as the basic content. Ideological and political education is an important educational work, in teaching, how to integrate ideological and political education into higher mathematics teaching, "classroom" as the main way of teaching, is an urgent problem for the majority of mathematicians to solve.

2. THE IMPORTANCE OF "CURRICULUM THINKING AND POLITICS" IN HIGHER MATHEMATICS TEACHING

2.1 Development needs of teaching work in the new period

In the information society, students born after 2000 are faced with mixed and intermingled information. Especially after entering colleges and universities, they have more opportunities to learn about various platforms on the Internet. In this environment, college students' views on the state, nationality and culture will be affected by a variety of network information. the trend of multiple thinking has both positive and negative effects on students' education, so it is very necessary to incorporate curriculum ideology and politics into teaching [1]. Advanced mathematics is an important part of the general subject, and has a long-term relationship with the majority of students. In the classroom, we should fully explore and use the essence of ideological and political thinking, so as to make it an important part of a subject.

2.2 Enhance the confidence in mathematical culture

Advanced mathematics is a classical traditional subject, which has both the connotation of humanities and profound historical deposits. In advanced mathematics, there are a large number of concepts, symbols, formula and so on, these are all very meaningful concept, education into the higher mathematics course in the teaching process, combining the knowledge and the socialist core values, which can improve the students' social responsibility, value recognition, moral accomplishment, etc., and can improve the students' overall quality, At the same time, it can also enhance students' cultural self-confidence, sense of national honor and patriotism.

2.3 To strengthen the demand of higher mathematics education curriculum ideological and political

Through the combination of the two education, it is helpful to improve the moral education purpose of higher mathematics education: 2.3. 1 Improve students' ability of logical thinking and dialectical thinking; 2.3. 2 Improve students' active learning and independent learning ability; 2.3. 3 Improve students' ability to discover, analyze and solve problems; 2.3. 4 Improve students' subjective initiative; 2.3. 5 Promote the teamwork spirit of students; 2.3. 6 Improve core literacy, professional ethics and code of conduct; 2.3. 7 Let students understand the history and culture of mathematics in China.

3. COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL CURRICULUM IMPLEMENTATION IN HIGHER MATHEMATICS CLASSROOM

3.1 Pay attention to the first course and cultivate people through virtue

As the foundation of modern industrial discipline, higher mathematics plays an important role in college education and is also a required course combined with college education. In the new semester of senior mathematics curriculum, the teacher not only to do a good job with the students, but also to actively communicate with the students, to let the students understand the connection and difference between higher mathematics and primary mathematics, more to let them understand the basic concept of high number, so that they have a strong interest in the basic concept of high number.

3.2 Pay attention to the key points of knowledge and reset the teaching syllabus

When teaching, the teacher should combine the key content with the ideology and politics of the course, so as to realize the teaching goal of "people-oriented". In the teaching process, we should focus on introducing the teaching content and integrate it with the teaching ideas to promote students' active learning. In advanced mathematics education, for example, there is extreme thinking. When introducing the concept of the limit of the

sequence of numbers, we can draw on the famous mathematician Liu Hui's "circle making method" to attract people, which is the extreme thinking in geometry. "Limit" represents a specific value, teachers can introduce the concept of "limit" into the teaching, let students after determining a "limit", must bear in mind their ideals, keep moving forward, until infinitely close to their goals. For example, in terms of maximum value and extreme value, students are warned to pursue the highest point or limit in life, while in college, indulging in online literature, online games, etc., will be another extreme in life. How to achieve this goal, need is hard work, hard pay, life will certainly encounter a variety of misfortunes and setbacks, but if you believe in yourself, stick to it, there will always be a turning point in your life, life will be better.

3.3 Insist on combining theory with practice

The teaching and life closely together, the use of daily examples, let the students carefully observe, feel some can be explained by advanced mathematical knowledge in life of various phenomena, so that they realize the application of higher mathematics. For example, in studying the volume of a moving object, a teacher may ask: How to calculate the volume of a moving door? Inspire the students to look at the revolving door of a shopping mall, and then understand that the revolving door is a revolving body, and understand that the revolving door is a rectangle revolving around a side, so that you can get a large rotating space. Another important issue is compound interest, and a lot of salespeople in financial companies will say that if they have a fixed interest rate for a year, their returns will be higher, and their returns will be higher than other products. Is it true? Can unlimited interest rates bring us endless wealth? In fact, in the first case, and in the second case, as the base number increases, its lifetime will become infinite, reaching a stable value, and not increasing. Such research results not only opened a new door to the mysteries of financial products, but also made students realize that mathematics comes from reality. And further encouraged the students to pay more attention to mathematics, cultivate their meticulous style of study.

3.4 Attach importance to the guidance of values and actively transfer the spirit of mathematics

In the classroom, explore the knowledge related literature and art, aesthetic ideas, and applying the technology of our country, through teaching, emphasizes the values guidance and knowledge transfer, can improve the students' national pride, and can be vivid examples, to arouse students interest, help them to combine the knowledge effectively convert [2]. For example, in the endless hours of explanation, we can introduce an ancient poem, which depicts the picture of "solitary sail and distant shadow" lifelike and combines the splendid Chinese culture with mathematical philosophy. For example, in describing the curved area of "Shenzhou V", it points out the importance of Shenzhou V, and the use of rockets and satellites has brought about great changes in real life, and the use of several satellites can cover every corner of the earth, stimulate their new understanding of new problems. Using the physical environment of aerospace engineering, inspire students to be proactive, innovative and adhere to the spirit of "craftsman" concept.

4. CONCLUSION

Therefore, in the higher mathematics education courses at work, must from multiple angles, attaches great importance to the content and knowledge system of mathematics knowledge, and linked to the basic principles of education education, scientific and reasonable implementation, so as to ensure the teaching effect of political education, the organic unity of mathematics teaching and education course, make teachers and students to truly experience the charm of mathematics, Promote the all-round development of students' comprehensive ability.

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The Belt And Road Initiative Will Focus On the Cultivation Of Creative And Design Talents

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Abstract: Wen gen designed as a hot industry in recent years, is for the satisfaction of people growing spiritual and cultural needs, at present, the article and the design of the lack of high quality talents, especially under the influence of "area", in wen gen products to the requirements of the cultural connotation is increasing day by day, so the university should pay attention to the quality and design talented person's raise, In the design can not only reflect the form of innovation, but also show the ideological connotation of excellent traditional culture, in order to show the world strong cultural strength.

Key Words: Belt And Road Initiative; Cultural And Creative Design; Cultivation Of Talents

1. INTRODUCTION

As an important development strategy of China in the new era, the "Belt and Road" is short for the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road". It promotes economic, political and cultural exchanges between China and countries along the routes by following the development trend of economic globalization, and is an in-depth implementation of the principle of win-win cooperation. With the development of "One Belt and One Road", China's talent training mechanism has also had a great impact. This paper aims to study the cultivation strategy of creative design talents under the vision of "One Belt and One Road".

2. PROBLEMS EXISTING IN THE TRAINING OF CULTURAL AND CREATIVE DESIGN TALENTS IN CHINA

At present, China's cultural and creative industry has ushered in the peak of development, becoming an important means of external propaganda of Chinese culture, showing the country's cultural soft power, but there are many problems in the training process of cultural and creative design talents in colleges and universities, thus affecting the development and growth of China's cultural and creative industry. First of all, from the perspective of teaching mode, colleges and universities still insist on theoretical teaching in the cultivation of cultural and creative talents, and the teaching content is also biased towards professional knowledge of art and design, which makes cultural and creative talents lack corresponding cultural knowledge and often lack materials in the actual design process [1]. Secondly, the design concept used in teaching in colleges and universities is relatively backward. Many colleges and universities still use the teaching materials several years ago, and the teaching content is divorced from the reality. As a result, students' design works lack of market, and it is difficult to obtain good economic benefits. At the same time, the cultivation goal of cultural and creative design talents is not clear. When setting teaching goals, colleges and universities usually copy the western art design curriculum system without considering China's actual national conditions, which makes students seriously westernized in the design process and unable to give full play to the advantages of cultural and creative products. Looking at Chinese cultural and creative design from the perspective of "One Belt and One Road", it is required to highlight excellent Chinese culture in the design works, especially the inheritance and development of Traditional Chinese culture, so as to display the essence of Chinese culture and promote cultural exchanges between China and countries along the belt and Road.

3. CULTIVATION PATH OF CREATIVE AND DESIGN TALENTS FROM THE PERSPECTIVE OF "ONE BELT AND ONE ROAD

Influenced by "One Belt and One Road", cultural and creative design should be based on the world and show China's strong cultural soft power to countries along the belt and Road. Therefore, international vision should be set up in talent training to spread Chinese culture, so as to form a profound influence on countries along the road and promote Chinese cultural and creative products to the world. Based on this, it can be developed from the following aspects:

3.1 Integration of traditional culture for innovation

As the saying goes, "what belongs to the nation belongs to the world". China is one of the countries with the longest history in the world and has formed its unique Chinese civilization in the process of thousands of years of development, which is also the difference between Chinese culture and other countries. In the teaching process, colleges and universities should consciously educate students about traditional culture and awaken students' perception and recognition of traditional culture, so as to actively use traditional cultural elements in the design process, which is an important channel to promote the progress of cultural and creative design. Under the influence of the Belt and Road Initiative, Western design elements are common. In order to highlight the uniqueness of Chinese culture, traditional cultural elements must be applied [2]. At the same time, excellent traditional culture can enrich the existing cultural creation materials, and apply cultural elements of different nations and periods in product design, which is conducive to cultivating students' innovative consciousness and ability. In recent years of the Forbidden City wen gen products, for example, in the design collection of the Palace Museum as a design inspiration, using Chinese traditional elements to create a dolls, clothes, cosmetics, food and so on a series of products, deeply the general consumer's affection, this also shows our traditional culture and products in the

market. Under the vision of the Belt and Road Initiative, cultural and creative products are no longer aimed at the domestic consumer market, but facing the international market to show the superiority of Chinese culture to the world. Therefore, by integrating traditional culture education into the training of cultural and creative design talents, it is conducive to enhancing cultural confidence and establishing a good Image of China to the world.

3.2 Based on industrial development

Cultural and creative design personnel training should be determined by the direction of industrial development, the purpose of cultural and creative design itself is to stimulate market consumption, if the market demand can not be grasped, then the designed products can not create economic benefits. Therefore, it is necessary to study the needs of the society and the industry for talents in talent training, adjust the teaching objectives according to the needs, and combine the talent training mechanism of colleges and universities with the needs of the society. At the same time, it pays attention to the cultivation of students' practical ability. Through cooperation with enterprises and studios, it provides students with more practical opportunities to help them master the skills of cultural and creative design in practice, and also enables students to clarify their career dreams and promote the improvement of employment rate. Colleges and universities should actively realize the talent training mode combining production, learning and research. Students can learn about the development trend of the industry by opening their own cultural and creative studios and internships, and constantly improve their innovation ability in practice, so as to match the talent training target with market demand and promote the maturity of application-oriented talent training mechanism [3].

3.3 Cultivate an international perspective

Under the influence of the Belt and Road Initiative, Chinese enterprises' "going global" has become a major direction of development in the future, which is also a great opportunity for China to communicate with the world. In this process, colleges and universities should actively establish good cooperative school-running relations with schools in countries along the belt and Road, and provide opportunities for Chinese cultural and creative design talents to exchange and study abroad, so as to help students form an international design vision and improve their design ability. During external learning, students can appreciate the cultural differences between different countries and understand the cultural value orientation of different countries, so as to cater to the needs of different countries in the design of cultural and creative products, which makes the product design more targeted and easier to stimulate the purchase desire of foreign consumers. Secondly, colleges and universities can also recruit students from countries along the "Belt and Road", and provide channels for communication among students through the form of cooperative education between domestic and foreign students, so as to clarify the system and cultural differences between different countries, improve students' cross-cultural adaptability and lay a solid foundation for their future career development.

4. CONCLUSION

To sum up, from the perspective of "One Belt and One Road", the cultivation of cultural and creative design talents in China is required to be in line with international standards and promote Chinese cultural and creative products to the world. On this basis, it is proposed to continuously improve students' cultural and creative design ability by innovating traditional culture, combining industry needs and cultivating students' international vision, so that Chinese cultural and creative design products can be favored by people in countries along the Belt and Road and enhance China's cultural influence on the outside world.

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Thinking Of Functional Exercise In Rehabilitation And Prevention Of Sports Injury

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Abstract: Athletes are injured in the process of training and competition is inevitable, in the injury should be timely medical rehabilitation, if not rehabilitation will have a negative impact on the athletes' subsequent sports, the serious situation will lead to the end of the athletes' sports career. During training, the accuracy of movement posture and the rationality of movement will lead to muscle injury. Based on this, athletes should pay attention to rehabilitation training when injury occurs, and relevant personnel should study the basic principles of injury rehabilitation, so that they can find more scientific rehabilitation methods and prevention approaches, and reduce the chance of injury of athletes.

Key Words: Sports Injury; Rehabilitation; Prevention; Functional Exercise

1. INTRODUCTION

One kind of injury belongs to chronic injury. the main reason of this situation is the injury caused by long-term overload exercise of athletes, which is also called strain injury. Compared with strain injury, there is another kind of sports injury which is more serious and has strong repeatability. Athletes will recover after treatment after injury, but it is easy to relapse in the follow-up training. Therefore, athletes with such injury should pay more attention in the later training. At present, most people have misunderstandings in thinking that it is normal for athletes to have injuries in training, and some repeated injuries are also very normal. Athletes training with injuries after injuries is the only choice for athletes, and their thoughts and behaviors are wrong. In this paper, the mechanism of athletes' sports injury is analyzed, the principle of functional exercise of rehabilitation is discussed, and the flow of functional exercise of injury rehabilitation and prevention is put forward, so that it can improve the physical injury caused by athletes' sports injury.

2. MECHANISM OF SPORTS INJURY

2.1 Muscle imbalance

The human body can produce chronic pain, and muscle protection and adaptability has a greater relationship. Human muscle tension and weakness can be reflected by muscle group, such as muscle tension, will inhibit the antagonistic muscle, so that the muscle weakness phenomenon, affect the balance of muscle in normal state, in this condition, the risk of sports injury of athletes will be improved.

2.2 Injury movement pattern and movement posture change

The vast majority of people feel very intense pain. After feeling the pain, the body will change its posture during exercise, which is also common in the process of exercise [1]. In response, there may be an increase in the red flexor reflex in the body to protect damaged areas of the body. Athletes in this state will produce compensatory movement, if maintained for a long time will lead to changes in athletes' movement patterns. An in-depth study of human muscles shows that if antagonistic muscles remain tense, they will inhibit active muscles during exercise, which leads to imbalance of human muscles and affects athletes' normal exercise mode. In normal training and competition, the original movement pattern and muscle reflex will reappear, which leads to the athletes are prone to injury recurrence in the process of exercise, and the injury will be aggravated if not treated in time.

2.3 Wrong movement choreography and learning

In daily training, athletes' original movement mode affects their movement mode. In daily training, athletes have limited time to learn movements. If they understand the movements wrong at the beginning, they will practice the wrong movements all the time in the follow-up, and eventually the wrong movement pattern will replace the correct one. In this stage, there are errors in the choreography of movements, and this movement mode belongs to a limited mode. If the wrong movements are learned and practiced for a long time, it will cause serious negative effects on the health of athletes [2].

3. SCIENTIFIC BASIS OF HUMAN MOTION SYSTEM AND PRINCIPLE OF REHABILITATION FUNCTION EXERCISE

3.1 Principle of injury caused by abnormal movement posture

3.1.1 Principle of joint linkage of human body

Athletes are very prone to injury during sports, and all joints of the body will participate in activities during sports. Improper movement will lead to joint injury. Athletes need to ensure that the center of gravity can always be supported during the movement, but its support surface changes constantly. In the process of movement, changes in the joint alignment of human bones will also affect the changes in the surrounding joint alignment. Such as athletes within the knee buckle movements during exercise, the foot joint changes in the process of movement, it is reflected in the sport if its position is not correct, the abnormal phenomenon, the muscles in the body will appear the phenomenon of imbalance, lead to changes in the muscles and joints in the body, the body centre of gravity is the lack of support, This causes athletes to be prone to injury during sports.

3.1.2 Length tension curve of muscles

Although human muscles can achieve stretching, but its stretching length is limited, can not achieve infinite stretching, athletes in the exercise, if the muscle stretching exceeds the limit of muscle stretching, will lead to the phenomenon of muscle strain athletes. For example,

sprinters have high requirements on explosive power in sprint training. If adequate preparation is not made before running, muscle strain will occur during running and explosive power cannot reach the highest level [3]. Therefore, athletes need to pay attention to the practice of preparation before training or competition. the purpose is to stretch the body in order to prepare for activities and avoid the occurrence of muscle strain in training or competition. Athletes need to ensure that their muscles are in good condition before exercise. They should carry out preparatory activities to keep their muscles in good condition during exercise and improve the efficiency of athletes in training. As mentioned in the above, the athletes in sports joint arrangement change will affect the arrangement of peripheral joints, actually in the process, the length of the muscle will change with the change of the joints, the muscle strength change, also is the most vulnerable to the athletes during the movement muscle cannot produce enough to support the athletes' movement, Lead to its action error, at the same time will also lead to athletes in the movement of injury.

3.2 Lever Principle

In the process of exercise, athletes not only affect the mobilization of human muscle group and muscle circumference, but also have a close connection with the lever system in the muscle [4]. Athletes during training or competition, the state of the joint in the movement is different, in this case, the pressure brought by the joint in the movement is different, at the same time, the torque produced by human muscles in the process of contraction also has a certain difference. the phenomenon is described through professional culture, that is, when the joints in the body change, the range of motion of the joints in the body will change accordingly, and the muscle torque will also change during this period. It can be seen that there is a close relationship between the structure of joints and the efficiency of muscles. the overall dynamic chain in the human body will also cause serious changes when the joint position changes, which is affected by the joint linkage principle. Different athletes will have different movements and postures during training, and different movements are accomplished through the coordination of corresponding muscles. In the normal exercise of athletes, there is a great relationship between the human body operation mode and the muscle cooperative coupling. When the coupling state reaches the best, the athletes can ensure that their movements reach the ideal state in the process of exercise. Therefore, if athletes want to ensure the best movement state, they need to have the best muscle state, ensure the good relationship between the couple, ensure the arrangement of human joints, so that athletes can achieve the best movement effect. Athletes in daily sports, only with good sports state, can effectively reduce the probability of injury caused in the process of sports, good state can also create a good environment for athletes injury rehabilitation.

3.3 Posture, motor disorders, muscle balance and risk of injury

Athletes need to ensure the accuracy and rationality of movement. In order to reduce the chance of injury, athletes need to maintain the correct posture, so that the muscle group and joints in the human body can achieve the best integration during the movement. Good integration of muscles, joints and other departments in the human body can improve the efficiency of human movement, improve the accuracy of movement and the persistence of posture [5]. If parts of the body's internal structure can be kept in good order, it will improve the efficiency of the structure. the structural efficiency of athletes in the process of sports can ensure that athletes maintain a good balance. Function efficiency mainly refers to the human body muscle coordination, if athletes have good function efficiency, to ensure that its movement in the process of the explosive force, generate large force in the process of movement, its power can also minimize the consumed energy consumption, this case reflects the importance of functional efficiency, Can help athletes through the minimum pressure after the movement, while maintaining the standard of the movement. Based on this, the athletes before the movement structure efficiency red with functional efficiency have a comprehensive understanding, make its athletes in sports can improve the structure and function of efficiency in the process, to ensure that its movement process can keep the best state, at the same time in sport athletes still have a comprehensive understanding of ability to cope with its own limit, as far as possible to avoid the phenomenon of excessive training, In order to reduce the adverse effects of overloading exercise on the human motor system.

4. FUNCTIONAL EXERCISE PROCESS FOR INJURY REHABILITATION AND PREVENTION

At present, in the development of athletes' injury rehabilitation, it is necessary to reduce the degree of swelling at the injured position first, so that the athletes' pain sensation can be shortened [6]. In the injury rehabilitation and prevention function exercise process is reasonably formulated, so that it can restrain the injury situation of athletes, to ensure that athletes can quickly achieve recovery.

4.1 Posture, movement and muscle assessment

In the process of functional exercise, attention should be paid to the assessment and the accuracy of the assessment results should be ensured [7]. When designing the functional exercise program, the staff can only design the program according to the real and accurate evaluation results. Evaluation work in the development of the need to ensure that the static evaluation and static evaluation of the two aspects of evaluation, should be the first evaluation of the static posture, then the evaluation of the dynamic movement, and finally should also be assessed the balance of athletes' muscles. During the evaluation of athletes, the authenticity and accuracy of the evaluation results should be ensured, the information should be comprehensively recorded, and all kinds of information evaluated should be made into charts to achieve better management and analysis of athletes. the results of the evaluation of various stages in the rehabilitation process of athletes are saved so that they can be used as comparative data for comparative analysis of the effects brought by functional exercise.

4.2 Analysis of rehabilitation function exercise process

Athletes in the training or competition process, all sports are completed through the musculoskeletal system, in the process of exercise, but also according to the nervous system to clarify the relevant instructions, in the human body muscle group and joints and other parts of the cooperation to complete the exercise. In the process of sports, the most important dynamic system of athletes is the muscular system, through which the majority of sports activities are completed. the standard of athletes' movements and the correctness of action modes are completed through the coordination of muscle groups in the human muscular system. Athletes appear in part of the injury is muscle strain and other problems, the problems caused by human muscle is also human injury rehabilitation should pay attention to the problem. When dealing with the problem, the most critical factor is caused by the excessive tension of human muscles [8]. So athletes in the functional exercise, muscle tension in the process of dealing with athletes in sports to conduct a comprehensive understanding, to solve the problem of muscle tension, reasonable design scheme of functional exercise to improve recovery of muscle strength, but also can improve its control of the muscle strength athletes, in function training, also should strengthen the attention to the integration of training, So that the athletes in functional exercise can achieve injury rehabilitation.

4.3 Recovery of muscle strength

If an athlete is injured during sports, his muscle strength will disappear. If the injury is not recovered for a long time, the athlete's muscles will become more and more relaxed, and his muscle strength will become weaker and weaker, and finally he cannot control his muscles properly. Currently, weakened muscles are generally referred to as hypotonia or suppressed muscles in academic circles [9]. From the functional level, athletes muscle injury will affect the sensitivity of muscle response. There are many factors causing the loss of muscle strength of athletes. According to the current situation, it can be divided into two types, namely neural and adaptive. At present, there is a great relationship between the strength reduction of the muscle and the stability of the human body. In the recovery of muscle strength, the main way is mainly through static, slow pace and repeated practice, but also should pay attention to the number of practice, should ensure that the number of practice between three to five times a week, at the same time, athletes during the practice should also be real-time rehabilitation coach to accompany athletes. So that it can be comprehensive and comprehensive evaluation of athletes' practice effect, so that it is more targeted in the formulation of functional exercise programs.

5. CONCLUSION

To sum up, athletes are vulnerable to injury in the process of sports, which is caused by improper posture or improper operation in the process of training or practice. If the situation is serious, it will affect the athletes in the future life. It can be seen that athletes in sports injury is a nightmare for them. Most athletes can return to the training field after rehabilitation training after injury, so professionals should study and analyze the principle of injury of athletes, so that they can design their functional training programs according to the reason of injury, so as to improve the effect of injury rehabilitation of athletes. At the same time, functional training can also prevent some bad injury phenomenon, so that athletes can maintain the best sports state in training or competition. Based on this, the relevant staff should pay more attention to athletes' injury rehabilitation and prevention of functional training, strengthen the research on their work content, and reduce athletes' injuries in training as much as possible.

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Research On Foreign Language Teaching In Cultural Context

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Abstract: Cultural context plays an increasingly important role in foreign language teaching. How to carry out efficient foreign language teaching and impart more cultural knowledge to students under the guidance of cultural context theory is an urgent problem to be solved. Based on this, this paper mainly discusses foreign language teaching strategies in cultural context.

Key words: Cultural Context; A Foreign Language; Teaching

1. INTRODUCTION

With the acceleration of global economic integration, international trade links between countries are gradually increasing, and foreign languages play a crucial role in promoting exchanges and cooperation between countries. Contemporary college students are an important force for international cooperation and communication in the future. It is a key task of foreign language teaching to enhance college students' foreign language communicative ability and cultivate good cultural literacy [1]. Language learning does not exist in isolation, but is a kind of social behavior, which is closely related to students' current environment and social interaction. Linguists believe that there is a close relationship between language and culture. Language itself has certain cultural attributes and is also a subsidiary product of specific culture. Only when the language in the cultural context has the corresponding purpose can it make the language meaningful, and the difference in the context will also make the language variant different. Cultural context is an important factor in foreign language teaching and has a great influence on foreign language learning. Reasonable integration of cultural context in foreign language teaching can attract students' attention to foreign language learning, help students quickly adapt to foreign languages in subsequent cross-cultural communication, correctly deal with the cultural differences betweenour country and the West, and better language and cultural communication.

2. IMPROVE THE CURRICULUM AND MEET THE REQUIREMENTS OF THE SYLLABUS

2.1. It is clearly stated in the college English syllabus that the main teaching purpose and task of college English course is to teach students basic English skills, and students need to learn and master about 4, 500 words. At the same time, through listening, speaking, reading, writing, translation and other training, students can have certain listening, speaking, reading, writing, translation and other abilities, and can carry out simple English communication [2].

2.2. However, in view of the current situation of foreign language teaching, due to the serious shortage of class hours in each semester, we are faced with great difficulties in achieving the teaching objectives. Therefore, for college foreign language teaching, it is necessary to further improve the foreign language curriculum, reasonably add foreign language listening, foreign language writing, British and American culture and other courses, to promote the improvement of students' comprehensive foreign language literacy.

3. CHANGE TEACHING METHODS BASED ON CULTURAL CONTEXT

3.1. As Hansan scholar said, the understanding of stylistic structure is one of the important factors for the success of teaching activities [3]. In the process of foreign language teaching, due to the differences in social and cultural environment, there are also differences in the genre and structure of discourse. For example, in the thinking mode of westerners, no matter in communication or writing, they always follow the principle of getting straight to the point, that is, first state their opinion or purpose, and then explain the reasons for it. However, the traditional thinking of our country people is completely opposite to that of the West.

3.2. Under normal circumstances, the reason is explained first and then the attitude is expressed. Therefore, if students still keep the traditional mode of thinking in the process of communicating with foreigners, it will lead to unnecessary misunderstandings and it is difficult to achieve the corresponding communication effect. So in the process of foreign language teaching, teachers need to combine foreign language cultural context, causes the student to fully understand the difference between foreign and our country discourse pattern, lets the student correct understanding to the western mode of thinking and cultural taboos, aptness to ensure that students in the use of foreign language communication, strengthen students' cross-cultural communication ability.

3.3. Stimulate students' interest in learning based on their actual development goals

How to arouse students' interest in foreign language learning and arouse their enthusiasm in foreign language learning has always been a key issue in foreign language teaching. However, in practical teaching, many teachers just explain the important role of foreign language learning to students, or close to students' major in foreign language teaching. However, it is still unable to arouse students' demand for foreign language learning, and it is difficult to arouse students' interest in foreign language learning. Martin believes that cultural context is shaped by language patterns, which reflect the corresponding culture to a certain extent. Therefore, there is a corresponding relationship between language patterns and discourse genres, and different discourse genres also have corresponding social functions. Discourse genre belongs

to a social process with established goals and stages, and various behavioral goals cannot be realized without corresponding language patterns. Compared with previous college students, contemporary young college students have experienced great changes. Many students have made clear development goals after entering the university campus, such as postgraduate entrance examination and studying abroad for further study. Therefore, for foreign language teaching, in order to achieve ideal results, it is necessary to always take students' actual development goals as the guidance, and on this basis, formulate reasonable foreign language teaching content, meet students' future development needs, mobilize students' enthusiasm in foreign language learning, and cultivate their interest in foreign language learning.

4. CONSTRUCT THE POTENTIAL OF GENRE STRUCTURE BASED ON CULTURAL CONTEXT THEORY

4.1. From the current situation of foreign language teaching, most students can master a certain word or grammar, and the learning effect of such content is relatively ideal. However, once the students use the foreign language to organize into a foreign language discourse to explain one thing, they will face great difficulties. Many students do not know where to tell the story, even those with good academic performance have this problem, which is commonly known as "dumb English". Is the main cause of this phenomenon, the teacher just in the process of foreign language teaching to isolated explanation of words, sentences, grammar, lack of contact between each other, the content and language also use environment and the aims of the interpretation of context completely out of national culture, students do not know the language in foreign language teaching and learning using range, so also is unable to accurately express. the theory of cultural context emphasizes that genre structure is the potential power for the formation of discourse in corresponding language categories, covering key components, optional components and repeated components of semantics, among which the key components and the order of existence directly affect the type of discourse. the potential of genre structure mainly refers to the similar structures of texts in the same category. In other words, the discourse structure in the same category is the result of the choice in the structural potential of the category.

4.2. Therefore, in foreign language teaching, teachers need to consciously convey to students the social functions and corresponding structures contained in texts of different genres, so that students can know which are the key components, optional components and the order in which they appear. At the same time, explain the vocabulary and grammar suitable for various genres of discourse to students, so that students can gradually form the structural potential of corresponding genres of discourse, and use reasonable language for language communication.

5. CONCLUSION

To sum up, there are still many problems in current foreign language teaching, such as lagging teaching methods and inadequate teaching skills of teachers. Therefore, it is necessary to pay more attention to foreign language teaching, combine the requirements of the teaching syllabus and the actual situation, take the actual development goals of students as the guidance, stimulate students' interest in learning, mobilize the enthusiasm of students to participate in students. At the same time, the isolated explanation of words, sentences and grammar in previous foreign language teaching should be changed. Based on the theory of cultural context, it can help students construct the structural potential of different genres of discourse, so as to effectively improve students' foreign language communication ability.

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Experimental Teaching Reform Practice Of Civil Engineering Materials Course Based On Open Experiment

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Abstract: Under the new situation, innovation is the soul of a nation's progress and the inexhaustible driving force for national prosperity. In the era of knowledge economy, we should strengthen the literacy education of students, cultivate their independent learning ability and improve the ability to solve problems. the open experiment teaching of Civil Engineering Materials also needs to be student-oriented, stimulate students' interest in learning and improve their independent innovation ability. Optimize the allocation of resources, improve and optimize the process, improve the quality of experimental teaching in a multi-pronged manner.

Key words: Open Experiment; "Civil Engineering Materials"; the Experimental Teaching

1. THE INTRODUCTION

"Civil Engineering Materials" as a professional basic course of civil engineering, in many majors are offered. the scope of this course is relatively limited, and the basic composition, material performance, quality requirements, cement, mortar, concrete, etc., have a great relationship with them [1]. Mainly is the density of the material experiment, cement performance experiment, concrete aggregate experiment, concrete mix ratio design and check several parts. As an important supplement to the theoretical teaching, the experimental teaching of the course becomes the focus and difficulty of the practical part. Through the study of experimental courses of civil engineering materials, on the one hand, it can help students understand the properties and applications of materials; on the other hand, it can stimulate students' interest in learning, maintain rigorous scientific attitude, maintain independent thinking and problem-solving ability, and stimulate corresponding innovative thinking. However, in the course of practice, the experimental teaching of civil engineering materials is mostly the "infusing" teaching method [2]. Experimental teaching is mainly demonstration and verification experiments, the main goal is not to verify the theory, the most important is to combine theory and practice, maintain the unity between materials, to meet the talent needs of students' innovation ability. Open experimental teaching can be combined with reality, break through the traditional restrictions, maintain students' rigorous attitude, find a foothold, and build a good practical teaching platform for civil engineering students.

2. PRACTICE PATH OF OPEN EXPERIMENTAL TEACHING OF CIVIL ENGINEERING MATERIALS

2.1 Open experimental project Settings

Teachers should encourage students to participate in open experiments on the basis of Civil Engineering Materials. Assume scenarios and propose problems to be solved to keep the most cutting-edge knowledge [3]. the experimental content of open experiment is not to carry out experiments in a wild way, but to train students' engineering practice ability and innovation ability in a planned way on the basis of repeated experiments and theoretical verification. the curriculum experiment of civil engineering materials is a basic experiment, which needs to be further deepened and expanded based on the practice. In the basic idea of "grasping one core, grasping two foundations and mastering a variety of applications", we can find our own foothold. Deepen and expand the course experiment, analyze the advantages and disadvantages, improve the engineering practice ability, increase the innovation spirit of students. Develop and design comprehensive experiments, let students according to their own interests, independent implementation of the experiment, master the comprehensive quality of students. High performance concrete is characterized by low water-binder ratio in preparation. Only by improving the quality of the material can sufficient amount of other additives be added [4]. the quality and composition of cement, fly ash and slag powder are relatively complex, and there are many limitations in implementation [5]. An important link in concrete production is curing, not only the temperature needs to ensure, and the normal hardening also needs to ensure. Different curing methods have different effects on concrete performance, and need to be combined with the actual situation, reasonable selection. Combined with practical engineering cases for teaching, pay attention to the relationship between classroom teaching content and subsequent courses. Enable students to deeply understand and master relevant knowledge points, establish a systematic way of learning, enhance the recognition of knowledge ability, stimulate students' interest in participation to the maximum extent, and promote the close combination of theory and practice.

2.2 Open experiment implementation

With the comprehensive construction of various large-scale projects in China, students will encounter a lot of problems once they go to work, and these problems are much more than those encountered in the laboratory. Teaching with practical engineering cases can not only stimulate students' interest in learning, but also improve their ability to solve problems to a large extent. In the process of implementing open experiments, students

should be guided to discover and solve problems on their own initiative. Teachers are only responsible for the grasp and guidance of the general direction, strict requirements for students, reasonable selection of instruments and equipment, increase the preparation of materials, and implementation of experimental steps [6]. When encountering problems, it is necessary to use heuristic problem methods to implement experimental details, process oriented and results-based to help students discover experimental rules. After the completion of the experiment, students also need to record the problems and processes observed, as a group, to increase the interaction between the team, summarize the knowledge and methods. In the process of experimental results and evaluation, teachers need to combine the problems faced by different personnel, assess the problems learned by students, and improve students' thinking ability and experimental operation ability. Ability to solve problems, adhering to the scientific thinking concept, to establish their own knowledge system. For a specific flow chart, see Figure (1). FIG. 1 Flow chart of open experiment implementation In addition, it is necessary to combine scientific research, engineering practice and discipline competition to carry out diversified experimental teaching content reform. According to the students' personal interests, propose experimental topics. Refine the experimental scheme, select the experimental material, further determine the experimental method, reasonably analyze the relevant experimental data, and finally form the experimental report. Effectively exercise students' innovative thinking, improve students' comprehensive quality. For example, teachers can guide students to participate in civil engineering materials discipline competition. "National college students' concrete material design competition", will be held once every two years, and is geared to the needs of all students, has a strong authority, not only can increase the degree of the integration of theory with practice, can also be the mix proportion design of concrete raw materials, and other related knowledge comprehensive blend in together, train the student to the knowledge in the integrated use of capacity. For example, in order to reduce the amount of cement clinker and develop green building materials, minerals need to be mixed into cement-based materials to improve the corresponding properties. First of all, a reasonable proportion of fly ash, slag, silica fume, metakaolin and other materials should be used to stir and draw reasonably in accordance with the standard sand preparation procedure [7]. Secondly, it is necessary to make a reasonable overall planning and analyze the value of fluidity on the basis of "Determination method of fluidity of cement mortar". After that, according to the "cement mortar strength test Method (ISO method)" needs to maintain the corresponding compressive and flexural strength, improve the size of the strength combination. Finally, according to different strength, reasonable analysis and comparison, determine the best cementitious material category, combination. In the use of experimental materials and instruments, it is necessary to arrange different groups without adding instruments. After the completion of the experiment, the group should be used to effectively summarize the relevant content. When summarizing, it is necessary to consider the influence factors of diversity and ensure the depth of the topic. the technical properties of mineral admixtures, factors affecting fluidity, maintenance and other related content are expanded to minimize experimental errors and obtain their own harvest in the summary. Experimental results and discussion, see Table (1) for details. Number the contents of the experimental items discussed. The specific surface area difference of cement, fly ash and slag, etc. Influence of cement, fly ash and slag on fluidity. The action mechanism of various auxiliary cementitious materials on fluidity

2.3 The plastic sand specimen is formed, and the difference of different curing conditions is carried out between standard curing and other curing Influence of different curing conditions on strength. Effect mechanism of different curing conditions on strength

2.4 Compressive strength test of composite cementitious material mortar under different curing conditions Influence of cement, fly ash and slag on strength.

2.5 The action mechanism of various auxiliary cementitious materials on strength

2.6 Teaching effect of open experiment

The content of Civil Engineering Materials is relatively complex, which is difficult to learn. At this point, in the implementation of open experiment teaching, it is necessary not only to organically integrate engineering technology and industry, but also to constantly integrate some new technologies and methods. To ensure the effect of open experiment, it is not enough to rely only on students' interest. It is necessary to change the traditional summative evaluation into a procedural one on a comprehensive basis. Not only the topic selection part of the content needs to be implemented, but also the plan making part of the analysis experiment. Specific open experiment scoring standards for civil engineering materials courses need to be reasonably customized according to the actual situation of teaching, and the corresponding proportion of evaluation should be analyzed. the construction of open laboratory also needs to establish rules and regulations of open laboratory, flexibly adjust the opening time of open laboratory, and help students overcome the difficulties encountered in the process of experiment. It not only stimulates students' interest in learning, but also enhances the verification of experiments and reduces the occurrence of repeated problems. Give prominence to the subject status of students and ensure the integration of teaching resources. On the one hand, it can orderly integrate teaching resources, on the other hand, it can improve students' comprehensive quality. In other words, it is necessary to complete the reform of teaching content in the process of "applied specialty transformation and development" of new engineering and architecture majors. It is worth noting that the experimental content of the open experiment should ensure its frontier, stimulate students' interest in participating in the project based on the project, increase the application ability of the project, and improve

the corresponding innovation ability. And in the implementation of high performance concrete preparation, it is necessary to ensure a reasonable combination, implement the teaching objectives, enhance students' subjective initiative, maintain the richness of the content, increase the cognition of the results evaluation.

3. CONCLUSION

With the progress of society, open experiments in the integration of experimental teaching of civil Engineering Materials need to be student-centered and stimulate students' interest in participation to the maximum extent. Implement the teaching objectives of the course, optimize the experimental process, cultivate students' ability to discover and solve problems, enhance the sense of innovation, and increase the practical development. Carry out students' innovation practice activities effectively, set up the concept of "quality" and "structure" of knowledge, optimize the allocation of resources and promote students' comprehensive development.

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Importance Of Impromptu Oral Training For Students Majoring In Broadcasting And Hosting Art

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Abstract: Students majoring in broadcasting and hosting art need to have good ability of impromptu oral English, so teachers can not only pay attention to the preaching of theoretical knowledge in the teaching process, but also take reasonable and scientific impromptu oral English training methods, in order to improve the comprehensive quality and ability of students majoring in broadcasting and hosting art. This paper first analyzes the importance of impromptu oral English training, and then puts forward some effective and suitable training strategies in order to share and communicate with teachers.

Key words: Broadcasting And Hosting Major; Impromptu Spoken English; Importance; Training Methods

1. INTRODUCTION

Impromptu oral English is not a kind of innate ability, but needs to be trained with unremitting efforts, so teachers should strengthen the impromptu oral English training in the teaching of broadcasting and hosting art, and help students master the basic ability and accomplishment of this major. As far as the teaching of broadcasting and hosting major is concerned, teachers should combine the teaching characteristics of this major with the actual situation and learning needs of students to find and develop an adaptive, scientific and efficient impromptu oral English training teaching system to ensure that students can correctly face and deal with unexpected stage situations.

2. FIRST, THE IMPORTANCE OF BROADCASTING AND HOSTING ART STUDENTS' IMPROMPTU ORAL TRAINING

2.1. In the major of broadcasting and hosting an impromptu speaking is a form of improvisation, is an effective method for students to deal with paroxysmal stage situation, it can reflect students' ability and quality of broadcasting and hosting, but also the key to promote the development of students in the late conditions, so pay attention to the training and training students' oral improvisation is of great significance, embodies in the following aspects: the success of art performance not only requires long-term rehearsal practice, but also requires the performer to have a good ability to cope with emergencies on the spot. As far as students majoring in broadcasting and hosting are concerned, their improvisation ability is mainly the ability of oral improvisation, that is, when they are engaged in hosting work, they need to complete broadcasting according to the actual situation on the spot instead of reading out the content of the manuscript blindly, which requires students of this major to have rich experience and adaptability [1]. Based on this, teachers in this major focus on the training of students' impromptu oral English ability, which is conducive to improve students' ability to cope with the situation, and then strengthen students' professional quality and level. Students of broadcasting and hosting, for example, in his career, will encounter stage accidents, large and small like a stage performance was carried out in accordance with the original route, the host holds manuscript will lose effectiveness, if the host cannot take reasonable way to rehabilitate, will directly influence the effect of stage performance, and can show their professional ability and quality. When the host has a good ability to improvise oral English, even if there is an emergency in the process of hosting the program, he can always be in a relatively calm state, and save the program with the help of excellent improvisation oral English ability.

2.2. It can be seen that the improvisational oral training of the students majoring in broadcasting and hosting art has a significant effect on improving the students' ability to improvise. In addition, the emphasis on the training of students' impromptu oral English ability is also helpful to lay a solid foundation for students' later career. For example, students after graduation will be faced with the difficult employment problem, especially the work of the class of broadcasting and hosting, is less opportunity, competition, if the students themselves no pluses, it is difficult to apply for, especially in improvisation apply for link, at this time the students' ability of speaking off the cuff will be a key, so as to help students to break through in the race for success, Therefore, impromptu oral training for students majoring in broadcasting and hosting can build a springboard for their future career.

3. EFFECTIVE STRATEGIES OF IMPROVISATION ORAL ENGLISH TRAINING FOR STUDENTS MAJORING IN BROADCASTING AND HOSTING

3.1. Based on the importance of training students impromptu speaking ability of broadcasting and hosting, teachers in daily teaching activities should be appropriate to the teaching center of gravity to impromptu oral training, combining students' actual situation and specific requirements, to take the most suitable and efficient training methods, in order to systematically improved the

students' ability of speaking off the cuff. In the following paragraphs, reasonable and effective impromptu oral training strategies are proposed from three directions: mental exercise, oral exercise and practical activities:

(a) pay attention to mental exercise

Keeping a good state of mind is the basic condition for training impromptu oral English ability. If students are nervous and at a loss in the face of sudden influence factors, they will lose the ability and consciousness of using improvised spoken language to save the field, and even some students can only stand in the spot and panic. Therefore, in order to ensure the systematicness and effectiveness of impromptu oral English training, it is necessary to give students a strong heart, so that students can better apply their impromptu oral English ability [2]. Current broadcasting and hosting arts teaching self-suggestion and imagination training can be used two ways: the first exercise method can effectively enhance students' self-confidence, exercises can let students read aloud every day, "I want to speak loudly, I have my own charm, I believe I can do" incentive statements, such as to help the formation of students instill confidence. the second practice method can help students develop the mentality of adapting to different situations. the practice method can let students create different situations and guide students to integrate themselves into the situation in the form of imagination, deeply experience the change of mentality in different situations, and then achieve the purpose of strengthening the mentality.

3.2. strengthen oral practice

Language expression is inseparable from the use of oral, so in the training of students' impromptu oral oral ability, we should pay attention to correct and strengthen students' oral pronunciation skills, on the one hand, directly improve students' language expression ability, on the other hand, to create favorable conditions for students' impromptu oral expression. Usually, the following practice methods can be adopted: First, advocate students to read the monophonic word aloud, so that students can truly experience the oral state of pronunciation, and promote students to develop the habit of correct pronunciation and standard pronunciation. Second, read four-character idioms aloud, enrich students' language expression forms, broaden students' impromptu oral expression. Third, encourage students in daily life a lot of practice the tongue twisters, this method can not only improve students' thinking ability, also helps to strengthen students' oral improvisation levels (a lot of students in a tense when there is a "tongue", leading to stutter stutter as, by practicing tongue twisters can effectively change the situation.

3.3. Organizing practical activities

In the teaching of broadcasting and hosting major, teachers can organize rich practical activities to promote students to strengthen their own impromptu oral English ability in practice. For example, the teacher puts forward the theme of improvisation to the students, so that the students can finish the speech within the specified time. At the same time, in order to strengthen the effect of time training, the teacher can also add unexpected situations intentionally in the process of the students' speech, so as to examine the students' ability to respond to emergencies on the spot and their ability to speak improvisation. For example, in the process of self-introduction, the teacher suddenly put forward a question to the students, and asked the students to use improvisational spoken English to solve the problem, in this process, the students' improvisational spoken English will be greatly improved. By combining the teaching characteristics of broadcasting and hosting major and the actual situation of students in this major, the development of a systematic improvisational oral training system can create an efficient, scientific and adaptive environment for students to improvise oral training, and then play a significant effect on strengthening students' professional quality and ability of broadcasting and hosting.

4. CONCLUSION

To sum up, impromptu oral English is the core accomplishment and ability that students majoring in broadcasting and hosting must possess. Therefore, teachers should formulate a teaching plan focusing on impromptu oral English training, aiming to lay a foundation for the future development of students majoring in this major. the above mentioned strategies for impromptu oral English training are proposed from three aspects of mental exercise, oral practice and practical activities, hoping to be helpful for the teaching reform of broadcasting and hosting major.

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Thinking On English Translation Teaching Mode In Colleges And Universities Under Network Environment

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Abstract: In the new curriculum reform, in order to improve the effect of college English translation teaching, combined with the current situation of college English teaching under the network environment, the concept of English translation teaching is introduced. This paper puts forward some effective measures to improve college English teaching, such as improving the network English teaching system in the English teaching system, improve the quality of college English teaching under the network environment, transformation of the mode of English teaching, pay attention to the combination of multimedia English translation teaching and classroom teaching, and how to improve English teaching platform construction.
Key words: Network Environment; College English; Translation Teaching

1. INTRODUCTION

With the development of science and technology in China and the popularization of Internet technology, people pay more and more attention to the cultivation of scientific and cultural ability. This paper first briefly introduces the low efficiency of college English translation teaching and the poor enthusiasm of students, then discusses the model of English translation teaching, and finally discusses the effect of college English translation teaching under the network environment, and puts forward effective measures to improve college English translation teaching under the network environment.

2. THE CURRENT SITUATION OF ENGLISH TRANSLATION TEACHING IN COLLEGES AND UNIVERSITIES UNDER THE NETWORK ENVIRONMENT

2.1 Colleges and universities ignore the importance of classroom teaching reform.

At present, many English teachers in colleges and universities pay more attention to students' English application level and English learning performance. Therefore, it neglects the cultivation of students' English translation ability. College English teachers should not only improve the efficiency of English teaching, but also cultivate students' translation and communication ability. At the same time, although some students have excellent performance in English learning, there are still deficiencies in practical application and information exchange. This is mainly because students do not pay attention to the application of English skills. Some universities often ignore the importance of classroom teaching reform and the role of classroom teaching concept in teaching [1]. Therefore, the level of English teaching in China has been in a semi-stagnant state for a long time. Many students translate Chinese into English when they study and think. Because they do not translate English from a holistic perspective, the translated voice and tense are not consistent, and grammatical mistakes often occur. At the same time, Chinese college students are not used to accumulating English vocabulary. the lack of English vocabulary directly affects students' English translation level.

2.2 Little attention has been paid to English translation teaching in universities.

At present, the most important form of education in China is still compulsory education. In college English teaching, Chinese teachers mainly teach theoretical knowledge, but translation is not within the scope of teaching. Therefore, the English translation ability of Chinese college students is generally weak, which is an important factor affecting the innovation and development of English translation. Few teachers explain English theoretical knowledge and translation skills to students in detail. Therefore, English teachers in colleges and universities pay little attention to translation teaching, which leads to the failure to improve the teaching effect in a long period of time.

3. ADVANTAGES OF COLLEGE ENGLISH TRANSLATION UNDER THE NETWORK ENVIRONMENT

3.1 First of all, the application of Internet technology in college English translation teaching classroom can provide teachers with wechat, basic education management, QQ and other teaching approaches. Students can use the software to communicate and interact with translated materials to increase classroom learning opportunities. College English teachers should not only possess profound knowledge, but also master such grammatical elements as tense, intonation and part of speech.

3.2 This means stricter requirements and standards for College English teachers. Online English teaching can provide students with a variety of educational resources. Before translating online, students can study the author's information and documents to fully understand the author's feelings during the writing. Network technology provides a powerful platform for college Students majoring in English translation. They can use different translation programs to promote English learning, thus saving a lot of time.

4. MEASURES TO IMPROVE THE QUALITY OF COLLEGE ENGLISH TRANSLATION UNDER THE NETWORK ENVIRONMENT

4.1 Improve the online English learning platform

Generally speaking, many college English teachers are influenced by traditional teaching methods. However, with the popularization and application of information technology, traditional English translation teaching has been far from meeting the requirements of students' English proficiency, which requires college English teachers to make full use of Internet technology to establish a comprehensive network learning platform for students. At the same time, college English teachers can assign English translation tasks to the classroom student platform through online education, complete the translation tasks assigned by teachers, and then solve students' difficult problems on the platform through online teaching. Timely and accurate teaching guidance can improve the efficiency and quality of English translation teaching in colleges and universities.

4.2 The combination of multimedia English translation teaching and classroom teaching

In order to effectively improve the efficiency and quality of English translation teaching in colleges and universities, Chinese college English teachers must adapt to the changes of the Times, constantly deepen their educational ideas and teaching methods, thoroughly overturn the traditional way of thinking in English translation teaching, and comprehensively implement the scientific outlook on development and the teaching goal of "cultivating people by virtue" in class. As a core subject of classroom teaching, teachers must give full play to the leading role of translation teaching and combine multimedia translation with students' learning themes [2]. English teachers should adopt interesting and innovative multimedia teaching methods to fully stimulate students' interest and enthusiasm in English translation and help them create a good learning and self-learning environment. For example, English teachers in most Chinese universities can use software such as Kingsoft Translate and Google Translate to assist their teaching. Students in the class are divided into study groups based on interests and other factors. the translation task is done by the students. Finally, English teachers must provide appropriate guidance according to the order in which students use translation software in class to improve translation efficiency. At the same time, college English teachers can also use wechat, QQ and other social software to organize translation meetings, and students can timely report problems and obstacles encountered in the learning process in group discussions. Teachers or other group members can give feedback in time, and gradually improve students' interest in English class.

4.3 Improve the English course teaching system

With the progress and development of information technology and the gradual implementation of educational reform policies, the current English teaching system in Colleges and universities in China has been unable to meet the needs of English translation in today's society. College English teachers should constantly update their teaching system, implement the new curriculum and educational ideas, and improve the overall level of college English education through the overall behavior of students. For example, college English teachers can divide their educational objectives into two parts: theoretical knowledge of English translation and English cultural exchange, and recommend suitable online learning materials for students to improve the accuracy of students' English translation.

4.4 Improve the professional quality and level of teachers

Teachers should change the education mode formed under the traditional education mode, change the role of students in class, help students learn English better and cultivate their English translation ability. To improve English level, teachers should also master electronic equipment and intelligent network to extract the information that students really need from complex network resources, so that students can find the content that they are interested in. However, due to the huge amount of information on the Internet, many English works have been translated into different versions. Teachers should find the most authoritative and reliable version and recommend it to students. Prevent students from getting lost in the rich network resources, unable to effectively study, give full play to their central role. Teachers can directly help students master the most important information. Schools should ensure that teachers are proficient in advanced electronic devices and intelligent networks through regular training and lifelong learning.

5. CONCLUSION

College English translation teaching mode under network environment, improve the efficiency and quality of English teaching, to strengthen the teachers' education level, promote the quality education of ascension, played an important role in the formation of students' comprehensive quality, in short, innovation of college English translation teaching method is not only the necessary factors to promote the development of students comprehensive, is also an important way to implement the new curriculum reform.

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Research On Faculty Construction Based On Entrepreneurship And Innovation Talent Training

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Abstract: To vigorously cultivate entrepreneurship and innovation talents is the realistic need of the rapid development of market economy and the transformation and upgrading of industrial structure. It is also the inevitable requirement to meet the construction of education power and promote the development of higher education. the realization of this goal needs a first-class teaching staff as a solid guarantee. Based on this, this paper, starting from the current problems of teacher team construction, discusses the path of teacher team construction based on entrepreneurship and innovation talent training.

Key words: Entrepreneurship And Innovation Talents; Faculty; the Construction Of

1. INTRODUCTION

The party and the state have always paid great attention to the innovation and entrepreneurship education of college students. A series of policy documents have clearly required that colleges and universities across the country should vigorously carry out innovation and entrepreneurship education and promote the comprehensive reform of higher education. At present, the reform of entrepreneurship and entrepreneurship education in colleges and universities is advancing steadily, and the teaching staff plays a key role in the cultivation of entrepreneurship and entrepreneurship talents, which is the core element of college education innovation and an important force to ensure the quality of innovation and entrepreneurship education in colleges and universities [1]. With the gradual deepening of entrepreneurship and innovation education, it is urgent to build a professional and professional team of high-quality teachers who master the forefront of disciplines and have solid practical ability.

2. PROBLEMS IN THE CONSTRUCTION OF THE CURRENT TEACHING STAFF

2.1 Unreasonable faculty structure

At present, the unreasonable structure of the teaching staff in colleges and universities generally exists. First, young teachers account for a large proportion, while professional backbone teachers account for a small proportion, there is a significant imbalance in age proportion. Second, the faculty is relatively weak, among which the allocation of professional teachers resources is unreasonable, and there is a lack of professional teachers to carry out teaching work in some majors. Thirdly, the distribution of professional titles in the teaching staff is unreasonable, and the number of teachers with senior professional titles is small. Fourthly, the number of part-time teachers in the teaching staff is too many, while the number of double-qualified teachers is seriously insufficient.

2.2 Lack of professional guidance teachers

At present, most colleges and universities have a large number of young teachers, and lack of corresponding professional backbone teachers, and it is difficult for young teachers to develop into professional guidance teachers in a short time. Therefore, for the construction of college teaching staff, it is necessary to continuously introduce professional senior teachers to provide effective and professional guidance for students' learning, constantly improve the level of entrepreneurship and innovation talent training, and establish a good image of the school.

2.3 Professional quality needs to be improved

At present, some young teachers in colleges and universities still need to be improved in ideological, political and moral standards. Many young teachers in colleges and universities focus too much on the completion of teaching tasks, but lack of ideological and political education to moral quality of students. At the same time, some young teachers pay too much attention to professional title evaluation and focus on scientific research in the teaching process, thus neglecting the theoretical teaching and practical ability training of students.

2.4 Teacher talent mobility is large

Due to the differences in teaching system, welfare treatment and teaching environment among different universities, the current construction of teaching staff is faced with the problem of brain drain, especially young teachers. the frequent flow of teachers not only increases the teaching cost of colleges and universities, but also seriously affects the construction of a stable and professional faculty, resulting in the decline of the overall level of the faculty, and ultimately affects the quality of entrepreneurship and innovation talent training.

3. TEACHING STAFF CONSTRUCTION PATH BASED ON ENTREPRENEURSHIP AND INNOVATION TALENT CULTIVATION

3.1 Strengthen the training of professional teachers

Colleges and universities should actively introduce professional teachers and pay more attention to the training of professional teachers. In the process of talent introduction, attention should be paid to the practical experience and innovative consciousness of talents. Focus on the cultivation of senior talents and professional talents, continuously optimize the existing education and teaching

office environment, create a good teaching atmosphere, mobilize the enthusiasm of teaching, and allow more professional teachers to promote the development of education and teaching [2]. In addition to increasing the introduction of professional teachers, colleges and universities also need to do a good job in talent development planning. the development of professional talents is different from the conventional allocation of human resources, which usually manages the basic work of universities and pays more attention to the construction of teaching system and system. the development of professional talents attaches great importance to the principle of people-oriented, combined with the development strategy and educational objectives of colleges and universities, rational planning and allocation of professional talents. Colleges and universities should implement the development plan of professional talents so as to promote the healthy development of education and teaching.

3.2 Improve the employment system for teachers

Colleges and universities should combine their own characteristics of running a school and the actual teaching situation, and constantly establish and perfect the existing teacher employment system. With the help of a comprehensive and reasonable teacher employment system, professional teachers who meet the goals of school education development are selected to implement the workload of teacher assessment [3]. At the same time. Colleges and universities should formulate corresponding security system, effectively safeguard the rights and interests of teachers, maintain the stability of teachers, reduce the brain drain of professional teachers, and maximize the advantages of professional teachers.

3.3 Improve the incentive mechanism for teachers

Just like the theory of goal setting put forward by Locke, setting corresponding goals can help motivate work enthusiasm. For university teachers team construction, talent incentive mechanism is one of the important part of the teachers' personal wages and comprehensive teaching ability, sense of responsibility, education performance directly linked, according to the teachers' practical teaching results give corresponding teaching, can fully motivate the teaching teaching enthusiasm, improve the stability of teaching staff. At the same time, colleges and universities should constantly adjust and optimize the policy of teaching subsidies and allowances for teachers, improve the income level of teachers, make teachers devote more energy to daily teaching, and improve teachers' teaching enthusiasm through various measures. When allocating teaching subsidies and allowances, colleges and universities should be more inclined to senior teachers, and give vocational subsidies to teaching and scientific research positions rather than professional technical subsidies, so as to fully mobilize teachers' enthusiasm to participate in educational scientific research.

3.4 Establish a professional teacher training system

At present, young teachers occupy a larger proportion in the teaching staff of colleges and universities. Although these young teachers often have master's degrees, they still lack enough practical experience and practical ability. Therefore, colleges and universities need to establish a sound teacher training mechanism and a reasonable teacher training system according to the problems existing in the current professional teachers. We should strengthen the professional training of teachers, constantly adjust and optimize the educational policies and regulations for teachers in colleges and universities, encourage and support more in-service teachers to pursue doctoral studies, strengthen the guidance of educational background education for teachers, improve the overall level of teachers, improve the overall teaching quality of teachers, and promote the professional development of teachers.

4. CONCLUSION

To sum up, there are still widespread problems in the construction of the current teaching staff, such as unreasonable teacher structure, insufficient number of professional teachers, professional quality to be improved, and teacher talent mobility. Therefore, colleges and universities need to improve the importance of the teachers troop construction, continuously strengthen professional teacher training, improve the teachers' employment system, improve the teachers' incentive mechanism, set up professional teacher training system, building a high teaching level and innovation ability of teachers, to promote the overall quality of education teaching, enhance the core competitiveness of colleges and universities, to ensure the stable sustainable development of colleges and universities.

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The Dynamic Mechanism And Practice Of the Construction Of Discourse Power Of Ideological And Political Education In the New Media Era

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Abstract: Language communication is the main driving force for the advancement of social civilization. With the development of social economy and science and technology, language communication has also been greatly improved with the emergence of new media. Language communication has formed diversified development in the process of development, and various kinds of language communication are closely intertwined. This situation not only for our country's language communication and improve the ideological and political education of our country has carried on the impact power status, in order to make the ideological and political education can say in the development of new media exhibition run still occupy the mainstream position, is through a reasonable way to solve the problems of ideological and political discourse construction.

Key words: New Media Era, Ideological And Political, Discourse Power Construction, Analysis And Research

1. THE CONNOTATION OF DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education is simply refers to a certain party, class, social groups follow the rules of the formation and development of humanistic thought personal character, and reasonable concept of ideology and political influence on these members are systematically organized, through effective influence the formation of enables them to conform to the needs of society and class needs the high quality of ideology and moral character of social practice. the discourse in ideology and politics refers to the words and language that are expressed and spoken in the process of communication between people to express their feelings, which can effectively pull the distance between people.

In the process of ideological and political education, it is an important content to grasp and stabilize the right to speak. With the emergence of new media and the constant changes of social development, the connotation value of ideological and political right to speak has been enriched and also has been affected to some extent. In serious cases, Will be on our country's mainstream social values to the stability and development, so in order to avoid the problem under the new media era through a reasonable way to influence the impact of the ideological and political education to solve, and in the process of development to effectively with the help of the advantage of the new media platform to promote influence the construction of ideological and political education, In this way, we can realize the stable development of our country from the effective construction of ideological and political discourse power. Through the research on the current development of our country play an important role of the ideological and political discourse, people can not only improve the effectiveness of the ideological and political education, ideological and political education workers can also provide a more reasonable way of education, to through the reasonable teaching to achieve the best way to make the ideological and political education results.

2. IN PEOPLE'S LIFE IN BOTH ECONOMIC BEHAVIOR AND POLITICAL BEHAVIOR IF ALL IS DECIDED BY THEIR OWN IDEAS

2.1. And the ideological and political voice for people's life and the development of the society to provide the correct guiding ideology, so influence of ideological and political education effectively build also provide power for social work, And to achieve the development of an all-round well-off society in China [1].

2.2. Problems in the construction of discourse power of ideological and political education in the era of new media. Ideological and political education discourse power operation is not strong ideological and political education is a special kind of education, which occupies an important position in China's current educational cause. It is precisely because of its particularity that ideological and political education is difficult compared with other courses in the process of education. Based on this in order to produce a correct value orientation to the society and the high political quality of the talents to guarantee the operation of the teaching notion of ideological and political education can effectively, but from the discourse of the ideological and political education in our country the current build, in the process of the work is not only a lack of effective target, its developing direction is not clear, These circumstances will lead to the operation of the discourse power of ideological and political education in China can not be mainstream development.

2.3. Inadequate ability to cope with the new media and alienation

In light of the development of social economy and science and technology, the new media technology development is huge increase, and the new media technology to obtain the effective development of social life effectively for the spread of new media language requires ascension, in the process of the construction of the discourse of the ideological and political education in our country, compared to the new media discourse development has a certain lag, Not only can not effectively to adapt to

modern social development in our country, in the process of its development for discourse also cannot effectively deal with alienation phenomenon, lead to this situation is the main reason is that the ideological and political discourse construction is affected by the traditional ideological and political education idea is larger, so in the process of both in education and the development of the breakthrough point has a great shortage, As a result, the discourse power of ideological and political education cannot reflect the development needs of China's current era, nor can it give full play to its own development regulation ability [2].

2.4. The measures of constructing ideological and political discourse power in the new media era

In order to achieve the ideological and political education under the new media era say the mainstream of the development, need to influence transformation mechanism to improve the ideological and political education, and according to the development of modern society to influence the development of ideological and political education to develop the appropriate mechanism, in order to make the ideological and political education say returning back to teaching, returning to life and practice. To effectively construct the discourse power of ideological and political education can be carried out from the following aspects:

3. THE CONTENT FRAMEWORK OF THE DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION SHOULD BE IMPROVED.

3.1. In the era of new media, China's social development has undergone various changes. Therefore, in order to enable the discourse power of ideological and political education to be effectively developed in the current society, a reasonable framework should be formulated for the content of discourse power of ideological and political education according to the actual situation of modern social development. In this way, students' abilities can be improved through scientific positioning and reasonable educational content in the process of education. Therefore, only by improving the content of discourse power of ideological and political education with the changes of the Times can the development of ideological and political education be epochal and innovative.

3.2. Build a symbiotic platform system of discourse power in ideological and political education. In the past, the right of ideological and political education in China has a fixed development model, which is suitable for the development of the past times, but not suitable for the development of the current social era. Therefore, in order to effectively improve the voice of ideological and political discourse, it is necessary to build a symbiotic platform system for this work. In this way, multiple relationships such as individual, group and society can be brought into the same platform through the symbiotic platform system, so as to realize the diversified interaction of these groups. In this way, the benign development of ideological and political discourse power can be realized by combining the results of management between human body and group.

3.3. Perfect ideological and political education discourse power conversion mechanism. Under the new era of ideological and political education discourse to get new development should be carried out on the transformation mechanism is perfect, this is due to the development of science and technology revolution although has the good effect, but also for the education has brought many challenges in the market, in the process of some education to carry out for the importance of ideological and political education is low, so a variety of problems in the process of education, the innovation of ideological and political education can be realized by new ways and means through the perfection of transformation mechanism. Secondly, effective integration of ideological and political education into the network environment can also play a beneficial role in enhancing the discourse power of ideological and political education [3].

4. CONCLUSION

To sum up, the development of new media not only brings challenges to the construction of discourse power in ideological and political education, but also provides new environment and conditions for it. Therefore, in order to realize the effective development of ideological and political education in this period, it is necessary not only to build and improve the corresponding transformation mechanism for discourse power in ideological and political education. It is also necessary to enrich the content of ideological and political education discourse power and build a corresponding symbiotic platform system, so that the construction of ideological and political discourse power can adapt to the current social development in a reasonable way.

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Design And Implementation Of Mri Medical Image Analysis System

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Abstract: in recent years, artificial intelligence has developed rapidly, among which the medical image segmentation technology is gradually mature. It is a technical means with broad application prospects to extract key image information from image big data and establish a prediction model for diagnosing diseases by analyzing these information. This system aims to use the brain tumor data set. After network training, it can predict and recognize the possible lesion location in the brain CT image. At the same time, the lesion area is displayed through the front end of the web page to further improve the interactivity of the system.

Keyword: Image Segmentation; Lesion Identification; Forecast

1 INTRODUCTION

In recent years, artificial intelligence simulates human thinking, carries out efficient data mining and integration, extracts image information that is difficult to be effectively recognized by the naked eye from image big data, and establishes a prediction model for diagnosing diseases by analyzing this information, which has broad application prospects. Medical image segmentation is a complex and key step in the field of medical image processing and analysis. Its purpose is to segment the parts with some special meanings in medical images and extract relevant features, so as to provide a reliable basis for clinical diagnosis and treatment and pathological research, and assist doctors to make more accurate diagnosis.

This project is a medical image analysis system based on artificial intelligence. the project is divided into front-end and back-end. the front end is a web page based on the flask framework, which can upload brain MRI cross-sectional images and return the predicted lesion location map. the back-end main model is u-net, a convolutional neural network architecture, which has excellent performance in image cutting. the background system is responsible for training the model and obtaining a model with high accuracy. the front-end interaction displays the original CT image and the lesion image of the CT image through the web page. Then design a background management system. After logging in, the administrator can manage user information and patient related information.

2 SYSTEM DESIGN

2.1 front end function design

This front-end page is based on the flash framework and has the functions of saving pictures, uploading pictures, returning pictures and so on. the front-end interaction displays the original CT image and the lesion image of the CT image through the web page, uploads the image to be analyzed to the specified location, and returns the image analysis and prediction results after the model is predicted and displayed on the page.

2.2 function design of background management system

The main functions of the background management system include system user management, system authority management and patient information management. It can add system users, modify system user information, delete system users, etc. System permission management can query the permissions of system users and the list of system users with certain permissions. It can add permissions and reclaim permissions to system users. At the same time, it can manage permission information and realize the functions of adding, deleting and modifying system permissions. Patient information management realizes the management of patients, and realizes the functions of adding patients, deleting patients, modifying patients, querying patient information and so on. At the same time, there are also top setting and batch processing operation functions.

The database stores some basic information data. the background management system of the system manages user information and patient information. the database uses mongodb to store new patient data in mongodb. If there is a new CT image, you only need to upload the CT image from the web page to return to the lesion area image. According to the core business function requirements of the project, the core data elements are system user data, patient information data and brain tumor historical CT image data, in which the basic data of system user data and patient information data are stored in the database. the main information of the system database table is shown in table 2-1.

Table 2-1 details of database table design of background management system

Database table name	Function description
AdminuserInfo	System user information management
userInfo	Patient information management

2.3 model design

The main prediction model of this system is u-net, a convolutional neural network architecture, which has excellent performance in image cutting. U-net is a fast, efficient and simple network. Because the architecture of this network is like a "U" letter, this network is called UNET. the advantage of UNET is that in the U-shaped structure, this structure can make it use less training pictures, and the segmentation accuracy is also very high. Train the u-net model to get a model that performs well in the training set, and then use the verification set to verify the effect of the model. If it performs well in the verification set, the model passes the test.

UNET is a full convolution neural network, and the left network is a feature extraction network, using conv and

pooling layers; the right network is a feature fusion network, and the feature map generated by up sampling and the left feature map are used for concatenate operation; Finally, after two convolution operations, the characteristic graph is generated, and then the convolution with the size of two convolution kernels of 1 * 1 is used for classification to obtain the last two heatmaps. For example, the first one represents the score of the first category, and the second one represents the score Heatmap of the second category. Then, as the input of the softmax function, the softmax with high probability is calculated, and then the loss and back propagation calculation are carried out.

3 SYSTEM IMPLEMENTATION

3.1 design and implementation of background management system

The background management system is an important part of the project and is responsible for managing the background information of the system. the background system is built using SSM framework. the converter layer adopts spring MVC framework, which is responsible for processing web page requests, and the Dao layer is responsible for interacting with the database. Due to the maybatis framework, the code is separated from SQL statements, and the data processing logic is written in the configuration file. the service layer adopts spring framework, which is responsible for connecting the two to process business logic.

3.2 model training and verification

At the beginning of the main program, a large number of third-party packages such as model training, file processing and front-end framework are imported, including flash, tensorflow, etc. This part defines some model related functions, such as loss function, accuracy function, data adjustment function, etc. the most important function is the UNET function. Set the necessary global variables, such as setting the height and width of the image to 256x256. the brain tumor image is taken as the data set of the system, which is divided into training set, test set and verification set according to the ratio of 7:2:1. All data sets are stored in the specified path.

In this part, the accuracy of UNET is improved by training 150 rounds, because after many times of training, we find that 150 rounds is a better number that will neither make the model under fit nor over fit. Finally, we save the trained model data as HDF5 file.

The IOU and dice coefficients of the verification set are obtained through training, and the dice coefficients are used as the accuracy, and then the test results are visualized. the test data set is selected to evaluate the accuracy of the system prediction.

4 CONCLUSION

Functional testing is to check whether each functional module of the system meets the functional requirements. Firstly, use case design is carried out for each function of the system to verify whether the test results meet the expectations. Test cases are designed for some modules of the system, tested and test results are obtained.

The system should also meet some non functional requirements. As mentioned earlier, the image lesion system requires the reliability of the prediction results, so the monitoring is set. In case of abnormal data, high interface response delay and no data for a large number of requests, it is necessary to send an alarm to the service end developers to test the concurrency stability and fault-free reliability of the system. After testing, it can meet the performance requirements. At the same time, we also test the stability, robustness and maintainability of the system, and the system performance achieves the expected goal.

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Research On Teaching Reform Of Basic Course Of Control Engineering

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Abstract: Control engineering basic course is a theoretical strong, content more abstract, period is shorter and involves the subject is relatively abundant curriculum, in teaching students need to make clear the purpose of control engineering foundation courses, and combining with the professional, the students by expanding the relevant case teaching, the new control technology impart to students, thus to innovation of curriculum, In order to stimulate students' interest in learning and innovation consciousness. This paper analyzes and discusses the teaching reform of basic course of control engineering for reference.

Key words: Control Engineering Foundation; Course Teaching; Reform; Try

1. INTRODUCTION

the foundation of control engineering is a professional course system based on classical control theory, which mainly focuses on the dynamic relationship between single input, single output and system. It is the basic content of modern control theory and intelligent control theory. This course involves many disciplines, theoretical is extremely strong, at the same time also more abstract, so students feel has the certain difficulty in the process of learning, and the course of the school is less, so the need for teaching reform, highlight student's main body status, combined with the actual situation of the teaching content, teaching time and teaching mode innovation, thereby improving the quality of teaching, Stimulate students' awareness of learning.

2. PAY ATTENTION TO INTRODUCTION TEACHING AND CULTIVATE STUDENTS' INTEREST IN LEARNING

2.1 Fundamentals of Control Engineering is a theoretical course, some students will feel strange and unfamiliar with this course, and many students still cannot understand its practical use after learning, so they will feel at a loss in learning, so students will not have good interest. In the course, the teacher needs to let the students clearly control the main content and purpose of the course, and ask the students to understand how to combine with engineering. Which requires teachers to strengthen the focus on the introduction of teaching, and reflects the important role in the field of control in the mechanical engineering industry, through the interpretation of the case and step by step to introduce students to the transition of the low-end to high-end equipment, and the application of control theory, etc., after the share with students, students can learn about the important role of control engineering knowledge and practical application;

2.2 Teachers can also introduce the development history, development trend and development achievements of control technology to students, and let students realize that there is a big gap between China's control technology and some developed countries' control technology, so as to motivate students' learning enthusiasm. Such as teachers can also be taught to students about the air conditioning refrigerating system, satellite docking, robot reaction and so on, by expanding theory course teaching, students can realize the main content of this course, practical use and its important role and value, which can effectively improve the students' learning interest and enthusiasm.

3. CULTIVATE STUDENTS' ABILITY OF COLLABORATION AND SELF-STUDY THROUGH PROJECT-LED TEACHING

3.1 Project teaching is a teaching mode for project teaching and learning based on the research of a certain engineering project and combined with teaching. Project teaching can reflect the combination of theory and practice. Classroom teaching is mainly based on theoretical teaching, and theoretical knowledge needs to be applied after class, which can effectively solve practical problems or be applied to an engineering project, such as mechanical design and manufacturing and dc motor control system design for automation specialty [1].

3.2 in project teaching to students after the analysis of the project, to master the control system of dc motor speed, position, modeling method, error analysis and correction design, through to project into teaching, combining teaching as the dominant to students on the basis of teachers' teaching arrangement and teaching schedule for the research of the project, And you can also strengthen self-study according to your own learning and mastering situation. Therefore, by carrying out project teaching, students' good cooperation ability and self-learning ability are cultivated, which is helpful for students to better solve engineering problems and improve their expression ability.

4. STIMULATE STUDENTS' AWARENESS OF PROBLEM SOLVING THROUGH CASE TEACHING

4.1 Teachers should pay attention to the cultivation of students' creative consciousness and ability. In teaching, students are not required to create new things, but students are required to apply the knowledge to inference, so as to cultivate students' comprehensive application ability, and then achieve the purpose of applying what they have learned. Through to project teaching as the dominant, and through case teaching as auxiliary, not only can increase the students' knowledge, broaden students' horizons, but also can cultivate and improve students' ability to analyze problems, to think and solve problems, to stimulate students to solve problems of consciousness, only students will be able to observe and participate in the practice, Only in this way can we accumulate learning experience and

rich knowledge reserve, so as to establish good self-confidence [2].

4.2 Case teaching is mainly assisted by specific engineering examples, which can effectively improve students' participation enthusiasm and interest. Case teaching has the following characteristics: first, cases are designed according to teaching objectives, they should be representative and can play the role of inference, and cases should be closely related to the actual project. Therefore, it is necessary to pay more attention to eliciting cases in teaching theoretical knowledge, deepen students' understanding of knowledge, so as to cultivate students' knowledge application ability. Secondly, case teaching should be vivid and objective to attract students to participate. the foundation of control engineering is a theoretical basic course, with many knowledge contents, students can not concentrate on learning or can not really understand. For this, we need to ensure the quality of cases. If the cases are some formulas and data, students will feel boring, so they can apply some dynamic videos or drawings to reflect them. Students can analyze and discuss cases in this form, so that students can have enthusiasm for participation.

4.3 In addition, the case should have diversity. the purpose of case teaching is to strengthen students' understanding of knowledge and cultivate students' ability to analyze, think and solve problems. Therefore, cases should have diversity. In diversified case teaching, students can not only broaden the scope of knowledge, but also diverge their thinking. Case teaching is characterized by vivid images, which can stimulate students' learning initiative to a certain extent and realize teaching interaction and mutual promotion, so that students and teachers can develop together and make progress together [3].

5. GUIDE STUDENTS TO PARTICIPATE IN TEACHING AND IMPROVE THE OVERALL QUALITY OF STUDENTS

5.1 Education and teaching needs to take students as the main body and carry out teaching around them, while in the traditional teaching mode, teachers take the lead and students can only learn passively. Therefore, it is necessary for teachers to realize that teachers and students are in the same position, and teaching is the interaction between teaching and learning, as well as the interaction, exchange, communication and interaction between teachers and students.

5.2 Therefore, teachers should be able to establish a good teacher-student relationship with students, guide students in teaching, provide teaching services for students, mobilize students' learning enthusiasm, stimulate students' learning enthusiasm, so as to reflect students' dominant status and cultivate students' sense of ownership. Therefore, teachers should change the traditional teaching concept, introduce the student-based teaching concept, and gradually improve the overall quality of students by assisting students in learning, so that students can have enthusiasm for learning.

6. CONCLUSION

To sum up, the basic course of control engineering is highly theoretical and contains many knowledge contents, which is closely related to other disciplines. Under the background of the rapid social development situation, to the requirement of the students in gradually improve, and require teachers according to the teaching goal, needs to adjust and optimize teaching mode adapt to social development situation, to explore a more effective teaching methods, improve teaching efficiency and teaching quality, promoting teaching reform and innovation. Therefore, we need to pay attention to the introduction of teaching, cultivate the students' interest in learning, through project teaching, cultivating students' self-learning ability of collaboration, through case teaching AIDS, stimulates the student to solve the problem consciousness, guides the student to participate in the teaching, improve students' overall quality, and helps to improve teaching efficiency and teaching quality, realize the teaching reform of the course.

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On the Problems And Countermeasures In the Construction Management Of Water Conservancy And Hydropower Projects

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Abstract: With the development and progress of society, the country is paying more and more attention to the construction of water conservancy and hydropower projects. In recent years, has invested a lot of money in water conservancy and hydropower projects. the scale and number of water conservancy and hydropower projects are increasing at a speed visible to the naked eye. This makes water conservancy and hydropower projects have made some achievements in the world, but there are also some problems in the construction and management of the whole project. From the perspective of existing problems and countermeasures in the construction management of water conservancy and hydropower projects, this paper aims to find the existing problems in water conservancy and hydropower projects and put forward targeted solutions.

Key words: Water Conservancy And Hydropower Project; Construction Management; Response

1. INTRODUCTION

Since entering modern society, China's water conservancy and hydropower projects have developed rapidly, accompanied by a large amount of capital investment, the development of water conservancy and hydropower projects compared with the previous scale, quantity and quality of higher. Water conservancy and hydropower are closely related to People's Daily life. the state realizes flood control, irrigation, drainage, power generation, water use and other functions through the construction of water conservancy and hydropower projects. While achieving great achievements in water conservancy and hydropower projects, attention should be paid to the problems existing in the construction and management of water conservancy and hydropower projects. Strong measures should be taken to solve the problems in the construction and management, so as to comprehensively improve the quality of projects and realize the sustainable development of water conservancy and hydropower projects.

2. PROBLEMS EXISTING IN THE CONSTRUCTION AND MANAGEMENT OF WATER CONSERVANCY AND HYDROPOWER PROJECTS

2.1 Wrong construction decisions

As a system construction project with many links and complex contents, water conservancy and hydropower engineering construction needs a set of strict and scientific decision-making schemes and norms to implement the construction objectives. During the construction of water conservancy and hydropower projects, relevant departments and enterprises shall survey the construction environment according to the local conditions, make scientific decisions and set scientific construction objectives based on the collected data and information. However, in the actual project planning, relevant government departments and construction teams did not investigate and collect evidence on the ecological, hydrological, geological and other factors of the construction environment in the early stage, resulting in the project planning did not consider the planned damage to the surrounding ecology and environment. the blind construction of water conservancy and hydropower projects in accordance with the actual construction needs will not only fail to play the role of water resource allocation, but also waste construction funds, leading to the generation of public dissatisfaction. Water conservancy and hydropower project time limit is tight, the task is heavy, construction enterprises blindly carry out the project planning and construction without investigation, resulting in decision-making mistakes, waste a lot of resources, but also crisis people's life and property safety.

2.2 It is difficult to implement the project management system

In order to effectively regulate the construction and management of water conservancy and hydropower projects, it is necessary to set up various examination and approval systems in the popular construction of projects, strengthen the supervision and guidance of the construction and management of water conservancy and hydropower projects, and ensure the smooth progress of the whole water conservancy and hydropower projects. In the construction process, it is necessary to build a complete construction management system and system. It includes quality management mechanism, responsibility system, cost guarantee and safety system, which can effectively control the construction progress. But in the actual project construction, there are still many problems in the construction management, such as the imperfect legal person responsibility system in the current project construction, the lack of practical implementation of legal person responsibility personnel, once the project quality problems, it is impossible to find the corresponding person in charge. However, due to the large internal capacity, complex links and long construction cycle of the project construction design, many procedures have not been handled, resulting in the emergence of construction

management problems, will inevitably cause huge losses that are difficult to predict.

2.3 Low quality of project management

As an investor of water conservancy and hydropower projects, the government itself needs to participate in the construction and management of many projects. As a result, the government will ignore some work items, such as the lack of safety management work, which is bound to cause huge potential accidents. For example: in the process of project construction due to material quality problems and backward construction technology and other reasons, seriously reduce the quality of the project, which is difficult to make China's engineering project economy get a good return, so it will not affect the national economy noisy good direction of development.

2.4 Ineffective construction management and supervision

Due to the lack of construction management details in the construction process of water conservancy and hydropower projects, the construction quality and requirements must be carried out in strict accordance with project supervision and management. From the perspective of the current water conservancy and hydropower projects in China, the management of water conservancy and hydropower projects lacks a supervision system, which is not conducive to ensuring the safety of the whole construction project, but also seriously hinders the improvement of the comprehensive quality of the supervision team and the smooth development of the project. Therefore, it is necessary to strengthen the supervision of project construction management.

3. COUNTERMEASURES OF HYDROPOWER PROJECT CONSTRUCTION MANAGEMENT

3.1. Improve the scientific nature of project management and decision-making

Decision making is an important link to improve the quality of water conservancy and hydropower projects. In the process of building water conservancy and hydropower projects, the construction party should consider the construction site of water conservancy and hydropower projects according to the actual geographical environment and functional requirements. Before the implementation of the project, it is necessary to carry out a comprehensive investigation and research, and formulate the construction objectives of water conservancy and hydropower projects based on the direction of enterprise development. Moreover, the construction personnel with professional skills and rich working experience are employed to ensure the smooth implementation of the project. At the same time, enterprises should also strengthen internal management and effectively improve the scientific nature of project management decisions.

3.2 Define the responsibilities of construction personnel

Construction personnel need to clarify their job responsibilities, the staff in charge of project management need to combine management responsibility and rights, ensure the implementation of the responsibility of each link, strengthen the responsibility of each link, improve the responsibility consciousness of each link, so as to improve the quality of the project. In addition, the selection of engineering project responsibility personnel needs to select those talents with high professional technology, strong management ability and solid theoretical knowledge. Managers regulate their own and others' behavior to improve the overall quality of the project.

3.3 Reasonable control of construction period

The construction party needs to reasonably control the date of water conservancy and hydropower projects, of course, on the premise of safe construction, control the quality of the project, carry out strict control over all aspects of the project, and determine the objectives and tasks of the project. In addition, the whole project can be divided into different construction periods, clear tasks to be completed in each stage and matters needing attention, and combined with the objectives and tasks of the stage to develop the construction plan. Overall planning and coordination of the relationship between all parties, do a good job before and after the connection of the project, to form a good working force. Enterprises need to strictly follow the construction standards, ensure that personnel, materials and technology and other elements meet the construction specifications, strengthen organizational management and coordinate the relationship between all links to create good external conditions for the construction, so as to improve the quality of water conservancy and hydropower projects.

3.4 Strengthen supervision of project construction quality

In order to ensure the smooth development of water conservancy and hydropower projects, it is necessary to do a good job in the inspection of engineering projects, timely find the safety risks in the construction of engineering projects, and effectively ensure the quality of project children and the safety of people's lives. In addition, it is necessary to construct a complete quality supervision system within water conservancy and hydropower projects to regulate project construction and ensure the quality of the whole project construction.

4. CONCLUSION

In general, water conservancy and hydropower project is a project that benefits people's livelihood. During project construction, quality supervision should be done well, responsibilities of each position should be clarified, problems in project construction should be found in time, effective measures should be taken to solve the problems, and project supervision and decision-making mechanism should be improved to ensure the quality of the whole project.

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The Infiltration Of Linguistics In College English Teaching

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Abstract: Under the background of educational reform and new curriculum reform, students at all stages of education are required to continue to strengthen their abilities in independent learning and innovation. As educators, they should not be too limited to boldly innovate, present distinct characteristics of teaching content and methods, and use all kinds of new teaching concepts in the classroom, so as to make students' learning to achieve a targeted target. English as a comprehensive practical discipline, for the work of college students' life and learning, and has a very important role, so this emerging interdisciplinary field of linguistics and effective integration and infiltration between college English teaching, not only can help college students better master English this language, but also can promote their subject core accomplishment rise. Therefore, how to properly infiltrate linguistics into college English classroom teaching is a problem that educators must consider.

Key words: College English; Classroom Teaching; Linguistics

1. THE INTRODUCTION

For Chinese college students, English is a second language, so students often have confusion in language knowledge learning, Chinese language thinking, Chinese culture and other aspects when learning English, which also affects students' lea rning effect. But the application of linguistics to infiltration of college English teaching, it can avoid these negative issues further, because can launches the analysis from the perspective of linguistics, explore the course system of college English teaching, and according to the relevant provisions of the linguistics and enlightenment helps college students to study, to further improve the quality of college English education. Therefore, it is necessary to study the infiltration between linguistics and college English teaching. For college students, English as a second language is a must-learn point.

2. THE INFILTRATION SIGNIFICANCE OF LINGUISTICS IN COLLEGE ENGLISH TEACHING

2.1. For the significance of linguistics in college English teaching, it can further expand the supporting scope of college English teaching. Because the scope of college English education is relatively broad, it is generally not limited to the basic knowledge and learning scope of language, so the application of linguistics in college English teaching can enrich the teaching content of college English and promote college students to broaden the channels of acquiring knowledge. Only after rich content can help students continue to expand their knowledge accumulation. Also can improve the students' interest in learning, because traditional college English teaching teachers are generally based on knowledge is given priority to, the single teaching mode is not suitable for learning for college students, some of them can appear even weariness, so often see in college English class students to sleep in class or classes. In addition, the traditional teaching method is difficult to penetrate the linguistic knowledge, even if there is relevant content is too fixed, students' English learning level is difficult to improve. Too much emphasis on knowledge inculcation but neglect the effect of language use, so it is difficult for college students to improve language organization and expression ability in class.

2.2. But if the teacher can fully consider the linguistics and infiltrate into college English class this Angle to guide students to learn the knowledge of English, attaches great importance to the direction of college students in linguistics, improve listening, speaking, reading, writing and translation ability, so that the students' language knowledge comprehensive abilities will get up, And stimulate interest and initiative in English major learning.

3. THEORETICAL BASIS OF OSMOTIC LINGUISTICS IN COLLEGE ENGLISH

3.1 yuan cognitive theory belongs to the psychological research, he is usually another recognition of cognition and identification, memory, attention and thinking through self-knowledge activities in the aspect of consciousness to adjust, usually divided into three directions, including metacognitive knowledge, metacognitive experience and metacognitive monitoring, in learning control based on individual cognitive domain, English learning process belongs to the relatively scientific strategy and way. Build socialist theory is first put forward in the field of psychology by piaget, he is on the basis of perfecting formed a more systematic theory system, the people's cognitive origin and the significance to the development and comes down to form the corresponding results, believe that knowledge is a process of cognition, the external world and then gradually formed structure, belongs to the inevitable factors during the task and the environment, In the teaching mode of English classroom teaching in colleges and universities permeating with linguistics, it can be called as a kind of guiding theory, which helps college students to better grasp various theoretical knowledge of linguistics and apply these knowledge to English communication activities.

3.2. However, the concepts and professional terms involved in English are relatively complex, and it is difficult for teachers to help students understand and master these complex and abstract concepts and

knowledge by using traditional indoctrination teaching. Therefore, it is necessary to build on the penetration of linguistics into college English classroom teaching from the perspective of constructivism. On the premise of teacher-student interaction, in-depth processing of various linguistic theories can fully show its meaning and connotation, enrich college English classroom knowledge, and improve college students' ability to master and apply English knowledge [1].

4. RELEVANCE RESPONSE OF INFILTRATION LINGUISTICS IN COLLEGE ENGLISH

4.1. Sociolinguistics pays more attention to the study of language sociality and practical ability, mainly because human social activities and cultural exchanges are the key components and also a kind of human performance with special nature. In people's natural life, communication will reflect various descriptions such as thoughts, intentions and feelings. Sociolinguistics and college English teaching, the main advocate is the correct understanding and reasonable application of linguistics, college students can establish in linguistics point of view of some customs, habits and the way of the world have a comprehensive cognition, and cultural background and social culture in the development of deep mining of various elements, In order to promote college English teaching listening, speaking, reading and writing skills, strengthen the efficiency of college students' English learning, and improve the quality of class. In order to enable college students to master English phrases and words more reasonably, college students must have a deep understanding of some concepts and meanings of linguistics, and guide them to do and practice more to master various background knowledge of linguistics. Among the living or working at the same time, in order to improve the students to the application effect of the English language, college English teachers will they need enough vocabulary and grammar are taught to students, make English application with the corresponding social nature, strengthen the background and cultural values of these factors, show adequately in linguistics penetration into college English class.

4.2 linguistics focuses on practicability, communication and accuracy. It can promote students to apply what they have learned and the content of linguistics to other subjects and solve practical problems. From a certain point of view, it can improve the ability of college students to solve practical problems. At the university of applied linguistics in the English classroom teaching knowledge after producing inner link, the teacher can carry on the linguistic awareness training for students' ideology, thus can make college students by themselves to solve a variety of English, and to apply these skills to other discipline study and daily life, make substantive help college students to communicate in English language learning. Therefore, the teaching work based on the theory of English linguistics, with the help of advanced teaching mode, can further enhance the effect of college English infiltration of linguistics education. In addition, the inherent requirement of college English teachers need to combined with linguistics, transform traditional education ideas, to penetrate the linguistics brings all sorts of drawbacks to breakthrough, reform the education system, follow the principle of based on students, college students can realize the subject status in class, improve their interest in learning English and linguistics, Stimulate their subjective initiative to correctly understand and use all aspects of knowledge, and participate in classroom interaction.

5. THE PRESENT SITUATION OF INFILTRATION LINGUISTICS IN COLLEGE ENGLISH TEACHING

5.1. the infiltration of linguistics in college English teaching is different from the previous English teaching, and also differs from the listening, speaking, reading and writing education of the lower grades of English majors. After the penetration of college English into linguistics, a theoretical course has been formed, which contains a large number of English linguistic knowledge systems, and is characterized by abstractness, wide knowledge range and difficulty in understanding. For the vast majority of college students, when they touch the knowledge of linguistics, there may be fear. Then it will be more difficult for teachers to infiltrate linguistics in the classroom and cultivate students' language ability. It is easy to read from a script, which is extremely detrimental to students' learning. On the whole, the problems faced by the infiltration of linguistics in college English classroom teaching are as follows:

5.2. Contradiction in curriculum

In order to help college students meet and adapt to the diverse needs of the society, it is necessary to strengthen the practicability of knowledge theory and reduce knowledge indoctrination as much as possible. But now English professional level 8 test and research of heating conditions, and raised a hot wave English major of linguistics, so makes a lot of colleges and universities on the curriculum appear antinomy, need to reopen the curriculum idea, the content of the linguistics to think linguistics after infiltrate into college English teaching specific concept of education and training target, etc. [2].

5.3. the teaching material lacks practicality

Infiltration in college English teaching of linguistics by creating teaching material has many professional term, the more difficult to understand for students, because of the profound, in the teaching material of these professional term definition are also drawn out, with abstract language direct reference of the original language, teaching material aspect is relatively abstract, theoretical explanation and practical content too little, too much So the vast majority of college students are difficult to accept the infiltration of linguistics in the English classroom. For example, after the knowledge in some textbooks infiltrates into the linguistic content, the complex diagram sentence structure is used to describe, but the understanding ability of college students is limited, so the teaching effect is not obvious.

5.4. Teachers' professional competence is insufficient

English teaching of linguistic knowledge is after many years of research, and the college English teachers, in the face of language theory system of comprehensive knowledge, the method of English teaching and classroom

education organizations lack of targeted theory instruction, it also exposes the linguistics in the college English classroom teaching in the penetration is too old, knowledge or with the teacher as the center, Students can only passively accept these linguistic theoretical systems, unable to fully feel the help and interest linguistics can play for their learning. So some students will be the professional learning of English is relatively passive, even if no matter how to update the linguistics in the English classroom teaching content and methods, students in the learning will feel boring, and there is no practical value, so the teacher will be language in college English teaching in the penetration to give up.

5.5. Lack of practical knowledge accumulation in linguistics

English class teaching penetration linguistics at the university of content, the teacher is mainly explained the theoretical knowledge of linguistics, some of the not enough very clear connotation depth for linguistics, basic is around the university English teaching materials of various knowledge system, expand linguistics as some extra-curricular content then theoretically, and college students rarely have the chance to practice during this period, They believe that these are extra-curricular knowledge and do not need to be familiar with, so theory and practice have not formed a scientific combination. At the same time, shentong's linguistics theory teachers still analyze English teaching from their own perspective and fail to fully consider zhang Qiang's actual learning situation and various needs, which further leads to the low practical role of linguistic knowledge in college English classes.

5.6. Incorrect use of courseware

After the modern multimedia network technology has infiltrated into college English education, teachers will combine this advanced technology to carry out various teaching contents and methods innovation. But in this modern education mode or exposed many problems from the English class, because of the need to combine linguistic content, so the professional teachers in English teaching materials do not know how to locate on the basis of knowledge and linguistic knowledge, and set up by education syllabus and courseware in conformity with the study development of college students, there is a deviation from the concept and understanding.

6. COUNTERMEASURES OF LINGUISTIC INFILTRATION INTO COLLEGE ENGLISH TEACHING

6.1. Set reasonable teaching objectives and tasks

Reasonable can lead to further deepen the college English teaching of linguistics, teachers should further innovation on teaching content and methods, at the time of the objective of English teaching, can build on the computer network information technology from the above search some linguistic content, then connect the textbook knowledge of English, to draw up ahead of time, education goals and tasks Then the sociolinguistics content and applied linguistics content with strong applicability are planned as the teaching focus, so that students can truly understand the linguistic knowledge theory and improve their English language practical application and practice ability. It is necessary to get rid of the shackles of traditional educational concepts, constantly improve self-cultivation, deeply study the linguistic knowledge system, and truly infiltrate it into college English classroom teaching, so as to promote the comprehensive level of college students' English language.

6.2. Scientifically construct the teaching situation

Good teaching situation is an effective tool to improve college students' interest in English learning and the quality of classroom teaching. Shentong linguistics teachers must create a scientific and reasonable situation for students in college English. In this period, teachers can first create problem situations for students. Before the class starts, they can design some realistic problems and then create situations to attract students' attention. During this period, students will have a strong curiosity and desire to explore linguistic knowledge. At the same time, teachers can also combine multimedia teaching AIDS to build networked situations for students, which can show students various teaching resources on the Internet in diversified ways, such as pictures and animations, to help them expand their horizons and help teachers really infiltrate linguistics into college English teaching [3].

6.3. Enrich the teaching content

In the English classroom education in colleges and universities, teachers must carry out some valuable teaching activities, and actively organize college students to participate in and guide students to explore the relationship between thinking language, economic language, social language and cultural language by themselves. Such as organizing students to carry out the language cultural differences reflect theme activities, according to the comparison of actual case, the two languages of English and Chinese in red, yellow, blue, green, blue purple these color words to highlight the cultural connotation, or is the pursuit of westerners in life what is the difference with Oriental, the westerners use what kind of way to express their personality or mood, and so on. Teachers should also organize college students to watch some foreign films or short films with literary properties, from which teachers should scientifically infiltrate linguistic knowledge, and then connect the course content they need to learn, so as to truly realize the full integration of linguistics and college English classes, and create a dynamic classroom teaching environment.

7. CONCLUSION

To sum up, college is a turning point for students' learning and growth. At this time, their English major has risen to the social level, because they are bound to use this second language in their future study, life and work. However, the purpose of teachers' infiltration of linguistics in college English classroom is to help students further improve their comprehensive language ability. Therefore, there is still a long way to go for the infiltration research of linguistics in college English classroom teaching.

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Analysis Of Vocational Skills Competition Into Routine Teaching Practice

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Abstract: Vocational skills competition plays an important role in the reform and development of vocational education and teaching, which has become the guiding goal of higher vocational college teaching. the mechanism of "promoting learning by competition and promoting teaching by competition" has not yet been formed. With the institutionalization, standardization and regularization of skill competition, competition and teaching are integrated, and skill competition is integrated into routine classroom teaching. Undoubtedly, it is an important mode of practical teaching reform in higher vocational colleges to promote vocational education through skill competition. Some positive attempts have been made in the combination of talent training and professional skills competition in metallurgical technology specialty, and good results have been achieved.
Key words: Higher Vocational Colleges Vocational Skills; Competition Teaching Integration

1. INTRODUCTION

At the present stage, vocational skills competition has attracted more and more attention from higher vocational colleges, and all kinds of professional skills competitions have been carried out in various forms. In the face of the impact of the epidemic, online and offline competitions do not lose their enthusiasm. Teachers and students are actively preparing for the epidemic, and various honors and certificates are pouring in, and good news keeps coming. the mechanism of "promoting learning through competition and promoting teaching through competition" has not yet taken shape. the author and reflect on, based on the current status of teaching in higher vocational colleges, in order to improve the students' vocational skills and professional quality, the goal of cultivating high-skilled talents, the professional skills contest into regular teaching, the vocational skills contest competition content into classroom teaching, through the skills contest to promote teaching reform project of teaching reform practice in higher vocational colleges is the current important patterns, the integration of competition and teaching, internalization in practice, teachers and students improve each other in "teaching by doing" and "learning by doing", which is of great significance to improve the teaching effect of vocational education.

2. FIRST, THE INFLUENCE OF VOCATIONAL SKILLS COMPETITION ON THE TEACHING REFORM OF HIGHER VOCATIONAL COLLEGES

2.1. the national vocational skills contest in the competition content are the present hot technology, the competition content prompted in such aspects as curriculum, training in higher vocational colleges must follow the pace of the modern enterprise, the revision of the talent training scheme, professional curriculum reform, to adapt to the demand of the emerging industries, with the latest technology of honorary certificate skill certificate, the job interview, It can meet the actual demand of skilled positions, and is more popular with enterprises. Only catering to the employment market can higher vocational colleges develop sustainably.

2.2. the work requirements of the national vocational skills contest is according to the schedule in events and the market demand, the contestants on solid exercise training is training rooms in school in real working environment, or a return to training on the simulation software, all is the real response of enterprise production, from raw material to the actual product design, production, testing and other processes, the modern technical level of production is truly reproduced. the theoretical basis of the skill level of the contestants is comparable with that of the intermediate workers of enterprises, and they are the new generation of skilled craftsmen. Players and instructors are just like masters and apprentices in enterprises. the practical skills competition is not only a platform for teachers and students to compete, but also a platform for schools to display the teaching achievements of school-enterprise integration of work and study. It not only promotes teachers and students to improve their comprehensive skills from various angles, but also effectively promotes the reform of teaching mode, highlighting the vocational education characteristics of "teaching by doing" and "learning by doing".

2.3. Second, it promoted the reform of vocational education and teaching mode

The purpose of skill competition is to better promote the development of school practical teaching, improve students' professional skill level, achieve the goal of "promoting teaching, promoting learning and promoting reform through competition", and promote the healthy development of vocational education.

3. THE INTEGRATION OF COMPETITION AND EDUCATION, AND THE CONSTRUCTION OF A SYSTEM TO PROMOTE EDUCATION

3.1. The competition is integrated with teaching, and the competition is introduced into basic classes. Combining the skills competition with the conventional theory and practice integrated course teaching, the content and methods of the skills competition into the routine practice teaching activities. Such as metallurgy, steelmaking, ironmaking production skills contest disciplines content into classroom teaching, which revolves around each link of the skill points on the corresponding theory knowledge, and by means of the simulation of steelmaking production training practice, consolidate the basic specialized

knowledge, so as to achieve "high school, learn how to make the" real unification. Strengthen the repeated imitation of the real exercise, help students in learning professional courses at the same time, successfully pass the examination of iron making intermediate skills certificate or steel skills certificate. the students will transform my learning into the skill competition mode that I want to learn. With the skill competition as the talent training platform and the practical training resources in the college, a teaching system based on the classroom, the community as the second classroom and the competition as the starting point has been formed.

3.2. Promote construction by competition and create a first-class training platform

College with high quality construction of colleges and universities as an opportunity to green metallurgy production professional group of construction at the provincial level as the backing, relying on the shandong iron and steel group educational background for industry, construct platform for cooperation in education, government, industry, enterprise demand docking, with local construction, transportation, enterprise cross-border cooperation "shandong iron and steel industry research institute", investment in "green steel material preparation of joint lab, " To ensure the advanced equipment of the school training base. the training equipment can be synchronized with the production site, and the training equipment can be updated continuously. the establishment of steel production simulation training workshop, "AI+ Intelligent Learning" artificial Intelligence institute and other joint and shared RESEARCH and development platforms, proactively meet the needs of regional industrial development, meet the development needs of regional high-end equipment manufacturing industry, and provide technical services and staff training for enterprises. It has built a school-enterprise co-construction mechanism of "leveraging from inside and outside, clarifying responsibilities and rights", effectively integrated resources inside and outside the school, strengthened overall planning and management of practical training resources inside and outside the school, and created an industry-university-research platform integrating the university and city.

3.3. Three, problems in teaching

3.3.1. Too much emphasis on vocational skills competition can improve the students' autonomous learning, improve the learning enthusiasm of the students love to learn the drill, exercise students' perseverance, promoting the comprehensive qualities of students, but the content in the game so some aspect of the professional too specific to a certain course, schools in order to make students obtain better results, get a better honor for the school, Students are allowed to suspend classes to prepare for the competition, break away from classroom teaching, and replace the training hours in the training room with normal classes. All the resources of the school are first used by the students participating in the competition, so that the students feel that the competition is a mission. Such a situation misses the point of competition.

3.3.2. the projects of vocational skills competition that despise teaching are not closely related to the main courses students learn in class, and the training related to competition is likely to conflict with students' ordinary learning. There are even some higher vocational colleges in order to achieve better results in the competition, to get awards as the goal of struggle. Some good equipment and experienced teachers are given priority to the students who participate in the competition, most of the students can not be integrated into the competition. the content of the competition has nothing to do with the teaching content and the major. the students participating in the competition are suspended from classes for special training of the competition. the students only conduct online training on the content of the competition. Go to other vocational colleges to find match training equipment for practice preparation. This completely defeats the purpose of the vocational skills competition.

4. CONCLUSION

With the social demand for highly skilled talents competition, the level of students participating in vocational skills competition is actually the standard for many employers when recruiting. Advancing with the Times, it is the development goal of current vocational education and teaching reform to bring skill competition into talent training program, integrate skill competition into routine teaching, and train students to become high-quality skilled talents, which is of great significance to promote the healthy development of teaching reform in higher vocational colleges.

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The Affordances Of Global Village In Jisu For Second Language Aquisition

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Abstract: Learning environment can be categorized into three broad aspects: academic environment, physical environment, and psychological environment, affecting both physical and psychological conditions of second language learners. Affordances explain how the environment may influence learners' social behaviors as well as outcomes of second language acquisition. With the development of second language acquisition, it is constantly applied to second language acquisition. In language learning, learners acquire knowledge and language according to their own needs. the ultimate objective of this study is to provide a general framework for using the concept of affordance in the context of Global Village in JiLin Interantional Studies University that may facilitate teaching and learning foreign languages.
Keywords: Affordance; Global Village; Second Language Aquisition

1. GLOBAL VILLAGE

1.1. Global Village refers to a large comprehensive language practice teaching base in Jilin International Studies University (JISU), which was founded in 1995, is a key university in Jilin Province, China. the university has advanced and complete teaching facilities and a large comprehensive language practice teaching base – Global Village, the Global Village consisting of twelve inner villages as English Speaking Countries Village, German Village, Japanese Village, Italian Village and others, providing a modern and effective platform for students and teachers to get immersed into the target language and culture.

1.2. The Global Village was identified as a national experimental teaching demonstration center by the Ministry of Education in 2013, and has newly designated by the UNESCO as "the World Multicultural and Education Center".

Each village is equipped with cultural elements such as pictures, clothes, cooking utensils, books, toys etc. All classrooms are equipped with a standard multimedia system. This includes: LCD projector Desktop computer with network/internet access and sound system. All villages create a highly-effective learning environment by providing mobile soft seating for a flexible space, wobble stools for active learners, or interactive white boards for collaboration, there's a wide range of options sure to be the perfect fit in the classroom.

2. AFFORDANCE THEORY

2.1. the concept of affordance is the central theoretical construct of ecological psychology. It was introduced in its full-fledged form by James J. Gibson (1979) to account for what human and non-human animals perceive. First developed in 1979 by James Gibson, "affordances" denotes a transactional relationship between perceiver and their environment, indicated by what an environment affords the perceiver.

2.2. In Gibson's view, "people and animals do not construct the world that they live in but are attuned to the invariants of information in the environment" (Greeno, 1994, p. 337).

This means properties of the environment enable or afford the perceiver particular opportunities to interact with that environment.

Being applied to design, the term referred to only those physical action possibilities of which the user is aware. In this perspective, the term got its further development in the explorations by Donald Norman in the 1988 book, "The Design of Everyday Things". In his original formulation, affordances are signals that indicate to individuals how an object should be used. According to the expert, the term affordance refers to the perceived and actual properties of the thing, primarily those fundamental properties that determine just how the thing could possibly be used. Affordances provide strong clues to the operations of things. For instance, handle are for holding, knivies are for cutting, slotts are for inserting things into, and balls are for throwing or bouncing. Affordances are cues which give a hint how users may interact with something, no matter physical or digital. Affordances make our life easier as they support our successful interactions with the world of physical things and virtual objects. When affordances are taken advantage of, the user may percieve well and knows what to do just by looking at the surroundings. People working in education are increasingly being urged to think ahead and consider how emerging and future envitonments and technologies will affect education to better align educational practice, goals and policy with ongoing technological development.

3. THE AFFORDANCES OF GLOBAL VILLAGE FOR SECOND LANGUAGE AQUISITION

3.1. Global Village in Jilin International Studies University (JISU) was built as a comprehensive language practice teaching base, where language teaching, learning, practicing as well as culture experiencing are integrated.

Differing from traditional classrooms, these language villages are delicately designed and decorated to ensure they are communication friendly, conducive to any possible engagement in activities for learners. Language is a part of culture, but culture is a complex totality containing many different features, understanding culture can be conducive when studying a foreign language. If

learners want to learn foreign languages, they must first learn about the cultures of that region. All obejects and teaching tools in Global Village are culturally embedded to maximize the cultural experience in the process of language aqisition. While the Global Village is not an inclusive "container" with everything prepared before and after class, some supplementary learning-centered resource materials are provided and accumulated both online and offline. the supplementary teaching materials are well selected and used in all languge classrooms of in the Global cillage.

3.2. the Affordances of communication for Second Language Aquisition in Global Village

The observation of language classes showed that second language learners are willing to communictae, which was echoed by Peng, J. E. (2019) who found that second language learners' willingness to communicate is responsive to classroom multimodal affordance. Learners' communication is subject to the joint influence of individuals' linguistic and affective factors and classroom contextual factors. the multimodal learning is teaching a concept through visual, auditory, reading, writing, and kinaesthetic methods. It is meant to improve the quality of teaching by matching content delivery with the best mode of learning from the student. Global villages are equipped with various types of teaching facilities and resources which can meet the needs of different learning styles of learners: visual, auditory, reading/writing, and kinaesthetic. Learners' willingness of communication is associated with these various kinesthetic, auditory, and visual modalities in our global villages. This is the evidence of interaction between objects and human beings. Objects in Global village are featured with portability, availability. "Wearable" technologies in each village have been designed to be portable to have some virtual and real communication for learners. the Global Village's communicative affordance of availability can be thought of as a combination of multiplexity, direct contact, and increased frequency. Communicative affordances would enable instructors to understand how these objects, especially technologies can be most effectively used to support second foreign language learning and teaching.

3.3. The Affordances of activities for Second Language Aquisition in Global Village

Communicative affordances are defined as an interaction between subjective perceptions of utility and objective qualities of the technology that alter communicative practices. That is, communicative affordances are framings for action activated by individuals in pursuit of strategic goals(Schrock, A. R., 2015). It is An affordance emerges from the interaction between the child and the environment, an interaction that is immediate, as affordances are perceived directly in a natural flow of activity (Heft, 1989, 2003). the perception of affordance is influenced by the child's intentions, previous experiences and the context. the number one feature of Global villages lies it its movability of equipments, such as mobile devices, movable boards, digital screens, chairs, desks, tools, pictures and other objects. the mobile learning environment is condusive to organising various kinds of classroom activities. Parsons D, Wishart J, Thomas H (2016) reported on a survey of teachers undertaking a postgraduate applied practice certificate in digital and collaborative learning, and the results suggested that teachers and their students are frequently engaged in activities that utilize mobile learning affordances, on the condition that teachers need to be explicitly guided and supported to adopt these approaches in their schools. Most teachers who conduct classes in global villages are well trained and experienced in organising teaching and learning activities, a wonderful feedback from students through fac-to-face interview is that learners really enjoy and get involved in interesting activites in the global villages, while other common classrooms are uncomparable from this aspect.

3.4. the Affordances of culture for Second Language Aquisition in Global Village

The kind of affordance that humans encounter in the niches that we constitute. There are two kinds of cultural affordances: natural and conventional affordances. the Global Village was identified as a national experimental teaching demonstration center by the Ministry of Education in 2013, and has newly designated by the UNESCO as "the World Multicultural and Education Center". All villages are designed with cultural elements such as flags, achitectures, pictures, clothes, utensils, books, currencies etc., most of which are symbols and representative work of of a specific country. Culture and language are inextricably linked. Having classes in the global village is cultural immersion where learners immerse themselves in the culture of a specific country or place. When the learners interact with another language, it means that they are also interacting with the culture that speaks the language. Experiencing culture while learning a language could spark their interest in the langauge, and facilitate lanaguage learning. Turner and Turner (2002) state that cultural affordances are features that "arises from the making, using or modifying of the artifact and in doing so endowing it with the values of culture from which it arises", so the cultural elements in Global Village are systematically recommended and selected by native speakers and experts on cross-cultural communication, to immerse language learners in ubiquitous exotic culture.

3.5. the Affordances of supplementary resources for Second Language Aquisition in Global Village

Supplementary resource materials are additional but more useful in English language teaching (ELT)(Karki, T. M., 2018). the internal space of global villages not only affords communication, activities and cultural elements, but also affords supplementary teaching and learning resources, both off-line and online resources. All villages are designed and decorated with teaching-learning-practice fucntion, therefore, enormous teaching aids are arranged, such as maps, pictures, cultural objects and daily life tools. Global villages build a new platform for conducting blended learning, also known as hybrid learning. Blended learning is an approach to education that combines online educational materials and opportunities for interaction online with traditional place-based classroom methods. Plentiful of digital teaching

materials are collected and uploaded onto intramural website to share with students. Recent years, many village-centered systermatic online teaching resources are established such as spocs and moocs to supply supplementary resources. These materials are additional but more useful in English language teaching (ELT), which can promote motivation, flexibility, humanity. These materials students can engage in, not materials they have to engage in. Although adding supplemental resources can create a flexible and marginal area when it comes to the course's design and context, when used appropriately, these types of resources can encourage learning, enhance student motivation, and even provide support for students who need it. Therefore, affordances of supplementary resources provide course facilitators and course writers as well as learners with possible space to cultivate. Learners who attend the courses in Global village will continue to explore the supplementary resources after class, which is a continuity of langauge learning.

4. CONCLUSION

The concept of affordance is the central theoretical construct of ecological psychology. According to the Gibsonian theory of information-based perception, perception is taken to be "a process of information pickup". the applicability of affordance theories to real-life situations increases their relevance and causes them to be an attractive explanation as to how we perceive use our language learning environment. the feature of Global villages provides the ideal environment for not only cultural affordance, communicative affordance, but also affordances of acctivities and supplementary resourcesfor Second Language Aquisition. This study would provide a general framework for using the concept of affordance in the context of Global Village in JiLin Interantional Studies University that may assist teaching and learning foreign languages, and provide some guidance for improving second language learning environment. An investigation of applying Affordance Theory in teaching environment is sensible and desirable.

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Application Of Elastic Belt In Latin Dance Movement Speed Teaching For Children

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Abstract: To solve the Latin dance movement speed resistance training in teaching difficult problem, avoid overweight equipment damage children's physical health, the article introduced elastic belt teaching props, the brief analysis of its application in the children's Latin dance exercise value, significance, points out that it can significantly improve training pertinence, ensuring the safety and stimulate learning enthusiasm. On the basis of this, the feasible fusion application strategy is summarized, and a series of measures are put forward, such as grasping the application principle accurately, doing a good job in safety inspection, making segmental training plan and clarifying the training application standard.
Key words: Elastic Belt; Latin Dance For Children; Movement Speed Teaching

1. INTRODUCTION

Latin integrating strength, speed, aesthetic feeling, is an important part of modern sports dance, the current our country macroscopic education pattern is changed, the quality education for landing, the new curriculum reform continued to deepen, popularization has injected new vitality to the development of Latin dance programs, both at home and abroad about the Latin dance project competition increasingly diverse, the corresponding technical requirements, strict criteria are also obvious, There are more than 150 movements per minute. Only by enhancing movement speed training can we guarantee the texture of movements to the maximum extent and improve the artistic tension of dance.

2. APPLICATION VALUE AND SIGNIFICANCE OF ELASTIC BELT IN CHILDREN'S LATIN DANCE MOVEMENT AND SPEED TRAINING

2.1 as a penetration of high small resistance training tool, elasticity with small volume, convenient to carry, can meet the demand of the trainer muscle exercise, at any time and place, in the children's Latin dance teaching showed strong applicability, such as training pertinence, significantly increased Latin dance to the outbreak of the body ability the demand is higher, samba, bull fighting disciplines, the number of beats per minute can even reach more than 40 [1], which puts forward higher requirements for all parts of children's body. the elastic belt is small and light, and can turn freely regardless of gravity, so that multiple joint parts of the body can participate in the process of sports training, and provide power for the development and training of various muscle groups.

2.2. In addition, the application of elastic belt training will also be able to fully ensure the safety, inspire children's study enthusiasm, to avoid the difficulty of large equipment resistance load is bigger, use of high risk, while mobilize muscles vigor makes teaching more intuitive, vivid, for speed strength training, flexibility training and lay a solid foundation.

3. APPLICATION STRATEGIES AND MATTERS NEEDING ATTENTION OF ELASTIC BELT IN LATIN DANCE MOVEMENT AND SPEED TRAINING FOR CHILDREN

3.1. Accurately grasp the principles of use to avoid potential training risks

Considering the children's body function is not yet mature, the scientific training, the training intensity of self control ability is weak, Latin dance teaching application link to grasp the key points of two principle emphatically, the first is suitable for load principle, different trainer on the intensity of load capacity is larger differences, training after the rate of recovery, there is also a slight difference, In practice, students' current function should be understood as far as possible, and the order and total amount of large and small loads should be optimized to ensure safety and improve training effectiveness. Gradual principle followed by the system, compared with the large resistance devices, elastic belt is more flexible, but none of this means can achieve the anticipated goal by intermittent and randomness of exercise, operation or specific action on the basis of Latin dance way of power, the power to determine the corresponding training content such as velocity, the entire training program in stages, Different emphasis, step by step to improve teaching effectiveness.

3.2. Do a good job in safety inspection and ensure the effectiveness of scientific efforts

Elastic band is called elastic ring, usually made from natural rubber, can pass elongation change resistance, provide the necessary training to ensure children's movement speed training effect, its advantage is that freedom is flexible, but improper operation is still a risk of injury, so the application link must do a good job in security management, through the careful analysis list of possible risk factors, Formulate specific safety management rules. For example, before formal use, the integrity of the elastic belt should be checked to ensure that there is no gap, crack and other problems. All elastic belts should be replaced regularly to avoid breakage caused by aging and wear. It is forbidden for trainers to wear jewelry and keep long fingernails to prevent damage caused by prop breakage. At the same time, we have a wide understanding of children's physical conditions. People who are allergic to rubber should strictly prohibit the use of elastic belts, train actions to avoid vulnerable parts such as eyes, the fixed end of the belt body must be stable, the site environment should be clean and clean, and

sharp objects should not be left. the length should be maintained within 3 times of the original length, and the direction of stretching should be controlled scientifically.

3.3. Based on the principle of sports training, prepare a segmental training plan

Movement and speed training is a long-term and comprehensive process, which requires systematic and staged professional programs to ensure that the training content is promoted step by step from simple to complex and from decomposed to complete, so as to reduce the difficulty of understanding and absorption while avoiding safety risks. According to the specific movements of Latin dance, as well as the relevant theories of sports training and physiology, it is recommended to divide the training process of children's Latin dance elastic belt into the following three stages:

3.3.1. In the basic stage, the duration is roughly 1-6 weeks. the main purpose of this stage is to learn the key points of using elastic band, correct the mistakes of movement and posture, and ensure that beginners can fully adapt to and get familiar with relevant problems. At this stage, priority should be given to low-load training, which initially applies 5 pounds of resistance, then gradually increases to 10 pounds, 15 pounds, 20 pounds, etc. Training content, times and interval time should be clear, for example, "stretch belt supination cramps, single group training 5 times, interval time 60 seconds, repeat 2 groups".

3.3.2. Improvement phase, lasting from 7 to 11 weeks, aims to strengthen the muscle strength of upper limbs, trunk and lower limbs, ensure the good development of small muscle groups, and gradually improve the rapid movement ability of muscles. At this time, the weight of elastic belt should be determined according to the individual situation of children, and the content of unarmed training should be appropriately increased on the basis of resistance training.

3.3.3. the strengthening phase, which can be set at 12-16 weeks, aims to consolidate children's trunk strength and improve movement coordination, flexibility and stability. During the design, more training content can be added to help control the interval time, and the next phase of training can be carried out in time before students' body recovers completely to ensure the continuity of exercise.

4. IN-DEPTH ANALYSIS OF TRAINING NEEDS AND CLEAR TRAINING APPLICATION STANDARDS

4.1. Elastic belt is widely used in physical training, such items can be seen in chronic disease treatment and women's self-cultivation program. In Latin dance teaching for children, it is absolutely forbidden to copy and apply them rigidly, but to design specific movement content and application standards based on the movement skills of dance itself. Specifically, it can be divided into three types. One is the upper limb training of elastic band, including sitting posture wrist flexion exercise, left and right arms flexion and extension exercise, and upper and lower arms flexion and extension exercise [2], etc. It is necessary to refine the action key points and visually display the action procedures through pictures and videos, especially to emphasize mistakes and problems easily made, such as shrug and swaying. the second is the core area exercise of the elastic belt, including supine cramps, Y back stretching, and core training of the dead worm

4.2. Also pay attention to stress points, such as pressing your lower back to the floor and tightening your shoulder blades. the third is elastic band lower limb exercises, including supine leg retraction, forward straight leg swing, backward straight leg swing, hip external rotation exercises, etc.

5. CONCLUSION

Above all, children's individual bones and muscles, development speed, is the best period of Latin dance power speed training, must face up to its status value in the teaching, introducing elastic belt auxiliary training props, on the basis of accurate analysis of characteristics of students' physical and mental development section training plan, clear training application specification, to make elastic with integrity, stability, Strictly abide by the principle of appropriate load, step by step and so on, to avoid the possible damage caused by overload training, and lay a solid foundation for the smooth development of Latin dance courses.

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The Exploration And Dilemma Of Undergraduate Practical Teaching In Local Normal Universities--Take Chongqing Normal University As An Example

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Abstract: Practical teaching is one of the important teaching links in higher education. Improving the quality and level of higher education is inseparable from the improvement of practical teaching quality. Taking Chongqing Normal University as a typical representative of local normal universities, this paper expounds the specific practices in exploring and improving the quality of practical teaching, analyzes the difficulties existing in the current practical teaching, and provides a reference basis for the follow-up practical teaching reform of local normal universities.

Key words: Normal University; Practical Teaching; Present Situation; Dilemma

1. INTRODUCTION

The development goal of higher education in the future is to realize the connotative development of higher education. Practical teaching is an important part of talent training in colleges and universities, and its teaching quality is one of the key factors of talent training quality. In recent years, the Ministry of Education has successively issued Several Opinions on Comprehensively Improving the Quality of Higher Education and Opinions on Strengthening and Standardizing the Practice Management of Ordinary Undergraduate Colleges and Universities, requiring colleges and universities to strengthen the link of practical education [1] and strengthen the construction of practice teaching system [2]. Chongqing Normal University is a full-time comprehensive undergraduate college run by the government. It has established a complete teacher education system. It is one of the important bases of Teacher Education in Western region and can be used as a typical representative of local comprehensive normal colleges. In recent years, the university has actively adapted to the strategic adjustment of the national economic structure and the needs of the talent market, carried out a series of explorations on undergraduate practical teaching, and faced many difficulties.

2. EXPLORATION ON PRACTICAL TEACHING OF UNDERGRADUATES IN LOCAL NORMAL UNIVERSITIES

2.1 Using process management to guarantee practice teaching norms

In the Opinions on Strengthening the Educational Practice of Normal Students issued by the Ministry of Education, it is proposed to organize and carry out standardized educational practice [3]. Taking Chongqing Normal University as an example, on the one hand, it pays attention to the standardized management of practical teaching and holds a mobilization meeting at the initial stage of practice to clarify the objectives and tasks; in the middle of internship, the university organizes internship patrol, inspects and supervises the work; in the later stage of internship, it does a good job in reflection and summary, share and exchange experience. the teaching practice of teachers' major should strictly control the "trial teaching", "mid-term inspection"and "performance evaluation". And the practice of non normal majors is strictly controlled by "unit selection", "mid-term inspection"and "performance evaluation". Universities should use the practice management system, strengthen the process monitoring, strictly supervise and urge the practice instructors to earnestly perform their duties, and fully ensure that students achieve the effect of practical teaching.

2.2 Guarantee the quality of practical teaching with standard system

The university has developed the Measures for the Construction and Management of Practical Teaching Base of Chongqing Normal University, the Regulations on the Management of Undergraduate Graduation Practice of Chongqing Normal University and the Measures for the Management of Educational Research of Chongqing Normal University, and issued the quality standards for the construction of practice base, educational practice and professional practice, which provides a relatively standardized implementation basis for the development of practice and training work of the university. At the same time, it further optimizes the practice links, improves the overall quality of school practical teaching.

2.3 Improving the effect of practical teaching with collaborative training mode

Chongqing Normal University pays attention to establishing a long-term mechanism of win-win cooperation with the practice base, strives to promote the deep integration of industry and education, and cooperates in the development of talent training scheme, teaching process management, practical teaching projects, etc. In the past five years, the school has focused on the implementation of the "Plan to Highlight the Characteristics of Teacher Education"and the "Non normal Brand Specialty Construction Plan".

In terms of teacher education, the precise training mode has been implemented, and the "three-dimensional core

competence"of moral education ability, professional basic ability and professional special needs ability cultivated by normal students has been created. Accurately train different types of teachers, and preschool teachers implement "five ones"acquired education; primary school teachers are trained in "general subjects"and "3+1"; middle school teachers are trained by "resident"and "5+2+1"; Special education teachers are trained by "integration of teaching and health". Chongqing Normal University cooperates with the Jiangjin district government to build a teacher education innovation experimental area, forming a collaborative training concept of "school and local cooperation, whole process connection, two-way education and local feelings". Through the connection of all fields, whole process connection and all-round education, the interactive development of school education and teaching reform and the construction of local government teachers has been realized.

2.4. In terms of non normal education, Chongqing Normal University strengthen the deep integration of non normal majors and industries. For example, it innovate the school enterprise cooperation mode, and carry out cooperation with Nanjing Yunchuang Big Data Technology Co., Ltd. and other companies in big data, cloud computing and artificial intelligence talent training; and it cooperate with Taiji Group in regional archaeology, planning and construction of Kangyang ecological area, etc. In addition, it carry out school local cooperation in running schools, and carry out "3+2"and "3+4"training with Chongqing Business Vocational College and other schools in computer science and technology, tourism management and other majors.

3. DIFFICULTIES FACED BY UNDERGRADUATE PRACTICAL TEACHING IN LOCAL NORMAL UNIVERSITIES

3.1 Vocational sentiment education is divorced from practical teaching

3.1.1. Students lack recognition and acceptance of their careers. After three years of study in the university, students' cognition of the professional field is not clear, and the professional enthusiasm and sense of responsibility in the professional field are lacking, which can not adapt to the high-intensity and high-pressure working state of the internship unit.

3.1.2. Strong utilitarianism. Some students only hope to solve employment through practice, otherwise they will practice perfunctorily. If they are not satisfied with the environmental conditions of the base, they refuse to practice. the thought and consciousness of improving practical ability and comprehensive quality through practice have not been established.

3.2 Career planning is divorced from practical teaching arrangement

3.2.1. Students pay more attention to postgraduate entrance examination than practice. Some interns ignore the practice link because of the postgraduate entrance examination, and randomly find the internship unit to provide internship appraisal opinions, which makes the practice link become a mere formality and the internship exists in vain. This act deviates from the original intention of the school's talent training, and the quality of talent training can not be guaranteed.

3.2.2. Students' internships do not coincide with their own interests. Some students are not interested in the field of professional knowledge and are forced to complete task-based practice, resulting in their lack of subjective initiative and low work enthusiasm in the process of practice, which will eventually affect the quality of practice.

3.2. Talent training is out of touch with social needs

The talent training program is out of touch with social needs. the talent training of a small number of majors lags behind, including the backward of teaching materials, teachers' teaching concepts and teachers' professional skills, which makes students unable to complete the most basic professional and technical work in practical posts and undertake internship tasks independently, resulting in lack of self-confidence. In the face of the high standards and strict requirements of instructors, students are even more unable to adapt and have great psychological pressure, resulting a situation that they take the initiative to replace instructors.

Lack of labor and dedication education. Many practice bases will arrange students to gradually carry out practice work from observing the professional state and environment, and complete the initial career experience from participating in grass-roots work. However, due to the relatively difficult working environment at the grass-roots level, long working hours and relatively single and boring work content, some students unilaterally think that the internship arrangement deviates from the professional internship requirements, and they can't learn professional skills in the internship process. They sprout the idea of giving up internship or changing internship units, and even have extreme confrontational emotions and behaviors.

Lack of workplace etiquette education. In the process of participating in the internship, students lack knowledge of business etiquette, office etiquette, government etiquette and other related knowledge in the workplace. They have no understanding of how to regulate their words and behaviors on different occasions. Their dressing, speaking and behaving are too casual, which does not meet the basic requirements of modern workplace for talents.

Looking at the above difficulties, the root cause lies in the lack of corresponding practical teaching and operation monitoring system, lack of effective practical teaching standards and evaluation mechanism, and the quality of practical teaching is difficult to be guaranteed, which affects the quality of talent training [4].

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Research On Middle School English Teaching Innovation - Taking English And American Literature Reading In Middle School As An Example

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Abstract: Yingmei Literature is conducive to cultivating middle school students' English comprehensive quality and promoting secondary English teaching. Reform. In response to the current secondary English teaching, the English-American literary reading is not enough, the lack of teaching content is lacking, and it is necessary to further consolidate the literary literacy of English teachers, explore effective secondary school English and American literature reading teaching model, focus Pay attention to the reading and experience of English children's literature, so that students can better master and use English language to understand the integrated application capabilities.

Key words: Middle School English; British And American Literature; Teaching Innovation.

1 INTRODUCTION

The internship of this time, the author learned a lot of things that fail to reflect on the textbook. Classroom church internship teachers write a teaching plan, preparation, class teacher's work to let them know that each class is different, each student needs to be more meticulous, and need teachers more meticulous. the classroom church has a rough management method, and the subject understands how to get along with middle school students, let them respect the teacher, unite classmates, and grow healthy and happy. Through the realistic internship, you can understand the psychology of students. Use "symptomatic medicine" to find the right way to manage students to better grasp the classroom, in order to know the students' situation, use "practice teaching", find professors Students can promote the improvement of teaching quality. In addition to grasp the classroom, the course innovation is also the problem that the author has been thinking during this period - how can improve the integrated English language capacity of Chinese students, and integrate English and American literature into the middle school English education Take the practice in practice to promote the improvement of English comprehensive levels of middle school students. the author took note of the English practice mode commonly used in middle school, that is, newspaper practice. the topic that needs to be practiced is printed on English newspaper, while the newspaper has a series of English short messages for students to appreciate. These articles are mostly educated and literary essays. the author's professor is a student in the first grade. They are still in the tender stage of English in English, so how to further consolidate the literary literacy of English teachers, explore effective secondary school English and American literature reading teaching. Mode, let students better master and use English language, understand English and American culture, learn English, is not only language, but also a discipline of cultural symbols, the author's refillation.

2. BRITISH AND AMERICAN LITERATURE READING THE IMPORTANCE OF ENGLISH TEACHING IN MIDDLE SCHOOLS

2.1. Why is it from British and American literature to improve secondary English teaching, and the National Ministry of Education has clearly pointed out to be "compulsory education English curriculum standard" in 2011. Inspire and cultivate students' interest in learning English "Place in the first place, emphasize the practicality of language learning, advocate students to contact, experience and understand realism in context, form cross-cultural awareness in the trade experience of Chinese and foreign cultures, Improve humanistic literacy. Each classic English and American literary work, or a small literary fragment is a real environment of English learning. Students can feel the most authentic English language, come into contact with the most real English language culture.

2.2. Therefore, with the support of the Anglo-American literary reading, secondary English teaching can fully implement the requirements of the new curriculum standard, highlight the subject's main status, and students 'interest in English learning, English learning ability and knowledge application capabilities Cultivate, create good conditions for students' future development. British and American literature that is suitable for middle school students in the early high school English textbooks is a good example, such as "My Fair Lady" "Diary of Anne Frank", etc., is classic British and American literature representatives, these works meet the reading needs of youth, attracting adolescents, and can accept corresponding ideas in the process of adolescents, and promote adolescent literature Gradually strengthening of language skills. Middle school students are in the stage of physiological and psychological development, and the understanding of the external world is full of eager, curie desire, hoping to promote learning through reading and

social practice, and integrating British and American literature into middle school English teaching It has a high value. In teaching, the English and American literary reading reflects that "English course tool nature and humanities are unified. " There is an unparalleled advantage in learner thinking", which can effectively cultivate English learning interest in middle school students. In the reading activities of middle school students to participate in the reading activities of English literature, improve students' learning effects.

3. Measures to integrate into the English and American literary reading in secondary school English teaching

3.1. Based on the predicament of English and American literature teaching, and the middle school English teachers should seriously examine how the status should be solved. To analyze the English and American literary reading teaching, grasp the organic links of English and American literature and English teaching, and then truly integrate literary reading teaching into the practice of secondary school English teaching, gradually improve teaching quality, and constantly improve students. English integrated quality. First of all, choose the literary material for the middle school students to read the literary materials, you can refine the English-American literature examples of the textbook to guide students to actively read the learning, and use more interesting ways to present, can be in class. In the middle of the English literary reading corner, the class of English and American literary works is completed with the class students, and the common growth of students should also be read in the work, and there should be a lot of literary works and literary comments, and literature related theories. Knowledge has a more profound understanding to provide students with corresponding guidance in teaching activities. It should be opposed to blindly open a book, and do not add analyst, thereby causing students to read fear, causing literary reading teaching effects that are not ideal, which is not conducive to the cultivation of English thinking of middle school students. And improvement of human literacy. Second, it is necessary to help students accumulate English language knowledge, promote studen listen, speak, read, write skills, and comprehensive English proficiency.

3.2. A excellent English-American literary work allows students to expand vocabulary and learn the use of words in specific contexts. Good sentences and paragraphs can become a model of student writing imitations, the theme of literary works and the character image is also the topic discussed in oral communication. Therefore, mid-English teaching can conduct teaching, explore beneficial English knowledge and ability teaching modes around English and American literature. Only a large number of reading and absorbing English language materials. On the basis of understanding, English can be output, in order to achieve the integration of learning. the secondary school stage allows students to accumulate reading experience through reading English and American literary works. On the one hand, they continue to improve English knowledge level. On the other hand, they can broaden their horizons, feel the charm of literature, contact in British and American culture, intercultural exchanges Layd the foundation. English teachers can increase the special activities of the British and American literary reading according to the current primary and secondary schools, and integrate literary reading into teaching practice not only reflect the reading of literary works in the class, but also in extracurricular Some literary works should be arranged for students, and students should be studied in the group in the class, and the team members help each other, and ensure that the reading of English literary works can be successfully completed.

4. CONCLUSION

Author uses English newspapers and other literary teaching, but there must be the potential to discover more books, teachers are looking forward to better teaching experience to students, let students learn to learn, make English learning Become a literary, cultural influence of the students who are no longer boring, let the students lifelong revenue. Teachers in secondary school English should have consciously select this type of English and American children's literature work, guide students to actively read, in the class, campus, create a good reading culture atmosphere for students, And appropriately organize children's literature reading competition activities, you can ask students to draw English children's literature newspapers, and investigate students' reading. In this way, after the students form a strong interest in English children's literature, teachers guided students in classroom teaching practice to read, students 'reading enthusiasm and initiative can be fully mobilized, and the overall reading learning effect is also inevitable. It will be further strengthened to promote the cultivation of students' comprehensive quality.

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Discussion On Curriculum Construction And Reform Of Building Materials In Vocational Education

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Abstract: Building materials curriculum is an important part of vocational education in civil engineering. Strengthening the construction and reform of building materials curriculum is of great significance for improving the teaching level and the quality of personnel training. Based on this. This paper mainly discusses the curriculum construction and reform countermeasures of building materials in vocational education.

Key words: Vocational Education; Building Materials; Curriculum Construction

1. INTRODUCTION

The course of building materials contains a large number of theoretical basis content, and the knowledge points are scattered, most of which are textual narration, while the calculation part is relatively less. the content of architecture courses mainly covers the characteristics, performance and technical requirements of commonly used building materials such as cement, concrete, lime, mortar and steel, as well as the correct selection of building materials and the method of testing the quality of building materials. Besides, it also includes the technical specifications and national standards of various building materials [1]. the study of building materials courses is an important basis for the subsequent study of architectural structure, construction technology and other professional courses. From the current vocational education with the practical situation of the building materials course teaching, although some students in the early learning good study enthusiasm, but over time the learning enthusiasm gradually decline, combined with various curriculum content knowledge, students fail to understand the digestion, also hard to digest, lead to the learning effect is not ideal. Therefore, how to effectively change the teaching status of building materials in vocational education is an urgent problem to be solved.

2. TEXTBOOK CONSTRUCTION

2.1. With the rapid development of the construction industry, more stringent requirements are put forward for building materials. In recent years, a variety of new building materials have been emerging, and the types of building materials have also changed from the previous single type to composite type, in which the technical specifications and standards continue to change, greatly increasing the difficulty of building materials teaching [2]. In the course of teaching material reform, it is difficult to change all the contents of the teaching material, which will make the authority of the teaching material decline and lead to the decrease of students' interest in self-study teaching material.

2.2. Therefore, for the textbook construction of building materials course, it is necessary to revise the textbook reasonably, refer to the latest technical specifications and standards of the industry in the process of compiling the textbook, and follow the principle of simplicity in the content of the textbook, close to the actual production situation, and pay attention to the effective combination of theory and practice.

3. INNOVATE TEACHING METHODS

3.1. Building materials theory usually changes with the development of engineering practice and has strong engineering application. Therefore, integrating engineering examples into the teaching process of building materials can help improve students' interest and enthusiasm in learning. When teaching these engineering examples, teachers use heuristic teaching methods to guide students to establish a good sense of engineering and cultivate students' ability of independent thinking, analysis and problem solving [3]. At the same time, teachers can also carry out student-centered discussion teaching method, design classroom teaching content from an overall perspective, introduce engineering phenomena, experimental phenomena and other contents into classroom teaching, ask students questions, organize students to focus on discussion and exchange to find answers to problems

3.2. Finally, the teacher summarizes the content of the discussion by the students. In addition, in the building materials course teaching, teachers should also be on the basis of the traditional teaching by effective use of multimedia technology, multimedia teaching actively, content rich multimedia courseware, and insert some pictures of engineering, engineering cases, the experimental video and other learning resources, so that the students can understand more easily accept knowledge, It gives more vitality and interest to the monotonous classroom teaching of building materials.

4. STRENGTHEN PRACTICAL TEACHING

4.1. the fundamental purpose of vocational education is to cultivate high-quality application-oriented talents with skills. Therefore, practical teaching is a key link in the teaching process to promote students to change from perceptual knowledge to rational knowledge and fully understand and master the knowledge of building materials they have learned. Therefore, higher vocational colleges need to vigorously build practical training bases

to provide a good environment and guarantee for the practical teaching of building materials, constantly improve the quality of practical teaching, and ensure that students' hands-on ability is improved. In the process of building materials teaching, teachers can enhance students' practical application ability through building materials experiment and comprehensive exercises. In the process of building materials test practice, teachers guide students to carry out systematic training from sample collection to test and then to collation and analysis of test results.

4.2. At the same time, students are provided with the opportunity to participate in the building materials production test project, so that students can comprehensively understand the application of building materials in the field of engineering. In the comprehensive exercise, teachers should pay attention to improving students' computing ability and guide students to correctly choose various composition materials, such as evaluating the particle gradation of sand and stone, and designing the proportion of concrete, mortar and asphalt mixture. By strengthening the practical teaching link of building materials course, it can make the original boring teaching material content more vivid, can better mobilize students' learning initiative, help students to deeply understand the knowledge they have learned, so as to further improve students' mastery of professional knowledge and professional application skills.

5. BUILD A FIRST-CLASS FACULTY

5.1 The construction of first-class and professional teachers is an important guarantee to improve the overall teaching quality of building materials. Therefore, higher vocational colleges need to attach importance to the construction of teaching staff, vigorously support and encourage young teachers to participate in the compilation of teaching materials, supplementary teaching materials and other activities, and actively publish research papers. Overall planning is carried out by the course leader, and collective lesson preparation is carried out at intervals to share teaching experience with each other. Combined with the characteristics and characteristics of vocational education, in-depth research and reform of the existing curriculum system, actively develop building materials multimedia courseware, promote the overall teaching level of teachers. At the same time, higher vocational colleges should strengthen the cultivation of "double quality" for young and middle-aged teachers, gradually establish the cooperative units of production, learning and research, and encourage teachers to participate in the production practice and practical project management in the front line of enterprises. Encourage young and middle-aged teachers to take the initiative to participate in relevant research projects and production projects. Assign young teachers to guide students' graduation thesis and practice, and select young teachers to participate in relevant professional academic conferences nationwide.

5.2. In addition, vocational colleges also need to give strong support to the advanced training of young and middle-aged teachers and experimental technicians, promote the continuous optimization and improvement of teachers' knowledge structure, and improve the overall educational and degree level of the teaching staff.

6. Adopt scientific and reasonable assessment methods

In the evaluation process, students should not only take the final score as the only evaluation standard, but also pay attention to the innovation ability and logical thinking application ability of students, respect the individual differences of students, and avoid adopting a unified standard to measure students. Only by adopting a scientific and reasonable way of evaluation, can we make an accurate assessment of students in an all-round way, improve their interest in learning and establish good self-confidence.

7. CONCLUSION

To sum up, the building materials courses of vocational education should always adhere to the student-centered teaching philosophy as the core, and train high quality application-oriented talents with solid theoretical foundation, strong practical ability as the main goal. the curriculum of building materials should be reformed from the construction of teaching materials, innovation of teaching methods, construction of teaching staff and strengthening of practical teaching links, so as to build a perfect teaching system, which not only improves teaching effectiveness, but also cultivates more talents in line with social needs.

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Research On College English Mixed Teaching Model Based On Educational-Informatization Background

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Abstract: Educational informatization is the development direction of higher education. Under the background of educational informatization, College English teaching relying on informatization means for online and offline mixed teaching can improve the teaching quality by relying on the interaction and expansibility of teaching on the premise of giving full play to the advantages of online and offline. This paper first introduces the advantages of College English mixed teaching under the background of educational informatization, and then studies the mixed teaching mode in order to help the smooth progress of College English teaching reform.

Key words: College English; Educational-Informatization Background; Mixed Teaching; Model Countermeasure

1. INTRODUCTION

Under the information background of the development of science and technology, relying on information technology to promote teaching reform has become the main means to improve the quality of higher education. Information technology has a revolutionary impact on educational reform. We should pay attention to the application of information technology in teaching. English, as a basic subject of higher education, relies on information technology to build an online and offline mixed teaching model, which can improve the teaching quality on the basis of the integration of technology and knowledge, and then realize the comprehensive development of students. The advantages of Constructing College English mixed teaching model under the background of educational informatization

2. ACHIEVING HIGH EFFICIENCY OF EDUCATION

2.1. The online and offline mixed teaching mode based on information technology can solve the obstacles of different foundations of students in traditional teaching, avoid affecting students' learning effect due to teaching progress, and make teachers' teaching design student-oriented. Mixed teaching can rely on online guidance and offline assistance to improve the level of education, make the perfect combination of theoretical teaching and practical teaching, and then realize the high efficiency of education.

2.2. Cultivating students' learning autonomy

Cultivating students' awareness of autonomous learning is the main goal of modern education. the hybrid teaching model based on information technology is one of the methods to cultivate students' autonomous learning ability. Online and offline mixed teaching is mainly to adjust the teaching contents and methods around the teaching objectives, so that students can carry out selective learning according to their own foundation. Teachers supervise students' learning on the online platform and tutor students' learning offline. Students can always learn with self-improvement as the center. Mixed teaching can provide students with more and richer learning resources, make teachers' teaching consistent with students' demands, and then cultivate students' autonomous learning ability.

2.3. Realizing three-dimensional teaching

Hybrid Teaching Based on information technology can integrate online advantages with offline choices, and provide guarantee for students' personalized learning on the premise of providing technical support for teachers and students. Mixed teaching can make the three-dimensional development of English teaching, provide diversified services for students' learning on the basis of changing the traditional plane education, and then help colleges and universities establish information interaction and promote the three-dimensional development of English teaching.

3. STRATEGIES FOR THE CONSTRUCTION OF COLLEGE ENGLISH MIXED TEACHING MODEL UNDER THE BACKGROUND OF EDUCATIONAL INFORMATIZATION

3.1. Online and off-line tteaching models

Online and offline teaching mix is mainly that teachers make learning resources before class and push resources based on the network platform. Students learn independently according to the learning resources pushed by teachers, and master the key points and difficulties through the completion of tasks, so as to realize the integration of knowledge. the mixed teaching mode can highlight the dominant position of students.

First, online pre-class preparation. Before class, teachers make or look for learning resources according to the teaching objectives and students' needs, and push them to the online learning platform in the form of video and audio. Students log in to view learning resources and tasks according to their account number, and master the key points through preview learning. In the stage of students' online learning, teachers supervise in the background in order to master students' learning progress, supervise students' learning and help students answer their doubts.

Secondly, online classroom teaching. Online preview lays the foundation for offline classroom teaching. Students master the key points and difficulties of learning through online preview, which can save time for teachers'

classroom teaching. Teachers adjust the classroom teaching content and mode according to the students' learning effect, which can make the classroom teaching more targeted. In the classroom teaching stage, teachers encourage students to express boldly through heuristic teaching, discussion teaching and achievement display teaching, so as to highlight students' dominant position and improve students' participation in the learning process. Thirdly, after-school development training. After online learning and classroom learning, teachers can rely on the online platform to provide students with after-school expanded learning materials and require students to carry out selective learning according to their own abilities. the design of after-school expansion content can enable students to improve their English application ability in the process of task completion. Students can effectively consolidate the achievements of online platform learning and online classroom learning by completing game tasks on the platform after class.

3.2. Mixed online and off-line evaluation

Evaluation is the judgment of teachers' teaching effect and students' learning results. Under the information background, English mixed teaching evaluation should rely on the combination of online process evaluation and offline result evaluation to realize the diversification of evaluation subjects and the enrichment of evaluation contents, and then cultivate students' autonomous learning ability and team cooperation ability on the basis of highlighting students' subject status. Online and offline mixed evaluation pays more attention to process evaluation, mainly relying on diagnostic evaluation before class and formative evaluation in class, and outcome evaluation after class to evaluate students' learning attitude, learning participation, learning ability and learning effect. At the end of the course, the teacher will assign scores to pre-class preview, sign in, Q & A, discussion and expansion, count the scores of students' classroom speech, group activity completion and student group achievement display, and combine them with the final examination evaluation to give a final score, which will be fed back to the students, and the students will adjust their learning according to the scores of different items.

3.3. Guaranteing strategies for the construction of College English mixed teaching model under the background of educational informatization

3.3.1. To build a platform

Under the background of educational informatization, the implementation of English mixed teaching mode needs to rely on the platform. Colleges and universities should build an information platform to support the development of English mixed teaching mode. Colleges and universities do not regularly assess English Teaching in order to understand the current learning situation of students and adjust the information platform according to the needs of students. Teachers should be prepared for mixed teaching, enhance the application ability of mixed teaching mode, and standardize learning resources from the long-term development of mixed teaching. Colleges and universities should adjust mixed teaching resources according to students' majors, and urge teachers to adjust teaching objectives in time to create favorable conditions for mixed teaching.

3.3.2. To strengthen supervision

Strengthening the supervision of online and offline mixed teaching is an important measure to ensure the smooth development of mixed teaching mode and achieve practical results. Colleges and universities should ensure their guiding position, establish a diversified English education environment, make online teaching and offline teaching zero docking, and form a virtuous circle. Colleges and universities should build a perfect supervision system, restrict the development of mixed teaching mode with standardization, and then give full play to the effectiveness of mixed teaching mode. the supervision of mixed teaching should be fed back to teachers from time to time. the purpose is to make targeted adjustment according to students' learning situation, and strengthen the application of mixed teaching mode through the construction of mixed education environment.

4. CONCLUSION

In short, in the context of educational informatization, the implementation of online and offline mixed teaching of College English can improve the functionality of English education, improve the effect of English education, and cultivate students' autonomous learning ability and teamwork ability. Colleges and universities should provide environmental support and supervise the development of English mixed teaching mode, in order to lay the foundation for the long-term development of mixed teaching and promote the all-round development of students based on mixed teaching.

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The Ideological And Political Education Function Of Military Course In Colleges And Universities

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Abstract: Contemporary young college students are the vanguard of social and economic construction and national development, ideological and political education for college students has been the top priority of college teaching work. the military course is a general education course that carries out the military strategic policy and the overall national security concept in the new era. It has a good attribute of ideological and political education and is one of the important ways to carry out the ideological and political education of college students. Based on this, this paper mainly discusses the ideological and political education function of military courses in colleges and universities.

Key Words: University; Ideological And Political Education; Military Class

1. INTRODUCTION

Ideological and political education of college students has always been highly concerned by the Party and the state. With the rapid development of social economy and the growing strength of comprehensive national strength, ideological and political education in colleges and universities is faced with more stringent realistic requirements, and it is necessary to adapt to the changing situation and constantly innovate educational methods and means. And military class as important way of the national defense education in colleges and universities, also is one of the important content of ideological and political education, can fully and to mobilize students' learning, with the existing education content have a complementary advantages and synergy effect, provide more possibility for ideological and political education, in the current ideological and political education in colleges and universities play a more important role.

2. IDEOLOGICAL AND POLITICAL EDUCATION FUNCTION OF MILITARY COURSES IN COLLEGES AND UNIVERSITIES

2.1 Military courses can cultivate college students' patriotism

Patriotism is the main thread of military lessons. As the saying goes, every man is responsible for the rise and fall of the world [3]. Since ancient times, patriotism has been a fine virtue of the Chinese nation, and patriotism is the spiritual power to safeguard national unity. Through carrying out military courses in colleges and universities, the theoretical knowledge related to the army and national defense construction is taught to students driven by the spirit of patriotism, and the spirit of loving the party, patriotism and the army is permeated into the whole process of military teaching. In the process of learning the history of modern national defense, let the students fully understand and understand the history of China's humiliation in the feudal society, the territory was occupied, wealth was plundered, people were killed and so on, national dignity was ravaged by the imperialist countries. By reviewing the humiliating history, let the students realize their own shouldering great responsibility, so that the students understand that only love the country, unity, can resist the invasion of external forces.

2.2 Military courses can cultivate college students' awareness of national security

Military teaching needs to carry out the overall concept of national security as the premise, which is helpful to promote the contemporary college students to form a positive concept of national security. First of all, military courses can help students establish a sense of preparedness for danger in times of peace. Although peace and development are still the main theme of the world at present, the international situation seems to be calm, but in fact there are hidden currents, especially hegemonism and power politics, which still have some hidden dangers [2]. Since modern China's humiliating history for each of us are not to forget, history will not repeat. Therefore, by conducting military lessons to students, strengthening national defense education and cultivating students' concepts, students can form a good sense of preparedness for danger in times of peace and realize that only with strong economic and military strength can they stand on the world stage. Secondly, military lessons can inspire students to join the army and serve the country. At present, China's national defense and military modernization is at a critical stage of integrated development of mechanization, informatization and intelligence, which requires more stringent requirements on the scientific and cultural literacy of officers and soldiers. Strengthen military teaching in colleges and universities, use classroom teaching to help students fully understand the achievements of national defense construction in China at the present stage, and objectively realize the gap between developed countries and advanced levels in the world. At the same time, strengthen the propaganda of conscription policy through military course teaching, unconsciously make students form the consciousness of joining the army to serve the country, great enthusiasm of students to join the army, transport more excellent talents for national defense and army construction, and realize the goal of building a world-class army.

2.3 Military courses can improve the ideological and political level of college students

The ideological and political level of contemporary college students is directly related to personal physical and mental development and future growth. Currently, the overall ideological and political level of college students in China is at a relatively high level [4]. However, due to the development of the Times and the influence of social atmosphere, also caused some problems need to pay attention to, many college students lack of lofty ideals; Personal interests are often considered and personal development is not closely linked to the fate of the nation. Military course plays an active role in cultivating correct ideological and political accomplishment of college students and forming positive outlook on life, values and world outlook. Military course is a kind of comprehensive subject, which has inextricably linked with other subjects in colleges and universities. By carrying out military course for college students, they can learn more military thoughts and national defense knowledge, expand their personal vision, and enhance their national defense concept and national security awareness. At the same time, on this basis, college students can make full use of their professional knowledge, explore the combination of military knowledge, and realize the practical value of professional knowledge and skills. To let students understand and learn modern military high-tech technology can further enrich their knowledge reserve, broaden their horizons and get rid of the shackles of traditional thinking mode. By learning military theory courses, we can understand the strategy, strategy and command art of famous militarists, which plays a positive role in forming a good overall concept and promoting the students' intellectual level to develop in a deep level.

2.4 Military courses can cultivate team consciousness and innovative spirit of college students

At present, in various fields, the military competition between countries is increasingly fierce, so the innovation of science and technology has put forward higher requirements. From a global perspective, the goal of a military power to achieve pre-emptive strike often lies in its own strong comprehensive national strength and advanced equipment and technology, and military innovation is particularly critical [5]. China's army has fully realized the important role of military innovation and innovative talents in its continuous development. Through the use of military courses in colleges and universities and other diversified forms to cultivate students' innovative spirit, so as to achieve our country's military development to transport high-quality innovative talents. Military theory course is one of the important ways. In the traditional military course teaching in colleges and universities in the past, instructors played a dominant role in teaching, and mainly adopted the teaching method of simply inculcating the textbook, which seriously affected the enthusiasm of students in learning. At present, the military course in colleges and universities has put forward a new teaching concept, paying attention to the equality between teachers and students in classroom teaching, providing students with more ways to show themselves and talent, and encouraging students to express their personal feelings. Choose the teaching content, satisfy the demand of the students by teachers to students interested in questions, guides the student to discuss the exchange, encourage students to ask questions, work together to find the methods to solve the problem, in the teaching process teachers as a guide and participants, from a divergent up to a problem, guide students to actively explore, bold innovation, inspire students' thinking, So as to effectively cultivate students' team consciousness and innovative spirit.

3. WAYS TO IMPROVE THE EFFECTIVENESS OF MILITARY IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

On the one hand, military course is an important way for college students to receive ideological and political education, on the other hand, it is also an important part of practical education. In order to give full play to the role of ideological and political education, it is necessary to pay attention to the interaction of military education process, pay attention to the actual situation of students, and effectively improve the quality of military education.

3.1 Change the teaching method of military course and enhance students' political consciousness

The cultivation of political consciousness of college students not only comes from the imparting of theoretical knowledge of military courses in colleges and universities, but also has something to do with the training of military skills. In the military courses of colleges and universities, the task of military training for students is carried out by pre-preparation classes and platoon leaders to effectively solve the problem of "quality hanging upside down". the military training for new college students should be carried out jointly by military instructors and retired college students with rational use of the resources of retired college students, so as to highlight the comprehensive excellent quality of retired college students and show the exemplary role of advanced and peer influence. Relevant military training manuals, participation responsibilities, award and evaluation systems and other documents shall be formulated in advance before military classes, and distributed to every college student to guide students to learn by themselves. In addition, colleges and universities military lessons need to change the traditional force-feeding teaching methodology, and avoid empty discussion of theoretical knowledge and practical derailment, reasonable in the national security education into social hot spot content and focal point, understand a student focus and create corresponding teaching situation, the reasonable application of heuristic, discussion-based teaching method, promote the ascension of military lessons teaching effectiveness.

3.2 Scientific design of military teaching content to promote the individual development of students

In the course of military teaching in colleges and universities, scientific design of teaching content and reasonable arrangement of teaching and training are the most important to ensure the quality of military teaching. Military courses in colleges and universities need to pay

attention to the individual development of students, and closely focus on the subject of young college students. When setting teaching goals, they can be appropriately advanced but within the scope that students can reach. In the arrangement of military skill training subjects, it is mainly a single soldier platoon, while integrating military boxing, military topography, platoon tactics and other contents. In terms of mastering the rhythm of military training, emphasis should be placed on military skill training, and cultural subjects such as chorus and military song, newspaper making should be appropriately integrated into the teaching period to adjust the classroom teaching atmosphere. In terms of training intensity control, attention should be paid to cultivating students' will quality, and military stories should be told to students in the interval of training to enhance students' enthusiasm for participating in military training. In addition, it is necessary to strengthen the construction of students' style, supervise the teaching process at any time, rationally integrate into the cultivation education, and reflect the continuity of educational content.

3.3 Expand the scope of military teaching and create a campus cultural atmosphere

Military curriculum teaching in colleges and universities is an important part of national defense education, which can neither be superficial nor affect "seasonal work". It is necessary to pay attention to the building of campus cultural atmosphere, reduce the negative impact of society and family, and make reasonable use of new social media platforms such as Weibo and Douyin to strengthen publicity, so as to form a synergy effect of education. Fully mobilize all the valuable resources inside and outside the university, effectively do a good job in the security of the training forces, the teaching affairs office to provide strong support in teaching, publicity departments to do a good job in public opinion control, security department to strengthen order maintenance and security, logistics department to do a good job in the supply of materials, fully reflect the characteristics of military culture. At the same time, it has continuously expanded the teaching atmosphere of military courses, formed a continuous education system based on the work of supporting troops and giving special honors to their families and other organizations, such as reserve companies, national Defense associations and the National Flag Guard.

4. CONCLUSION

To sum up, military courses in colleges and universities cover national security, China's national defense, military thought, modern warfare, information equipment and other theoretical content, as well as queue training, tactical basis, defense skills and other training. the teaching content is rich and the combination of theory and practice is one of the important ways to carry out ideological and political education for college students. It plays a positive role in cultivating college students' patriotism, national security consciousness, team consciousness, innovation spirit and improving their personal ideological and political level. Therefore, colleges and universities should pay full attention to the ideological and political education function of military courses, actively carry out military courses, promote students' all-round development, improve comprehensive quality, and serve for the implementation of military-civilian integration development strategy and the construction of national defense reserve forces.

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Research On College Students' Consumption Behavior Based On Big Data Analysis Technology

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Abstract: With the continuous development of society, college students have become an important part of social consumption. Mastering college students' consumption behavior is of great significance to understand the consumption characteristics of the younger generation. Therefore, by applying big data analysis technology to college students' consumption survey, this paper analyzes their consumption behavior on the basis of understanding the current situation of college students' consumption, so as to promote the benign development of college students' consumption.

Key words: Big Data Analysis Technology; College Student; Consumption Behavior

1. INTRODUCTION

As an emerging technology formed in the development of Internet technology, big data analysis technology has the characteristics of large capacity, diversity and high growth rate. It is an important support in the process of modern enterprise data processing. With the continuous development of China's higher education, the number of students in major colleges and universities is increasing, and college students have become an important consumer group. It is of great significance to master college students' consumption concept by studying college students' consumption behavior. Therefore, this paper aims to study the consumption behavior of college students based on big data analysis technology and promote the positive development of college students' consumption.

2. CONSUMPTION STATUS OF COLLEGE STUDENTS UNDER BIG DATA ANALYSIS

2.1. This study selects 1000 students from universities in our country as the research object.

The student group is involved in all majors from freshman to senior, which can comprehensively reflect the consumption status of college students. the results show that the financial source of college students has strengthened dependence, mainly through their parents to obtain daily living funds. Secondly, a small number of students rely on scholarships and various part-time activities. Especially for students from poor families, part-time job is the main channel to obtain economic subsidies. Furthermore there are obvious differences in the consumption level of college students. the average monthly consumption of most students is 1500 ~ 2000 yuan, some students with excellent family conditions can reach more than 2000 yuan, and only 8% of college students spend less than 1500 yuan [1].

2.2. In the survey of College Students' consumption patterns, more than half of the funds are used for daily living expenses, while 20% of the expenses are used for interpersonal communication.

It can be seen that college students' consumption is close to social workers, and interpersonal communication has become an important expenditure item of consumption. the survey of college students' consumption psychology generally reflects the immature state, especially under the influence of network culture, the comparison psychology among student groups is serious. They often consume ahead of time in pursuit of famous brands in life, and the expenditure exceeds their own consumption level. What's more, they go to online loan, which shows the problems existing in college students' consumption psychology.

2.3. Analysis of College Students' consumption behavior based on big data analysis technology

By using big data analysis technology to analyze the samples taken, we can achieve efficient and accurate analysis of college students' consumption behavior, which can be divided into the following points:

2.4. Consumption field

In the analysis of College Students' consumption, daily consumption accounts for an important part, and most of them rely on their parents for the payment of tuition and accommodation. Therefore, daily consumption mainly focuses on the purchase of clothing, diet and some daily necessities, which has a certain economic independence. Secondly, college students began to have obvious emotional consumption. As an important place for students to go to society, many college students choose to engage in emotional activities in college life. Whether it is daily interpersonal communication or love, they need to spend a lot of money. At the same time, under the influence of consumption psychology, college students' consumption field appears to follow the crowd, especially when buying clothes. Taking boys' sneakers as an example, many male college students live frugally in order to buy expensive sneakers in order to obtain the recognition of their surrounding classmates. This consumption behavior beyond their own consumption level is the embodiment of college students' immature consumption psychology.

In the development of network culture, the life of college students is closely related to the network. Among them, the rapid growth of online game culture directly affects the consumption behavior of college students [2]. Students are willing to invest in pursuit of a better game experience, which also reflects the profound impact of network culture on college students in the new era. Long term addiction to

online games will not only increase additional expenses, but also affect students' study and life, which must be correctly guided.

2.5. Source of consumption

The group of college students has certain particularity, so they are adults in terms of age, but they still belong to students in terms of nature, and learning is still the first priority. Therefore, most college students' consumption sources come from relatives, and they do not have the conditions to obtain economic sources. As the main source of consumption of college students, parents usually provide a certain amount of funds for college students on time every month to meet the needs of students' daily life. the difference of family conditions makes the amount of funds of students have obvious differences, which is easy to increase the comparison psychology between students in a certain way. Secondly, colleges and universities will provide scholarships according to students' study in school, or provide grants according to students' family conditions. Generally speaking, students with good grades can get scholarships to subsidize their daily consumption, while grants are aimed at students from poor families, such as low-income families, five guarantee families, filing and card establishment, so as to maintain students' school life. In addition, the consumption of college students can only obtain additional income through part-time work, but at present, the channels of part-time work for college students are relatively narrow, and there are obvious differences between the remuneration obtained by college students and normal social personnel. Therefore, there are relatively few college students engaged in part-time work, mainly those who are poor or love social practice.

2.6. Consumption mode

The consumption patterns of contemporary college students are mainly divided into three forms: daily consumption, credit card consumption and online shopping consumption. Daily consumption mainly includes students' clothing, food, housing and transportation during school life, which is the basic expenditure in study and life. Credit card consumption is influenced by consumer psychology, mainly college students who advocate advanced consumption. They overdraw their living expenses in advance by swiping credit cards or spending money, so as to meet their consumer psychology. This kind of consumption mode is common among college students. In order to meet their own vanity or advance demand, they use their own funds in advance, which makes them in the cycle of debt repayment every month. In the long run, it will lead to the extreme consumption behavior of college students [3]. Therefore, colleges and universities, parents and society should strengthen the guidance of college students' consumption psychology and correct the wrong consumption mode, so as to promote the rationalization and scientization of consumption. Online shopping consumption is formed in the process of network development. Students can obtain various materials through online shopping. On the one hand, it can facilitate students' life, but on the other hand, it is also easy to fall into the consumption trap. How to improve college students' consumption discrimination ability has become an important problem.

3. CONCLUSION

To sum up, analyzing college students' consumption behavior through big data analysis technology can well grasp the consumption field, consumption mode and consumption source of contemporary college students, so as to find the problems existing in college students' consumption behavior, which is of great significance to improve college students' consumption level. On the basis of correctly understanding the consumption behavior of college students, colleges and universities should help students form good consumption habits, control ahead consumption and promote the rational development of college students' consumption.

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Problems And Countermeasures In Financial Accounting Management Of Small And Medium-Sized Enterprises In Our Country

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Abstract: In the current market economy development process, many small and medium-sized enterprises continue to emerge, however, because of the market economy competition is very fierce, so will cause a certain impact on the development of small and medium-sized enterprises. This requires relevant small and medium-sized enterprises to strengthen management, in order to improve their competitiveness. Among them, the effective development of financial accounting management can help smes prevent financial risks and protect their economic interests. However, in the specific management process, there are many problems, which requires relevant enterprises to pay attention to, and the relevant management problems to be clear, analyze the actual causes of the problem, on this basis, formulate reasonable countermeasures, improve the effectiveness of accounting management, and promote the development of small and medium-sized enterprises.

Key words: Small And Medium-Sized Enterprises; Financial Accounting Management; Problems Countermeasures

1. INTRODUCTION

In the context of the current economic transformation, smes should grasp the opportunities and effectively cope with greater challenges, so as to maintain a stable development trend. As a core part of the operation of small and medium-sized enterprises, financial accounting needs to face certain challenges in management. If there are problems in financial management, it is easy to cause financial risks and have a large negative impact on the operation and development of enterprises. Therefore, small and medium-sized enterprises should strengthen the importance of financial accounting management, for their own financial accounting management to in-depth understanding, in view of the specific problems, adopt appropriate measures to effectively solve it, to promote the actual effectiveness of financial accounting management to be fully played.

2. FIRST, ANALYSIS OF PROBLEMS EXISTING IN FINANCIAL ACCOUNTING MANAGEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES IN OUR COUNTRY

2.1. Relatively low awareness of financial risk

For small and medium-sized enterprises, their initial capital is relatively small, and the enterprise scale is relatively small, which makes the economic strength of this type of enterprise far lower than that of large enterprises. In terms of the actual situation, the amount of capital held by small and medium-sized enterprises can only provide basic guarantee for their normal operation. Once enterprises encounter a big crisis in operation and development, it is easy to lead to the fracture of their capital chain, thus affecting the survival and development of enterprises themselves. In addition, the majority of small and medium-sized enterprises in the development plan, basic not long-term development plan, goal, so that enterprises in the business decisions, are more prone to short-term interests, this will have a bigger could cause economic risk, coupled with the enterprise risk early warning and the lack of attention to, the relatively low financial risk prevention consciousness, makes the small and medium-sized enterprises in the face of the operating risk, Unable to deal with them effectively in a timely manner, thus hindering the long-term development of enterprises [1].

2.2. The supervision and management system is not perfect

The financial accounting work has the function of supervision and management. the audit department is mainly responsible for the financial supervision of relevant small and medium-sized enterprises. In order to ensure the effect of this work, the standardization of internal audit work should be guaranteed. However, many small and medium-sized enterprises internal audit mechanism defects, it is difficult to give full play to the function of financial supervision. Even if some small and medium-sized enterprises have a relatively perfect audit system, but the implementation is relatively low, can not guarantee the quality of audit supervision. the main reason is that most small and medium-sized enterprises do not realize the importance of internal audit work, lack of awareness of financial accounting supervision, which will lead to financial supervision work difficult to carry out, but also cause a negative impact on financial accounting management.

2.3. Second, effective measures to solve the financial accounting management problems of small and medium-sized enterprises in our country

2.3.1. Strengthening financial risk prevention and control

If relevant small and medium-sized enterprises want to carry out effective financial accounting management, so as to reduce various financial problems and promote the long-term development of enterprises, they should improve their awareness of financial accounting management, and increase the prevention and control of financial risks, reduce the probability of enterprise financial risks, and protect the financial security of

enterprises. Based on this, smes should be aware of their actual development, establish awareness of economic risk prevention and control, and adopt appropriate measures to enhance their risk prevention and control capabilities and maintain healthy development [2]. Small and medium-sized enterprises can make use of information technology, build the financial risk early warning system, set up in the system of normal financial data parameters, and use the system for real-time monitoring of the change of enterprise financial data, in the process of monitoring, once found that the abnormal changes in financial data information, the system can timely warning, To remind the enterprise financial managers in the first time to understand and deal with the financial situation, so as not to cause financial risks. In addition, relevant small and medium-sized enterprises should also set up the corresponding audit department, by the department personnel responsible for financial audit, the reported financial data carefully check, so as to facilitate the timely discovery of financial problems, and effectively solve them, and then reasonable control of financial risks, to ensure the stable development of enterprises.

2.3.2. Improve the financial management system

At present, the development of market economy, makes the competition between small and medium-sized enterprises increasingly fierce, in order to improve the competitiveness of enterprises through financial management, relevant enterprises should improve the original financial management system, in order to guide and standardize the financial accounting management work. Based on this, the small and medium-sized enterprises should establish strict supervision mechanism, establish the corresponding supervision team, arrange professional financial personnel, financial revenues and expenditures in different departments on a regular basis to check, if it is found that does not conform to the financial data and actual situation, should timely report, aiming at specific problems in specific processing, to prevent pockets and other bad behavior, It affects the economic interests of enterprises. In addition, corporate responsibility management mechanism should be established, according to the operation and development of small and medium-sized enterprises, clear the specific work content of the financial and accounting management, and its refinement, to individuals, and to determine its management responsibility and authority, require the financial accounting management responsibility, authority, for not to work in place of management, It is necessary to investigate its responsibility, which is conducive to improve the enthusiasm of management staff, to ensure the efficiency and effect of financial accounting management.

2.3.3. Scientific improvement of financial accounting management

Small and medium-sized enterprises in the financial accounting management work, but also should improve the traditional management mode, introduce information technology, build information management mode, and improve the efficiency of the work. Based on this, the small and medium-sized enterprises should take advantage of information technology, build the financial and accounting management system, with the help of the system to the financial data of the enterprise information comprehensive collection, collect, sort out, also can make use of the system of the relevant financial data for precise calculation and analysis, and for financial accounting and enterprise investment decision to provide accurate information. In addition, the financial and accounting personnel can make use of the information system, carrying out budget work, and technology project information to related economy by big data collection, understand the market information, the demand for economic project shall be clear, on the basis of this, scientific forecast and calculate the cost of capital required to develop the more rational budget, avoid the waste of money, Improve economic benefits [3].

3. CONCLUSION

If small and medium-sized enterprises can deal with and solve the problems in accounting management scientifically, they can reduce the influence of the problems to a large extent, ensure the financial security of small and medium-sized enterprises, avoid the waste of funds, reduce the cost of operation and improve economic interests. Small and medium-sized enterprises should realize the importance of financial management, and do a good job of problem analysis and response, improve the quality of financial accounting management.

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Study On Employment Strategy Of Metallurgical Technology Students In Higher Vocational Colleges During Economic Transformation And Upgrading

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Abstract: With the deepening of the economy, steel and metallurgy industry has been a huge impact, specific performance: technological progress, ideological renewal, system reform, and the relevant college graduates are also facing employment pressure. In this case, colleges and universities must keep pace with the Times, pay attention to all aspects of innovation, to bring students the confidence to meet the challenge, and then promote the development of the industry, to contribute to the cause of the motherland. Based on the employment strategy of metallurgy specialty in higher vocational colleges, this paper discusses the current employment situation and specific practices, hoping to bring opinions and suggestions to the education industry.

Key Words: Economic Transformation And Upgrading; Higher Vocational Colleges; Major In Metallurgy; Job Analysis

1. INTRODUCTION

Under the background of the new situation, higher education is gradually popularized, and the number of college students is increasing, which represents the increase of employment pressure, and in the middle and late stage of industrialization, facing the chaotic enterprise investment and overcapacity, which brings more challenges to students. Under such impact, colleges and universities can only change their education strategies and emphasize the cultivation of application-oriented and comprehensive talents, so as to ensure the employment rate of students and promote the development of themselves and society.

2. ANALYSIS ON THE EMPLOYMENT SITUATION OF METALLURGY GRADUATES IN HIGHER VOCATIONAL COLLEGES

As is known to all, China's industry includes metallurgical technology, which is the basic industry with strong correlation, connecting transportation, transportation, mining, manufacturing and so on. In fact, since the last economic crisis, the domestic metallurgical industry has gradually withered, the demand for steel has repeatedly dropped, so small and medium-sized enterprises are facing bankruptcy, graduates face unemployment.

3. SPECIFIC STRATEGIES FOR COPING WITH ECONOMIC TRANSFORMATION

Facing the new economic situation, colleges and universities need to make reforms to strive for employment opportunities and development space for students. According to experience observation, iron and steel enterprises are still recruiting talents for the society, such as: technical personnel, management personnel, etc., which is not the "winter period", but the need for real strength and ability of modern talents, can become the backbone of the enterprise, promote the late long-term development. Next, higher vocational education needs to take advantage of the trend, reflect the school-running characteristics and education level, provide students with comprehensive deepening education, integrate the "combination of work and study" mode of education, and determine the "quality+skills" curriculum plan [1].

3.1 Grasp the pulse of the market and innovate the talent training mode

Objectively speaking, colleges and universities have a close relationship with the market. In order to ensure the employment rate of students, it is necessary to reform in the light of the social reality. Higher vocational metallurgy majors are required to determine talent training programs, do comprehensive research around the market, and deepen system innovation, so as to better connect with market demand.

Taking a certain school as an example, a comprehensive survey of the surrounding iron and steel enterprises was conducted to analyze the status quo of existing posts, core posts and urgently needed posts, and to master the quality of in-service talents. Sorting out the operation of small and medium-sized enterprises, and discovering the difference between private enterprises and state-owned enterprises. In addition, with the economic promotion, the technology, ideas have a certain stimulation, the universal realization of automated production, its talent standards change earthshaking. Therefore, it is very accurate for universities to take the path of "combination of work and study", which is a key measure to improve the employment rate.

Under the background of the new situation, colleges and universities need to reconstruct the educational framework, requiring students to enter the production process, making the theoretical transformation more direct and intuitive, creating an integrated classroom atmosphere of teaching, learning and doing, and helping students understand the major and understand the meaning of employment. In class learning, theoretical learning is the main, and professional ethics, corporate culture and other contents are added as secondary, so as to get closer to the society. Therefore, the new round of reform emphasizes the combination of practical courses, humanities courses

and cultural courses to help students make long-term progress and at the same time transport standard talents for the society.

3.2 Deepen teaching reform according to enterprise standards

Objectively speaking, iron and steel enterprises are profitable projects, and the requirements for technical personnel are: independent operation, theoretical consolidation, information technology, etc., as well as the relevant metallurgical majors in universities, such as: bof steelmaking production, blast furnace ironmaking production, etc., are dominated by theoretical technology. In fact, due to the particularity of this industry, students are destined to have few practice opportunities. They can only understand the front-line production and contact the employment standards of enterprises through videos, explanations and texts. Therefore, innovation is needed in future specialized courses, not limited to classroom, but to lead students to the scene, so as to combine learning with doing. As well as the application of simulation software, so that students through the screen operation production, not only realistic situation, but also there is no safety risks, can correct the wrong behavior in time, to get ready for employment. the innovation of the above courses needs the overlap of the two forms, so that the software can effectively connect with the site and improve students' hands-on ability.

At present, colleges and universities have basically established integrated classroom resources, which requires teachers to guide students well and change education methods according to the actual situation. For example, during the study of metallurgical technology, multimedia teaching can be used to make simulation video courseware and explain knowledge points for students in detail. In addition, the raw materials, products and operation parameters in the enterprise are introduced into the classroom, and the background database is established for students to use in practice, or combined with the competition mode, to mobilize the enthusiasm of students. To put it simply, the reform of metallurgical technology major in universities should create a good atmosphere, attract students to actively participate in activities, and realize the integration of theory, practice and workshop [2].

3.3 Realize the integration of training and employment

Facing the new situation, colleges and universities need to increase capital investment, actively the construction of training center, to match the industry environment, at the same time eliminating equipment machinery, namely the construction of the simulation laboratory, let students feel the production process, in school and join the different types of smelting process, failure, small blast furnace, converter, continuous casting system and so on, mainly through the realistic environment, Promote students' progress. In addition, because of metallurgical technology professional discipline characteristic, can also join the chemical experiment testing, metal materials, metallurgical analysis, heat treatment, etc., to develop students' horizons, to master more skills in the industry, to prepare for the graduation thesis at the same time, provide relevant cases, experience data, decrease the Times of essay editing can compress study space, realize graduated. Moreover, in the process of school-enterprise cooperation, we should uphold the principle of "industry-university combination, school-enterprise joint construction", build training bases, sign cooperation contracts, and provide on-the-job internships and learning opportunities for teachers, so as to promote the common development of teachers and students. In addition, colleges and universities are responsible for technical difficulties, overcome the bottleneck period for enterprises, and transport a large number of professional talents to help enterprises develop rapidly, so as to achieve win-win cooperation.

3.4 Do a good job in employment guidance, guide students to employment

For colleges and universities, the future will be precisely positioned education, management, guidance and service as one of the education model, mainly to provide comprehensive help for students. Specifically, contact graduates regularly to understand the employment situation of the group, grasp the changes of enterprises, and analyze the effective connection between talents and the market; Expand the recruitment fair and cooperative enterprises of the school, and do a good job of screening work, and close contact with employers, to reach a sense of cooperation between the two sides, give full play to the advantages of the school, attract excellent enterprises, so as to optimize the education structure; To promote the employment form to the majority of students, convenient for them to determine the goal, targeted to improve their own ability, and with psychological counseling, reduce their employment pressure, so as to really promote the development of the industry, talent progress.

4. CONCLUSION

To sum up, as the social and economic development stimulates the industrial upgrading of all walks of life, colleges and universities, as the talent supply base, need to keep pace with the Times. Metallurgy is an important part of industrialization, which links the development of different industries, so we should pay attention to the quality of graduates and improve their employment rate. This paper discusses the shortcomings of metallurgical technology specialty in universities and its solutions, and puts forward the following suggestions, such as school-enterprise cooperation, combination of work and study, graduation help, etc.

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Application Of Energy Storage Technology In Power System

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Abstract: the application of energy storage technology in power system has very important significance and value. It can not only enhance the stability, reliability and economy of power system, but also play the role of energy conservation and emission reduction. Based on this, this paper takes the application of energy storage technology in the electric power system as the research object. Firstly, it describes the common energy storage technology in the electric power system, and then analyzes the specific application of energy storage technology in the electric power system, in order to communicate and share with industry insiders, so as to create favorable conditions for the application and development of energy storage technology.

Key words: Energy Storage Technology; Power System; Pumped Energy Storage; Renewable Energy

1. INTRODUCTION

So-called energy storage technology is primarily for storing electrical energy, namely USES the suitable technology for redundant power store it up, and when needed to release the use, usually energy storage technology application in power system form, more low energy storage for power system load, the power system load high energy output, In this way, it will achieve energy saving and emission reduction and stabilize the power system. At present, energy storage technology is applied in various forms in power system, mainly including radiant energy, chemical energy, electric potential energy, high temperature, kinetic energy, gravitational potential energy and so on. In a word, energy storage technology is to effectively transform the form of energy that is difficult to store into an economic, convenient and storable form of energy.

2. ENERGY STORAGE TECHNOLOGY COMMONLY USED IN POWER SYSTEM

2.1. The application of energy storage technology in power system is mainly to convert electric energy into convenient, economical and storable energy when the power grid load is low, and then convert the stored energy into electric energy when the power grid load is high, so as to achieve the purpose of energy saving and stable power grid fluctuation. Therefore, the following will be detailed description and analysis of pumped energy storage, compressed air energy storage and electrochemical energy storage, in order to comprehensively understand the application form of energy storage technology in the power system.

2.2. Pumped energy storage

Pumping energy storage is to convert electrical energy into gravitational potential energy storage technology, mainly in the electrical load trough, using the extra electric energy in power grid will be at a low water pump water into high, at this time is equivalent to convert electrical energy to gravitational potential energy, and then to power load peak water gravitational potential energy into electrical energy, It is also used to solve the problem of insufficient electric energy in the power grid [1]. In terms of the application of current energy storage technology in the power system, the pumped energy storage technology is relatively mature and has a wide range of application. Moreover, this kind of energy storage technology also has the characteristics of high efficiency, long life and easy construction. Generally, a set of pumped energy storage equipment can be used for 30 to 40 years. However, pumping energy storage has certain limitations in practical application, especially in terrain and topography, so the application of this energy storage technology should be based on the actual situation, so as not to cause resource waste or economic waste.

2.3. Compressed air energy storage

Compressed air energy storage technology is in the off-peak period of power grid load, the excess electric energy in the power grid is compressed by equipment and stored in a specific container, and the stored high voltage air is converted into electric energy when the power reaches the peak. Normally compressed air energy storage technology can be divided into two parts, one is gas compression cycle, the second exhaust expansion cycle, and according to the form of compressed air energy storage technology, also can be divided into the use of natural gas and underground cavern compressed air energy storage power station, and without the use of natural gas and underground cavern new compressed air energy storage system, Comparatively speaking, the former has higher application scope and technology maturity.

3. ELECTROCHEMICAL ENERGY STORAGE TECHNOLOGY

3.1. The conversion between electric energy and chemical energy is the key of electrochemical energy storage technology. Referring to the battery will have to say the battery types and structure, although after continuous development battery types and working principle of the differ in thousands ways, but the core structure of the battery is the same, normally consists of the positive and negative, membrane, electrolyte, when used in energy storage battery to go through two stages, respectively is the charging and discharging stage [2]. At present, the research direction of electrochemical energy storage technology mainly focuses on battery types, mainly including lithium-ion battery, sodium-sulfur battery, nickel-metal hydride battery, lithium-sulfur battery, lead-acid battery and all-vanadium liquid flow battery, etc., and remarkable research achievements have been achieved. In

addition, the electrochemical energy storage technology has the advantage of not being limited by geographical conditions, which is suitable for large-scale energy storage operations. Moreover, the electrochemical energy storage technology also has the characteristics of convenient operation and high energy conversion, so the electrochemical energy storage technology has a certain advantage and value of promotion.

Analysis of application of energy storage technology in power system

Reasonable application in power system production and operational energy storage technology, can guarantee the power system time is in a state of an efficient, stable and reliable, but also can avoid the loss and waste of energy, so in view of the energy storage technology application in power system analysis and research, to my domestic electrical technology and electricity technology innovation is of great significance.

3.2. Peak cutting and valley filling

During the operation of the power system, there will be trough and peak periods according to the load level of the power grid. Trough periods represent abundant and surplus power energy, and vice versa represent tight supply of power energy. Therefore, in order to ensure the stability, reliability and security of the power system, the application of energy storage technology will play a great advantage and value. Specifically, when to master the law of power system load cases, the use of grid storage technology will load trough excess power converted into other energy stored up, to avoid the loss and waste of energy, and when the grid load reaches the peak, the stored energy will again into electricity and power grid, the grid to link state of high load, So as to stabilize the fluctuation of power network and meet the power demand of users.

3.3. Promoting the development of renewable energy generation systems

Renewable energy for electric energy production is a mature power generation technology, especially wind power generation technology and photovoltaic power generation technology, has been widely promoted and applied, and created huge social benefits, environmental benefits and economic benefits. However, there are still many problems in wind and solar power generation, among which randomness is the most significant. If renewable energy power generation is directly integrated into the power grid, it will have a serious impact on the power system, which may not only affect the stability of the whole system, but also may lead to the failure and damage of the power grid system. In view of this problem, energy storage technology can be used to solve the problem. By developing efficient energy storage devices and supporting facilities, and matching the capacity of wind power generation and photovoltaic power generation units, to ensure that the charging and discharging state can be quickly switched, and ensure that the electricity produced by renewable energy can be smoothly integrated into the grid. In addition, the energy storage technology in the application of wind power, photovoltaic power generation, the stability of equipment of the output power is crucial, as is known to all wind and photovoltaic (pv) can be easily affected by the external environment and change power, so it is difficult to guarantee continuity and reliability of the power supply, this time with the aid of form a complete set of energy storage technology will effectively solve the renewable energy power instability problems. Therefore, the application of energy storage technology in the power system plays a very important role in promoting the development of renewable energy power generation system.

4. CONCLUSION

To sum up, energy storage technology can improve the stability, reliability and security of the power system, and promote the development of renewable energy generation technology, so it is of great significance to strengthen the research on energy storage technology. Based on the types of energy storage technology, the characteristics and principles of energy storage technology are analyzed in detail above, and then the specific application of energy storage technology in the power system is described, hoping to provide some help for the development of our country's power industry and power technology.

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Research And Practice of Online and Offline Mixed Teaching Mode of Integrated Marketing Communication Course Based on OBE Concept and PBL Concept

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Abstract: the construction of first-class undergraduate courses advocates the break of silence in traditional courses and the student-centered teaching design, so as for the students to better integrate and participate in the classroom. the teaching design and process of integrated marketing communication course emphasize students as the center, focus on interactive teaching, the implementation of research and practice in integrated marketing communication courses online-offline mixed teaching mode based on OBE concept and PBL concept, aiming to stimulate students'interest and enthusiasm in learning, improving effectiveness both in teaching and learning during the course.

Key words: Curriculum Construction; OBE Concept; PBL Concept; Mixed Teaching Mode

1. CURRICULUM CONSTRUCTION BASED ON OBE CONCEPT AND PBL CONCEPT

1.1. the integrated marketing communication course is an online-offline mixed teaching mode summarized through teaching reform and practice. In light of the application-oriented education of our university, the formulation of the curriculum outline, teaching objectives and reform scheme of this course are based on the the training requirements of talents majoring in advertising, that is, taking students as the center, building morality and cultivating people as the foundation, based on the needs of advertising industry, comprehensively serving the aim of "Digital Liaoning, Building a prosperous province with intelligence and Revitalizing the Northeast", and cultivating students with solid foundation of advertising communication, profound cultural and artistic literacy, high quality application-oriented professionals with solid technical level of data application and outstanding ability of design creative thinking.

1.2. The integrated marketing communication course continuously designs and updates the course content according to the ability objectives specified in talent training plan for advertising majors and cutting-edge knowledge of the advertising industry.

Based on the concepts of OBE and PBL, the integrated marketing communication course adopts the teaching method of Industry University Research collaborative education, and introduces the innovative practical projects of College Students'advertising art competition, industry education integration and school enterprise cooperation into classroom teaching, designs the teaching process according to the working process, so that students can get in touch with the actual projects of discipline competition innovation, industry education integration and school enterprise cooperation in their sophomore year, participate in practice and improve their ability as early as possible.

OBE (Outcome based education, OBE) education concept, also known as achievement-oriented, ability-oriented, goal-oriented or demand-oriented education. OBE education concept is an advanced education concept, which takes achievement as the primary goal, students as the center and adopts the way of reverse thinking to build the curriculum system. //baike. baidu. com/item/%E9%80%86%E5%90%91%E6%80%9D%E7%BB%B4/104090

1.3. The integrated marketing communication course takes the talent demand of the current advertising industry and the educational goal of the talent training program for advertising majors, that is, the ability indicators that advertising majors need to master, as the starting point, carries out reverse derivation, determines the curriculum goal of the integrated marketing communication course, that is, the students'learning results of the course, and reversely designs the curriculum, so as to determine the teaching content and practical projects, and carry out teaching activities.

The integrated marketing communication courses using the teaching mode of research instead of indoctrination, emphasize personalized teaching, accurately grasp each student's learning trajectory, through the project practice to improve the practical application value of periodic homework, timely grasp everyone's goals, foundation and process, according to different requirements, make unique teaching plan, the students 'learning process into different stages, and determine each stage, from primary to advanced goals, finally reach the peak, improve the students'practice level.

PBL teaching method is a problem-oriented teaching method, which is a student-centered education method, that is, under the guidance of teachers, student-centered, problem-based, through the form of group discussion, students independently collect data, find and solve problems, and cultivate students'learning autonomy and innovation ability.

1.4. The integrated marketing communication course takes students as the center, divides students into different project groups as from the same grade and crossing grades, carries out the discipline competition and actual project

practice of school enterprise cooperation, guides students to flexibly use the knowledge learned in the integrated marketing communication course according to the strategy list and requirements of enterprises, independently collect data around problems, conduct advertising investigation and analysis, and gain insight into the needs of consumers, find problems and opportunities existing in enterprise marketing, carry out planning, creation and design, and complete the project works.

1.5. The platform is rich in online course resource, including over 100 folders, over 200 cases, 90 self-built course videos and 33 micro-course videos, including 12 thematic micro-courses and 21 case micro-courses.

Through the learning network platform, students can obtain rich learning materials for independent learning and research, and students can develop the habit of independent learning and research ability through micro-courses, case database, discussion platform and online homework.

The course is taught in the classroom of advertising major with the whole process of multimedia teaching, multimedia teaching courseware is illustrated, rich in cases. The course teaching case database includes more than 100 excellent cases from home and abroad, which expands students'horizons and improves their creative level through the latest excellent cases at the forefront of the industry.

The course has improved the students'planning and creative level through innovative practical projects, and the course homework has won prizes in discipline competitions. The school-enterprise cooperation practical case project improves students'practical ability, and their works are applied by enterprises. The student works have been praised by the judges of the discipline competition, enterprise advertisers and industry experts. The integrated marketing communication course was rated as the provincial first-class undergraduate course.

2. MAIN TEACHING PROBLEMS TO BE SOLVED

2.1. Solving the problem of disconnection between classroom teaching and industry practice.

Bridging the gap between the students'practical level and the talent demand standard in the advertising industry. Solving the problems of students'lack in team coopertation and communication skills.

2.2. Curriculum teaching method reform

Based on the concept of OBE and PBL, the online-offline hybrid teaching design and teaching method focusing on student-centered and classroom interaction are adopted. Through three steps: pre class preview - literature reading and pre class homework (online), classroom teaching - project teaching and flipped classroom (offline), after class extension - expanding knowledge and deepening understanding (online), and in three teaching methods:case teaching, project teaching and flipped classroom, we can realize interactive teaching, make better use of digital teaching tools and interactive strategies to stimulate students'interactive enthusiasm, break the silence of traditional classroom, and make students better integrate into and participate in the classroom.

2.2.1. Strengthen the deep integration of ideological and political education and curriculum teaching, integrate ideological and political topics, ideological and political cases and public service advertising creation into classroom teaching, and cultivate applied talents in advertising industry with excellent political literacy, solid professional knowledge and outstanding professional ability.

2.2.2. Introduce the work standards of the advertising industry into classroom teaching, introduce the cutting-edge knowledge and cases of the advertising industry into classroom teaching, so that students can grasp the professional knowledge and ability needed by the advertising industry today, and cultivate the applied professionals needed by the advertising industry.

2.2.3. Take the demand for advertising industry talents and the education goal for professional talent training program, namely the ability index students need to master, as the starting point, reverse derivation, determine the course objectives that is, the students'course learning results, reverse course design, determine the teaching content and practice project, teaching activities.

2.2.4. Implement project teaching, taking projects from enterprises, and innovative projects from discipline competition into classroom teaching, taking university innovative entrepreneurial projects, provincial and municipal subject, university advertising art competition as a breakthrough, deepening industry-university-research cooperation, taking advertising projects into classroom so as to mobilize tudents'enthusiasm and initiative, cultivate students'ability to use professional knowledge to analyze and solve practical problems.

2.2.5. Emphasize students as the center, encourage students, divided into different groups from the same grade and from crossing grades, to carry out practice of discipline competition and school enterprise cooperation, guide the students to flexibly use the knowledge learned in the course according to the strategy list and requirements of the enterprise, collect data independently around the problems, conduct advertising investigation and analysis, explore consumer insight, find problems and opportunities existing in enterprise marketing, create and complete the project works.

2.2.6. Pay attention to case teaching, strengthen the learning and understanding of important knowledge points with micro-lessons, expand students 'vision with classic cases and excellent case works close to the forefront of the industry, deepen students'understanding of theoretical knowledge with practical case projects and innovative projects, and improve students'practical level.

2.2.7. Implement senior system and teamwork, reform curriculum evaluation method. Students 'project practice adopts the combination of individual creation and team creation, and the open work evaluation method involving students, teachers, experts and customers, as to improve students'professional level and practical ability.

2.2.8. Use the teaching method of mutual cooperation between classroom teaching and online courses, focus on

cultivating students'interest in active learning, help students form good learning habits of pre-class preview and post-class review, encourage students to enter the classroom with ideas, discuss more, speak more, practice more, give full play to the advantages of case teaching and improve the teaching effect.

3. INNOVATION OF CURRICULUM REFORM

3.1. In the process of curriculum construction and teaching reform, promote classroom teaching reform based on OBE and PBL concepts, and improve students'autonomous learning ability and practical level from online and offline links.

Based on the current talent demand of the advertising industry and the educational objectives of the talent training program for advertising majors, that is, the ability indicators that advertising majors need to master, reverse derivation, determine the curriculum objectives of the integrated marketing communication course, that is, the students'learning results of the integrated marketing communication course, reverse curriculum design, and determine the teaching contents and practical projects, carry out teaching activities. Taking students as the center, divide students into project groups from the same grade and from crossing grades to carry out the practice of discipline competition and school enterprise cooperation, guide the students to flexibly use the knowledge learned in the integrated marketing communication course according to the strategy list and requirements of the enterprise, collect data independently around the problems, conduct advertising investigation and analysis, and explore consumer insight, find problems and opportunities existing in enterprise marketing, create and complete the project works.

3.2. Strengthen the education of Marxist outlook on journalism, rely on the contemporary value research base of Liaoning Anti-Japanese Federation spirit, take the research on the news communication of the revolutionary spirit and culture of the Northeast Anti-Japanese Federation as the theme, run the ideological and political education throughout the curriculum, carry forward Chinese traditional culture through case teaching and practical projects, and improve students'cultural self-confidence and professional quality.

3.2.1. Carry out case teaching, expand students'vision through excellent cases in advertising industry from home and abroad, and enhance students'confidence through excellent cases of students majoring in advertising.

3.2.2. Enhance the cooperation between online courses and classroom teaching, cultivate students to form a good habit of autonomous learning, turn over the traditional classroom teaching, and make students become the main body of the classroom.

3.2.3. Improve students'innovation ability and practical level through discipline competitions, deepen students'understanding of advertising industry through the integration of industry and education and school-enterprise cooperation practical projects, and improve students'ability to solve practical problems in the industry with theoretical knowledge learned in the competition.

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Problems And Solutions In the Construction Of Heating Ventilation And Air Conditioning Engineering

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Abstract: the overall comfort of housing construction is closely related to the heating, ventilation and air conditioning engineering. With the development of the Times, the general public has higher and higher requirements for the comfort of housing, so the construction quality of heating, ventilation and air conditioning engineering is also improved. Under the background of the current era, heating ventilation and air conditioning engineering related equipment with the development of more advanced, but in the actual installation, there is still a quality, installation technology and some equipment of systemic problems, is not conducive to the housing comfort, based on this to from set out actually, solve the problems existing in the construction process.

Key words: Heating And Ventilation; Air Conditioning Engineering; Problem; Countermeasures

1. INTRODUCTION

Under the background of the current new era, our country's urbanization process is gradually accelerating and developing towards modernization, which has greatly improved people's quality of life and conditions, greatly facilitated their daily life and work, and made them put forward higher requirements for living environment. Enterprise in building architectural design work, no longer limited to meet the demand of life, but expanded the scope, the further optimization of residential environment, heating ventilation and air conditioning engineering as a major project in order to develop, so that both can make the living environment more comfortable, also improve the ease of life, to better meet the needs of human life and work.

2. FIRST, THE DRAWBACKS OF HEATING, VENTILATION AND AIR CONDITIONING ENGINEERING

2.1. Reasons for the quality of materials and equipment

Based on the current situation, some enterprises in the heating ventilation and air conditioning engineering construction appeared many problems, related to staff when choosing materials not in strict accordance with the requirements for, and the enterprise did not improve the value degree, invest a lot of money, the cost has been curbed, some can only use cheaper materials, To a certain extent, this has buried many potential safety hazards for the project and increased the risk [1]. This situation will also lead to many hidden quality problems in the project, and is not conducive to the discovery of the staff, over time, it will reduce the service life of ventilation and air conditioning, serious will also cause safety accidents, not conducive to personal safety.

(two) installation technical reasons

In our country, heating, ventilation and air conditioning engineering has extremely strict requirements, so that the staff must have professional level and ability, otherwise it will lead to the quality of the project is not up to standard, there are many safety problems. However, according to the actual situation, most installation personnel lack professional ability, coupled with their own lack of safety awareness, in the process of work in strict accordance with the requirements, it is difficult to meet the requirements of the project. At the same time, the current recessive line pipe layout and installation of the related technology is not very mature, if it is put into use, will greatly improve the probability of risk hidden dangers, not only is not conducive to people's personal safety, but also make the optimization of the living environment is limited.

(three) air conditioning water circulation and air circulation system problems

From the point of view of air conditioning circulation system, the reason why there are problems is that there are air leakage and insufficient air volume in the operation process, coupled with the non-standard operation of the staff, resulting in the uneven connection of the interface position, which has brought serious influence to the development of the later work. In addition, the enterprise did not establish the late pipeline maintenance jobs, and related design personnel also does not have to the reasonable design of pipeline project, cannot arrange professional staff for the staff, cannot satisfy the duct own pipe thickness, has also appeared in installation error, make project final quality cannot meet the expected requirements [2].

2.2. Second, the solution strategy of heating, ventilation and air conditioning engineering construction problems

2.2.1. Strengthening project quality control and supervision

In view of the above situation, the enterprise must make timely solutions, develop different solutions for different problems, eliminate the safety risks of the project, and provide people with a comfortable living environment. In the heating, ventilation and air conditioning engineering, in order to ensure the quality, the enterprise must make preparations in the early stage of the project, establish the quality supervision and management system of the whole process and each link of the project construction, so that the project can be realized according to the data, to ensure the smooth development. Not only that, for the choice of

raw materials and equipment enterprises need to arrange professional quality personnel as this work, to carry out supervision of raw materials and equipment, in strict accordance with the requirements, the good quality of the close, timely elimination of unqualified materials and equipment, ensure its normal use, let the construction smoothly carried out. In addition, the enterprise should formulate the whole process of installation supervision system according to the actual situation of the construction site, and strengthen supervision, strictly check the construction of each link, once found problems must be solved in the first time, from the root to contain the spread of risks and hidden dangers, improve safety. In addition, when the project is completed, the enterprise also needs to arrange professionals to carry out the overall acceptance of the project, rectify the unqualified projects, and deliver them to customers after the project reaches the standard, so as to ensure the reputation of the enterprise and improve economic benefits.

2.2.2. Application of energy-saving technology and environmental protection materials for ice storage air conditioning

In the whole project, the energy-saving technology of ice storage air conditioning is an important part. When the power consumption in the construction project is at a low peak, the electric energy can be turned into cold quantity, and then stored, and released at the peak of power consumption, to realize the cooling and ensure the safe use of air conditioning. In addition, when designing the hVAC air treatment system, relevant staff must comprehensively analyze the building situation and understand its process, and then carry out the design work from the perspective of humanization to ensure that the work is not restricted and achieve the purpose of environmental protection and energy saving [3]. Not only that, the modern construction of hvac air treatment system to achieve energy conservation and emission reduction, green environmental protection request, the enterprise needs to use environmental art design concept, the application of the material of the green, pollution-free, environmental protection to it, and take the appropriate construction method, make the project more environmental protection, the harm of human body is smaller, To provide people with a more comfortable, healthy living environment, to meet the needs.

2.2.3. Rational application of automatic control systems

At present, automatic control system has many advantages, in the practical application process can be reasonable adjustment of ventilation and temperature, greatly reduce the working pressure and workload of the staff, so that the project smoothly carried out. Based on this, when carrying out heating, ventilation and air conditioning engineering, the staff need to be aware of the importance of applying automatic control system, and apply it to the hVAC air treatment work, so that the temperature can be more reasonable control, improve the convenience. In addition, hVAC system during the application of operation, must be adjusted in accordance with the needs of the people, if the external temperature is too low, can use steam and who to adjust the temperature, and specific control of flow, so that according to the change in temperature scientific adjustment, to achieve the purpose of environmental protection. In addition, according to the survey, this method has been widely used in some developed countries to control flow, which not only reduces the work burden, but also solves the problem of air conditioning and air conditioning, and achieves the coordinated development of ecological benefits and economic benefits of the building.

3CONCLUSION

To sum up, along with the advancement of urbanization gradually accelerated, greatly improve the quality of people's lives and economy, puts forward higher requirements on living environment, enterprise want to meet the needs of society and human, the need for heating ventilation and air conditioning engineering, strictly control the quality of materials and construction technology, to develop a reasonable plan, the supervision of standard construction personnel's behavior, Make it strictly in accordance with the requirements of the construction, can accelerate the progress of the project, but also improve the quality of the project, the human to create a healthy, comfortable living environment.

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Research On Financial Management Innovation Of Higher Vocational Colleges Based On "Internet +" Concept

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Abstract: University financial management work has a direct influence on the development of colleges and universities, only made the ascension of the financial management in a rapidly changing market environment to achieve the effective development of the higher vocational colleges, the current financial management work in higher vocational colleges in our country due to the unreasonable management way has not achieved effective development in higher vocational colleges, based on this situation, Under the concept of "Internet +", financial management should be innovated, so as to realize the benign development of higher vocational colleges from the improvement of financial management level.

Key words: Internet +; Higher Vocational Colleges; Financial Management; Innovative Development

1. FIRST, THE PROBLEMS EXISTING IN THE FINANCIAL MANAGEMENT OF HIGHER VOCATIONAL COLLEGES

1.1. Higher vocational colleges do not pay enough attention to financial management

Through to our country's current financial management work in higher vocational colleges, the study found most of the colleges and universities do not attach importance to financial management work, so that financial management exists in the form, due to the financial management work is of great significance for the development of higher vocational colleges, when the financial management work has not been effectively the development of higher vocational colleges will be affected. the current financial management mechanism of higher vocational colleges in our country still uses the traditional way of "unified leadership and hierarchical management". This management mode only highlights the rights of leaders, but does not reflect the quality and efficiency of financial management. If this management mode is still adopted in the development of modern higher vocational colleges, the lack of effective supervision of leadership and management will also lead to the imbalance of financial efficient financial management mechanism and system lag.

1.2. The technical ability of financial management personnel in higher vocational colleges is not high

In some colleges and universities in the concept of Internet+to improve financial management, financial management work in ascension was not at the same time to improve staff technical ability, when financial management technology is low will be unable to operate computers and leads to financial management work of higher vocational colleges cannot realize the informationization development. Secondly, the transformation of financial management work mode should also have enough financial support, but in the development of some higher vocational colleges in our country, due to limited fund preparation ability, it can not effectively improve the financial management.

Second, the "Internet +" concept of higher vocational financial management requirements

The concept of the Internet and, in order to realize effective development of higher vocational colleges is the financial management work to carry on the transformation and upgrading, in the higher vocational college financial management work of the past some of its financial management work is mainly to colleges manage the usage of funds, so work has certain limitations, and when the financial management in higher vocational colleges under the concept of Internet+job promotion, the scope of financial management services from a single fund management to planning, enrollment, employment, scientific research development and other directions to expand.

1.3. Second, also want to make financial management by the afterwards management into the management, timely in the higher vocational college financial management work of the past usually afterwards reflection and supervision work, the development has a certain lag, if financial management work of higher vocational colleges manage afterwards only then will be unable to forecast the future development on the development of higher vocational colleges and cannot ascend. the timely management model can effectively transfer the focus of financial management, so as to provide a basis for college decision-making through the reasonable forecast of future economic activities.

Third, innovative measures of financial management in higher vocational colleges based on the concept of "Internet +"

2. INNOVATION OF FINANCIAL MANAGEMENT CONCEPT

2.1. Based on the previous financial management work in higher vocational colleges in our country the study found that leads to financial management work cannot be effectively is the main reason why management idea has certain hysteresis and delayedness, so the concept of the Internet in order to achieve the effective development of the higher vocational colleges, the management innovation of the financial management concept to innovate. Management ideas and innovative work must

first to change the concept of leading personnel in higher vocational colleges, which based on the concept of leadership change to ascend to the attention of the financial management work in higher vocational colleges, higher vocational colleges as to the financial management has a certain value to be able to do the work of financial management to increase the investment of funds, manpower and material resources.

2.2. innovation of financial management mode

In the development of social economy and science and technology under the number of students in higher vocational colleges have greatly improved, the size of the colleges and universities development upgrade to the requirement of financial management is also becoming more and more high, this kind of circumstance to make financial management work effectively to adapt to the development of colleges and universities, through a reasonable way to improve work efficiency, the improvement of work efficiency can be carried out from the innovation of management mode. the main ways are as follows:

First, an image scanning module is added to the financial management system, so that some paper original bills can be recorded by scanning, which can not only improve the efficiency of document entry, but also realize the sharing of information. Second, improve the security of financial management, financial management work has an important influence on the development of higher vocational colleges, and guarantee its security has a very important role, in order to effectively improve the security of financial management, can through the network firewall and digital encryption technology to protect the security of financial information transmission and storage [1].

Third, the financial management work in higher vocational colleges in the concept of Internet+requirement is changed from a single management to comprehensive management, so under the enhancement of management scope in order to achieve the effective financial management work can be different for different management system, so that students only need to login on the corresponding platform can tuition collection and payment of the query.

2.3. innovation of financial management means

Internet+to realize all kinds of colleges and universities in the concept of effective financial management work, have to be management innovation of financial management, which requires the financial management work to take network as the core of development, in order to through the use of advanced technology to achieve high efficiency and high quality to complete the financial management work. Secondly, it is also necessary to simplify the financial reimbursement process. In the past reimbursement work, reimbursement personnel need to complete an reimbursement work through a variety of links. After the innovation of financial management means under the concept of the Internet, reimbursement personnel can use electronic invoice to complete the relevant reimbursement work on the Internet. the innovation of this management means can improve the efficiency and quality of the financial management work, and then can also use the use of computers to intuitively show the financial data in a stage.

2.4. Innovating the financial talent team

Financial management as the main body of the financial management of financial work effectively also has a direct impact, therefore higher vocational colleges under the concept of the Internet in order to achieve the financial work effectively will to innovation of talent team, training team innovation can come from, in addition to the financial management personnel with training of ability to strengthen, It can also be carried out through recruitment. In the recruitment work, in addition to requiring the corresponding staff to have high quality, they should also have professional computer network application ability, so as to effectively deal with some data in the financial management work [2].

3. CONCLUSION

To sum up, in order to realize the effective development of higher vocational colleges under the Internet concept, it is necessary to innovate financial management. the innovation of financial management should be carried out from the innovation of financial management concept, financial management mode, financial management means and talent team. When the financial management innovation of higher vocational colleges is carried out effectively, it can promote the sustainable development of higher vocational colleges in our country from the promotion of financial management level.

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Finite Element Analysis Of Wheel Hub For a New Type Hydrogen Fuel Electric Vehicle

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Abstract: As one of the important parts of hydrogen fuel electric vehicle, the wheel hub directly bears the load of the vehicle and the road surface, so the load it bears is more complex. Its strength directly affects the quality and performance of the vehicle. In order to ensure the safe driving of the vehicle, this paper checks its strength under the straight driving condition, and makes performance evaluation accordingly.
Key Words: Hydrogen Fuel Electric Vehicle; Wheel Hub; Finite Element Analysis;

1. ESTABLISHMENT OF FINITE ELEMENT MODEL

Firstly, the 3d modeling software PROE is used to establish the 3d solid model of the wheel hub. Because some geometric features have little influence on the results, the simplification of ANSYS processing is also taken into account. the three dimensional model of rim is simplified. Rows such as valve core holes and adjusting slots are not shown on the 3D drawing. In addition, the spokes and rim were welded together in the original drawing, so the rim and spoke were also drawn as a whole because it was not convenient to draw. Among them, the overall model of the rim is made by rotation, and the bolt holes are made by stretching. In particular, it is relatively troublesome to establish the model of the heat dissipation hole of the rim. Firstly, the inclined plane is selected as the datum plane to establish the sketch, and then the normal direction of the inclined plane is selected as the stretching direction to obtain the final 3D model.

Then the model is imported into the finite element analysis software ANSYS Geometry module to process the model. In order to reduce the size of the calculation, geometric features such as rounded corners and relatively small chamfering in the model which have little influence on the calculation results are deleted. Meanwhile, the MERGE function is used to MERGE small broken surfaces to facilitate the mesh division. In order to conform to the actual situation as much as possible, that is, the force range of the rim is simulated within half of the surface, in order to achieve this requirement, surface cutting of the model is needed. On the other hand, due to the simplification in the process of establishing the three-dimensional model of the rim, the contact area of the rim is too large, which has a very serious impact on the results. Therefore, necessary processing should be done here. After the material and contact are defined, the mesh is divided. For the complex shape and large size of the rim and hub, the mesh can not be divided by mapping and other methods, but can only be divided by tetrahedron. the mesh size of the rim is 5mm, and the rim size is set to 6mm. the 3D model and mesh division are shown as follows:

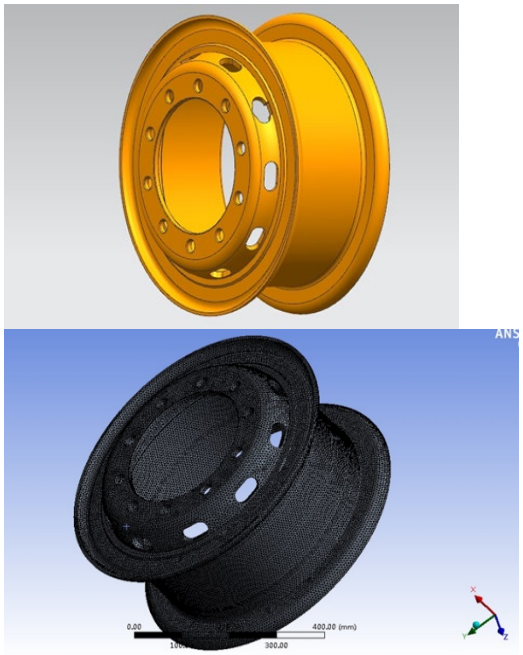

FIG. 1 3d model and mesh division of wheel hub

2. THE APPLICATION OF BOUNDARY CONDITIONS

First of all, it is necessary to calculate the tire pressure acting on the rim. the rated load of the front axle analyzed in this topic is 5.5 tons, which is converted into F=mg =5.5×103×9.8=53900N.

According to the requirements of JB/T 50109 "Reliability Test Specification for Front Axle of Four-Wheel Agricultural Transporter", the safety factor of vertical bending strength of front axle should be greater than 6, that is, the failure load of front axle should be greater than 6 times of static load. Therefore, the reliability evaluation indexes of vertical bending static strength test of its front axis are as follows:

F front =6F=323400N, F round =F front ÷2=161700N

So the force on each wheel is 1, 617, 00N. the resultant vertical force of the tire pressure on the rim in the 180° range balances the F wheel. According to the equivalence principle of force:

$$dQ_y = q \bullet \cos\theta \bullet r \bullet Bd\theta$$

namely

$$Q_y = \int_{-\frac{\pi}{2}}^{\frac{\pi}{2}} q \bullet \cos\theta \bullet r \bullet Bd\theta$$

Where, q is the pressure per unit area to be applied, to be found; R is the radius of the rim, which is 252.6mm; B is the width of applied load, and its value is 70mm; By substituting each parameter value into the formula, q= 4.49mpa can be obtained. the two surfaces at the kingpin

are set as cylindrical constraints to limit their radial displacement, while the axial and tangential directions are not fixed. the load is applied as follows:

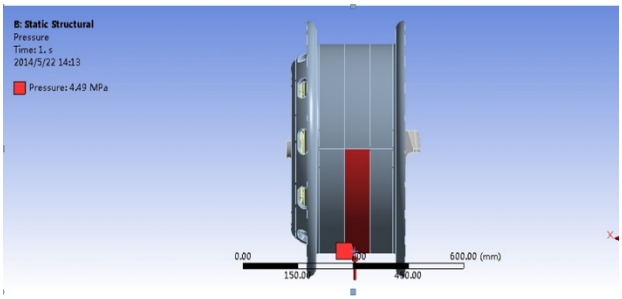

FIG. 2 Setting of hub load conditions

3. FINITE ELEMENT ANALYSIS RESULTS

When the vehicle runs in a straight line, the wheels are mainly subjected to vertical loads. the magnitude and direction of the force are shown in Figure 2. the magnitude of the force is 4.49mpa, and the direction is perpendicular to the surface of the rim. Mainly used to simulate tire pressure on the rim. Regarding the handling of other parts and the application of loads as mentioned above. Under this working condition, the stress calculated by finite element analysis of the hub is shown in FIG. 3. As can be seen from the figure: When the light truck is traveling in a straight line with full load, the maximum equivalent stress in the hub is 191.96mpa, and the maximum equivalent stress in the inner bearing seat is 64.344mpa. the yield strength of the material QT450-10 is not less than 310MPa, and the tensile strength is not less than 450MPa. Therefore, the wheel hub will not cause the damage failure of the wheel hub, especially the bearing seat, because of the strength problem, the effect is good.

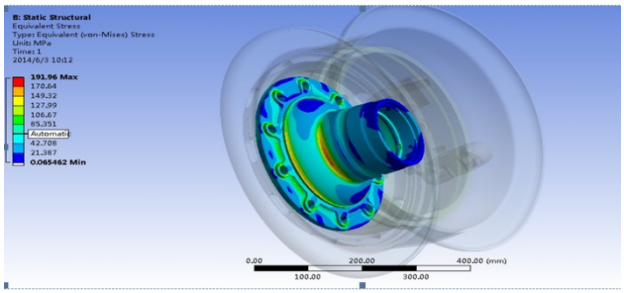

FIG. 3 Finite element analysis of key parts of wheel hub

4. CONCLUSION

Based on a new type of hydrogen fuel electric wheel hub as the research target, using modeling software PROE 3 d model, then using the finite element analysis software ANSYS model processing and meshing was carried out, and then according to the actual demand to set up the boundary conditions, analysis of its strength in a straight line driving condition, the overall effect is good.

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Research On the Application Of Smart Phones In College English Mobile Learning

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Abstract: Learners were interviewed concerning their preference for English mobile learning resources, the categorizations were figured out, the focuses and concerns were assembled, and the features of the favorite choices were explored. the research was aimed to provide relevant and hopefully insightful information for educators and English learners in terms of English mobile learning.
Key words: English Mobile Learning; Categorizations; Focuses; Features

1. RESEARCH BACKGROUND

Though there are different devices to realize mobile learning, such as laptops, tablet personal computers and the like, research shows that smart phones have enjoyed enormous popularity among learners so far. With the advent of smart phones, there has been great innovation in the ways that students can improve themselves in learning, and it seems smart phones are playing increasingly significant roles especially in language learning.

Since the attention was aroused about the use of smart phones in English learning, there have been successive studies carried out in this field. For instance, there have been theses provided by Liu Chun (2017) and Hong Jiajun (2014), one was a case study about the College English mobile learning models, the other was about the application of relevant apps in College English vocabulary learning. In addition, there have been many papers published concerning the use of smart phones in College English teaching as well as learning, for example Zeng Honghong (2017) took College English teaching as context, probing into the mobile learning. There have been studies performed by researchers like Zhong Weixuan (2012) focusing on specific aspects of the English learning, along with comprehensive investigation conducted by researchers like Ma Lin (2019) and the like.

The previous studies have provided solid foundation for the imminent research in terms of theories or structures. There have been various kinds of data generated. the present study aims at adding more data to the progress of research in this field.

2. CATEGORIZATIONS

2.1. There are different criteria to categorize the application of smart phones in College English learning. the categorizations may fall into micro and macro levels.

If classroom is used as an indicator for a formal learning spot with a teacher at present, there can be in-class use and out-of-class use of smart phones for College English mobile learning. In-class use of smart phones for College English mobile learning is likely to take course-or-grade-uniformly-required apps or applets, or WeChat public accounts as the main platforms. For example, Unipus, Vocabgo, WElearn, Superstar Learning Pass, MOOC (China Online Course Learning Platform), New Concept, and the like, are adopted for College English courses as compulsory in some universities. Resources for out-of-class College English mobile learning are much more varied. When the learners were interviewed about the sources of College English mobile learning, the learners tended to give the following groupings: apps, WeChat official account, WeChat mini programs or applets, websites, forums, TED, NetEase Open Class, English movies, English series, English short video clips, English programs and so on.

2.2. As far as the content is concerned, some parts for students to switch into College English mobile learning mode are course-related, some are regarded as the expansion beyond the courses, some are nation-wide-test-oriented, others belong to the remaining groups, which are for non-course or non-test purposes. Those are considered as quite optional and selective.

When it comes to the fee, some mobile resources can be used for free, some are charged. There are also resources, parts of which are free (generally trial versions), but the following advanced or more complicated parts of which are at charge. Some of the learners reported that they had tried using the charged sections and some got the money back as the app developers had promised at the very beginning, they promised the users that they could return all the amount of money as long as the learners accomplished the tasks required. It turned out those students who often got high marks in College English exams and were well-self-disciplined could make it.

2.3. Some of the categories seem overlapping with others, but interviews with objects showed that the learners approved those kinds of categorization of the resources for College English mobile learning most, maybe owing to the fact that the College English mobile learning resources were presented to the learners in certain formats and that the priorities for the learners were how the resources can serve them in efficient ways.

3. FOCUSES

3.1 Skill-related focuses

According to the data collected, learners especially those in the third semester tend to use College English mobile learning sources for improving their oral ability. the interviews with the students provided more information accordingly. Some interviewees showed that one of the factors was that some of the students had passed the written tests of CET 4 even CET 6, they were relieved from the pressure of passing the exams in listening, reading, writing and translating. Or maybe they had got enrolled in the oral exams, some took that as stimulus to improve their ability in command of College English speaking. There are other learners who thought the

learners with such focuses wanted to find more chances to practise speaking English, which might save them from feeling embarrassed when making mistakes. One more factor is that they found rating systems could help them evaluate themselves by offering scores directly after they inputted the voice message, and some apps also offered guidance step by step, which might ease their anxiety in expressing their ideas.

Reading is not of their priority when learners were deciding to use one kind of College English mobile source, probably due to the fact that reading on the mobile platform was not as convenient as those printed on the paper, especially when one wanted to do notetaking in the margin or underlining or to mark some puzzling points. However, there was one exception, that is when there are guidelines or illustrations, which might be eye-catching and facilitate their comprehension.

College English mobile learning for writing occurred when the learners wanted to find models to follow, or when they were not certain about what they had written. There were mobile resources to help them proof-read the sentences in terms of the spelling, grammar or collocation. Some of them might offer online courses for the learners to get enrolled in, especially in order to improve their writing.

Searching for listening accounted for certain part of the College English mobile learning for learners. Most of them were rated according to the levels or purposes, learners could find useful skills to help them in the further practice. Most students claimed that they needed improvement in their English listening, therefore, finding more channels and mobile learning materials might also help.

3.2 Tool-related focuses

Translating mobile resources on smart phones are frequently used by students. They might need the quick and easy access to such resources on the smart phones which enabled them to look up certain expressions, which might be decisive in whether they could comprehend the information better they came across, or which they wanted to include in their output either in writing or in speaking. Students showed if examples were provided, they would be more welcomed.

There are abundant collections of College English mobile learning resources at some websites, which learners could search and download. Sometimes the learners might want to find models for College English writing, the compositions offered at those websites could be of some help to learners. Sometimes the learners wanted to solve their puzzles in English expressions or grammatical aspects, some of the mobile resources on the smart phones could realize their aim of the basic level at a click.

3.3 Expansion-related focuses

Some of the learners selected College English mobile learning resources on the smart phone with the focuses on expansion in English communication network, or resources accessible. Some of the learners wanted to find learning partners in English study, whose purposes might coincide with the learners' and who also wanted to practise the target languages through communications.

Some learners might choose College English mobile learning resources on the smart phone simply in order to have more input of English, they might search randomly or based on the recommended lists by peers or teachers or others, in hoping the varied English mobile learning resources on the smart phone could enrich the learners' previous reservoir in English mobile learning.

3.4 Course-related focuses

Students might focus a lot on the use of the College English mobile learning resources on the smart phones which were closely related to the course since the use of smart phone by teachers might play a significant role in guiding students. For example, if one teacher assigned tasks for his or her students to accomplish within certain period, the students of that class were likely to allot certain amount of time and energy to the tasks, through which students might practise their application of mobile resources. Some of the tasks were to be included in the formative assessment, some were designed to consolidate what had been taught in the course or to test what had been mastered the learners, and what had been left confusing or unsolved, and what was worth clarifying further, or explaining in details. Those might offer pictures for teaches to make adjustments in the following teaching plans, or spend more time in elaborating, or to make remedies for the parts that were not dealt with thoroughly or analyzed. the rhythm of the class might be changed, maybe especially in terms of the application of smart phones.

In other words, the course focuses or teachers' focuses, to some extent, determined the focuses of the students. Teachers' focuses do account a lot for the students' priorities in deciding on the focuses. Which might inevitably guide students in certain direction. For instance, some teachers applied certain mobile resources on the smart phones, such as Vocabgo, which was mainly designed to test vocabulary according to levels or units of the textbooks, and there were relevant exercises in form of recording, sentences with blanks, similar expressions, spelling check, translation and the like. Students of those classes might make use of the mobile learning resources accordingly, in order to get through the test followed or gain high marks.

Some College English courses are aided with mobile learning apps, which students can sign in and make use of the mobile resources according to the flow of the courses. It's reported that students were required to finish the compulsory parts at the end of the fixed semester, therefore, those kinds of College English mobile learning resources on smart phones also fell into the list of focuses of students.

4. FEATURES

4.1. Those mobile resources which could serve as aid to the courses were preferred by teachers, thus, students might try to finish the tasks assigned on those apps or applets. There could be tracing about the individual students and general picture for the whole class, those factors might help make those kinds of mobile learning resources prevalent for course-takers. Generally speaking, the learning of those kinds of College English mobile

learning resources were calculated in the final score of the term.

Among the resources preferred by the learners, those which feature note-taking functions ranked high in learners' voting. This was also the aspect that teachers should attach importance to, that is learners need to get the prompt feedback from what had been learned, get well informed of the progress they have made, which might instill propelling power into further study. Teachers could also design certain form of portfolio for each student to keep the students aware of their own improvement and driven to move ahead constantly and sustainably.

4.2. As has mentioned in 3.2, mobile resources on smart phones that could serve as tools to help the users search for specific information were also favored by the learners. It seems that learners have their votes for the mobile resources with techniques of photographing-processing or photographing-and-translate to help them achieve their goal more directly.

The mobile resources with large storage of off-line resources were appreciated by the learners. Because the off-line resources could prevent the learners from spending time downloading, and from experiencing the grumpiness while the internet was not functioning smoothly. Therefore, they were not confined to the speed of the network while applying the College English mobile learning resources on their smart phones.

Charges sometimes mattered a lot in whether the learners would start or continue to use some of the College English mobile resources. Some might take the challenges proposed by the providers and tried to get the money back as they had been promised, if they met the requirements upon finishing the tasks, the resources could be free. Generally speaking, the learners tended to choose the resources that were free of charge, which might free them from the anxiety related to the fee.

The mobile resources offered in diversified forms on the smart phones were more frequently used by learners of English. They voted for those with pictures, sampled sentences, or even video clips. Moreover, they hoped those could be updated promptly to provide dynamic information.

5. CONCERNS

5.1 Course-related concerns

One of the headaches in applying mobile learning resources into College English courses was that there might be cheating in marks, which means the students might paste the answers that they can find from reference books or resources, instead of engaging themselves in the exercises or tests by typing in their real answers. In order to finish some of the tasks more quickly, some learns might search the keys to the exercises and copy the answers directly rather than think over and work out the answers on their own. As for some tests assigned to be done on smart phone, some learners might also skip the real steps of thinking, analyzing or figuring out, or concluding, they pasted the suggested answers instead. This kind of "deceptive" conduct was called perfunctory act in College English mobile learning, and it was not rare among the learners according to the interview. What was even worse, students might make choices without listening to the recording of conversations, passages or the like. Or sometimes, the learners might play the recording but not listen to them attentively from the beginning to the end, the answers were not supplied based on careful or critical thinking but based on references they could seek from the internet or reference books. When it came to the speaking tasks, the results were much less pleasing in that there were few students who really responded to the questions presented, some of them were recordings of noises from the environment instead of voices of the learners. There were only a few learners who did express their ideas in their own words and they offered more than one or two simple and broken sentences. That kind of "cheating" did occur in some courses.

The second aspect that teacher showed concern was about the load on the students. Some of the interviewed learners complained that they had been overwhelmed by tasks related to mobile learning along with College English mobile learning. Their spare time had been shrinking enormously when teachers of almost all courses kept assigning mobile learning tasks, they looked even "busier" than they were in the classroom learning. It became hard for the learners to allocate their extracurricular time. They had been struggling to patch up the tasks.

The third type of worry was connected with the psychological aspect. Some teachers pointed out that students were pushed to develop a kind of "last-minute syndrome", that was a little different from "being procrastinated". In order not to miss any important tasks, students might check about the deadlines of those tasks, and they would probably try to finish the tasks that were due and nearly exceeded the time limit, like "dealing with the food right before its expiration date". Those that were far from being expired could be left idle until "the last minute"

5.2 Individual-centered concerns

As far as the optional College English mobile online resources are mentioned, some students confessed they were at lost at what to be done to the massive resources, especially at what should be given the priority. There was lack of guidance which could help integrate what the students were fond of learning into the courses that students were taking, and at how the resources could be employed in scientific or systematic ways.

Some online resources were regarded as distractions for the students themselves. the messages kept popping up, which might influence the students who were trying to concentrate, and sometimes it was time-consuming to check the countless notices or news pushed.

Those offered only a glimpse of the problems that occured in the application of mobile learning, which might compel the educators and the learners to find way out of the plights, otherwise, they might be quite detrimental to the reform in this field.

6. CONCLUSION

Studies indicate that learners are likely to be influenced greatly by their peers in terms of applying the College English mobile learning resources, most of them have experience of switching to new College English mobile

learning resources after they were told of the advantages of certain new apps, official accounts or the like by their peers. Some learners showed that they had more alternatives after new College English mobile learning resources were introduced and recommended by their teachers.

Apart from the course-related mobile learning resources, the learners tended to select among the College English mobile learning resources according to their demand, interest and learning styles, educators are expected to be aware of those factors, and try to put those resources into full play in equipping the learners with knowledge as well as skills, and facilitating them in their progress of language learning.

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Countermeasures For Improving Teachers' Information-Based Teaching Ability Under the Background Of Intelligent Teaching

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Abstract: Intelligent teaching is the effective integration of modern information technology and traditional teaching mode. It plays a positive role in mobilizing the learning enthusiasm of educational subjects and improving teaching level. Under the background of intelligent teaching, in order to effectively adapt to the development trend of modern teaching and the requirements of intelligent teaching, college teachers should have solid information-based teaching ability. Based on this, this paper discusses the countermeasures to improve the information-based teaching ability of College Teachers under the background of intelligent teaching.

Key words: Wisdom Teaching; Teacher; Information Teaching Ability

1. INTRODUCTION

With the rapid development of information technology in higher education, it has provided a good opportunity for the innovation of information technology and the rapid integration of modern teaching mode into modern education [1]. Intelligent teaching has become the inevitable development direction of current college education, and also meets the new requirements of educational informatization. In the process of intelligent teaching, teachers' information-based teaching ability is particularly critical, which is directly related to the development and final effect of intelligent teaching. Therefore, in the context of intelligent teaching, how to effectively improve teachers' information-based teaching ability is an urgent problem to be solved.

2. THE CURRENT PROBLEMS OF COLLEGE TEACHERS' INFORMATIZATION TEACHING ABILITY

2.1. At this stage, the information-based teaching reform has been vigorously promoted in colleges and universities, but most colleges and universities only use information technology, do not form the information-based teaching concept, nor build a perfect intelligent teaching system. Many teachers still believe that the use of information means in teaching is information-based teaching [2]. At the same time, at present, the information-based teaching resources of colleges and universities often come from the government, the market and public welfare organizations. There are still few colleges and universities that provide information-based resources by themselves, and teachers can only obtain information-based resources from some open classes and video materials. In addition, although information technology means are widely used in college teaching, the development of teachers' information-based teaching ability in various majors is still uneven,. And there are obvious differences in information-based teaching level, which is related to regional economic development level, teachers' age difference, acceptance of information technology, information-based teaching atmosphere, discipline differences and other factors.

2.2. Countermeasures for improving college teachers' informatization teaching ability under the background of Intelligent Teaching

Change teaching concept and establish intelligent teaching concept. Under the background of intelligent teaching, college teachers should actively change the traditional teaching concept, change the teacher-centered mode in the past teaching process, infiltrate the intelligent teaching concept in the whole teaching link before, during and after class, and fully highlight the subjectivity of students in Classroom Teaching [3]. First, college teachers reform the traditional pre class preview mode through the information platform. As an important part of the whole teaching link, pre class preview plays a positive role in improving the efficiency of classroom teaching. In the past, the teacher participated less in the pre class preview, and did not give relevant guidance to the students. the students just simply browsed the contents of the teaching materials and did not think deeply about the contents. Therefore, the effect of pre class preview is limited. Therefore, teachers can use the information platform to upload pre class preview materials, guide students' pre class preview, answer students' questions online, make students understand and master more course contents, and lay a good foundation for subsequent classroom teaching. Second, use modern information technology to change the classroom teaching mode. In the context of intelligent teaching, the main responsibility of teachers is to answer the problems existing in the process of students' autonomous learning and grasp the overall direction of students' learning. In this way, we can shorten the teaching time of basic theory, provide more classroom teaching time for students to study independently, change the previous state of students' passive acceptance of knowledge, promote students' active exploration of knowledge, improve students' subjective initiative in learning, and change teachers' role from traditional leader to leader. Third, after class, teachers track students' review through information technology. In the after-school link, teachers use information-based means to keep interactive communication with students at any time, provide timely support for students' after-school review, and formulate corresponding learning tasks in combination with

students' needs, so that students can study efficiently in their spare time.

2.3 Dig deep into information-based teaching resources and build an information-based teaching environment

High quality and sufficient information-based teaching resources are the key to promote the improvement of university teachers' information-based teaching ability. Therefore, for universities and teachers, we need to pay attention to the construction of information-based teaching resources. First of all, colleges and universities should increase investment in the construction of intelligent teaching hardware facilities, constantly optimize the intelligent teaching infrastructure, and build a perfect information-based teaching resource library to lay a solid foundation for intelligent teaching in colleges and universities. Secondly, teachers need to constantly explore and make effective use of information resources. On the basis of deeply excavating the existing information teaching resources, according to the school characteristics and professional construction, they need to develop information teaching resources suitable for the actual situation of the school, promote the all-round integration of modern information technology and course content, and give full play to the important role of information teaching resources in teaching. In addition, in the process of integrating information technology into subject teaching, how to build a good information-based teaching environment is also a problem worth pondering. By creating an information-based teaching environment, it helps to promote students' awareness of independent thinking and analysis, and enhance students' ability to collect, analyze and integrate information resources. And the information-based teaching environment can better meet the needs of teachers' information-based teaching and improve the ability of information-based teaching. Therefore, colleges and universities should vigorously build an information-based teaching environment, including improving the sound environment, picture environment and interactive environment. Teachers can also introduce the simulation system into classroom teaching, create an information-based teaching environment, provide students with an immersive atmosphere, help students have a deeper understanding of curriculum knowledge and improve the effectiveness of intelligent teaching.

2.4 Build a perfect information technology training mechanism and provide systematic information technology training

Strengthening information technology training is the top priority to improve college teachers' information teaching ability. Before training, colleges and universities should conduct in-depth research on Teachers' information-based teaching ability. Combined with the differences of teachers' information-based teaching ability and different majors and age groups, teachers should be divided into three levels: foundation, promotion and strengthening, and carry out targeted information technology training. By building a perfect and well-organized information technology training system to provide teachers with training services that meet their own conditions and characteristics, teachers can obtain more practical information technology and ability, and fully mobilize teachers' enthusiasm for information-based teaching.

3. CONCLUSION

To sum up, under the background of intelligent teaching, teachers' information-based teaching ability is closely related to the final teaching results. At present, there are still some problems in College Teachers' information-based teaching, such as lagging teaching ideas, lacking of information-based teaching resources, insufficient development of information-based teaching ability and so on. Therefore, it is necessary to guide teachers to actively change their teaching concepts, comply with the development of the times, establish the concept of intelligent teaching, dig deep into information-based teaching resources and build an information-based teaching environment. At the same time, colleges and universities should also build a perfect information technology training mechanism to provide systematic information technology training for teachers, so as to promote the continuous improvement of teachers' information teaching ability and realize the real meaning of intelligent teaching.

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Analysis Of the Impact Of Information Technology On Human Resource Management Mode

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Abstract: With the rapid development of information technology in our country, great changes have taken place in all walks of life, through the use of information technology, gradually let each industry to information, digital, intelligent transformation, in the application of these technical content, to the development of our country's enterprises to create a more unique space. And the human resources department as key departments in the enterprise development process, through the help of information technology makes the improved comprehensive human resources management efficiency, but how to maximize the effectiveness of play to the human resources department, which is currently focusing on the content of each enterprises, the author in this article through to the information technology to analyze the influence of human resource management mode.

Key words: Information Technology; Human Resources; Management Mode; Impact

1. INTRODUCTION

First, the impact of information technology on human resource management process

Traditional enterprise human resources management in the process of the work content, the process is complex and cumbersome problem, because human resource management is not only the need for recruitment, training and other aspects content, also need to carry out the enterprise staff performance appraisal and bonus review content, without popularization in information technology, These contents need to be completed by manual operation, so human resource management in the case of manual operation, will produce a lot of problems, such as information error is often the wrong content. And through the use of information technology, not only can solve the problems in the traditional human resource management, the computer system does not appear as human resource management negligence and carelessness, but real, effective use of each information resources, promote enterprise human resources management process of refinement, but also effectively reduce the enterprise human resources management work pressure,

2. AND IMPROVE THE OVERALL MANAGEMENT QUALITY AND ACCURACY.

2.1. Of course, we can't guarantee that any management mode will not have problems, but if there are problems in the process of information technology management, it needs relevant technical personnel to correct and solve them in a short time, and find out the reasons. Through information technology in the process of recruiting employees, the enterprise only need to be released on the official website, enterprise personnel can easily get more talents information, like the age of the recruiters, work experience, graduation, etc., the personnel department through the contents of the online information screening, send some conform to the requirements of the worker interview time and place, the use of the information technology, It not only greatly improves the efficiency of human resource management, but also reduces the overall task quantity. In addition to enterprise new employees, the enterprise can through the way of telling about their training, the training methods and the efficiency is low, and by means of information technology to carry out the training work, such as PPT, pictures, video and projection information means to carry out the training work, training not only can improve the overall efficiency, also can promote them to participate in the training of interest, Let them better understand the content of enterprise information.

2.2. Second, the impact of information technology on the efficiency of human resource management

Traditional human resource management process, mainly through manual operation, and human resource management itself has the characteristics of complexity and triviality, so the efficiency of traditional human resource management is very low. Take the enterprise salary management as an example. In the process of salary payment, each employee needs to fill in the form and sign and then receive his or her own salary. However, this method of salary payment is time-consuming and labor-intensive for some large enterprises with a large number of employees [1]. the payment of enterprise salary through information technology is mainly sent through online bank with one click, and the salary will be directly sent to the bank card of employees. Moreover, the online transfer record will also exist for a long time, which is of great help to the human resources department and employees to query the transfer information. Therefore, the use of information technology has greatly improved the efficiency of human resource management and simplified some work processes. In the process of welfare allowance distribution, enterprises can also learn the proposals of most employees through information technology. For example, they can construct internal discussion groups through social software to select the form and specific amount of welfare allowance, and employees only need to tap their fingers to share and send the information content. Traditional enterprise for employees' attendance in accordance with the basic sign in number, but check

attendance patterns is a waste of time, and information technology to checkin can significantly on work time, and the human resources administration departments directly through the network, the employees sign in, so that the human resource management and fully improve the efficiency and quality of [2].

2.3. Third, the impact of information technology on human resource management costs

Traditional enterprise human resources management in the process, due to various factors, process, and the influence of the content and so on, lead to overly dependent on paper files management of human resource management, the personnel, the paper material, storage, management, and other aspects will spend a lot of overhead, leading to the cost of enterprise human resources management improved. Through the application of information technology, human resource managers can not only complete the collection, collation and statistics of information content of multiple projects at the same time, but also save labor and achieve the goal of low-cost operation of enterprises. Additional information technology use can realize digital archives information content, information management and human management personnel need only through their in front of the computer, can complete the query of information content and arrange, through the reasonable application of information technology, not only reduce the cost of human resource management of the economy as a whole, can achieve the purpose of the enterprise standardization, Promote the healthy and stable development of enterprises [3].

2.4. Fourth, the application of information technology, retain talents for enterprise development

If an enterprise wants to develop continuously, it cannot do without the support and help of talents. However, in the process of enterprise development, talents often resign due to salary, treatment, working conditions and other problems. Although every enterprise will have the phenomenon of brain drain, this bad phenomenon has a great negative impact on enterprise development. And the comprehensive popularization of information technology, to the enterprise human resource management department has brought new opportunities for development, through the use of information technology to determine the enterprise staff in value and role in the process of enterprise development, at the same time for the staff's ability to exercise and potential play to build a broader stage, under the use of information technology, for example, help enterprise employees reasonable job allocation, Helping them understand their job responsibilities and contribute to the organization can not only motivate employees, but also reduce the turnover rate of the organization. In addition, when human resource management is carried out through information technology, the principle of "fairness, justice and openness" should be adhered to and the talents of employees should be fully brought into play under the guidance of correct management concepts. Finally under the use of information technology, and further improved the transparency of information, human resources management as the employee's attendance and leave, compensation case, etc., let employees can better to query information, improve enterprise employees' job satisfaction on business management, to establish a good working relationship between employees, promote employees be enhanced between the convergence, Let more excellent employees make contributions to the enterprise, to create conditions for the stable and sustainable development of the enterprise.

3. CONCLUSION

To sum up, in this paper, the author analyzes the influence of information technology on human resource management process, human resource management efficiency, human resource management cost, application of information technology, and retention of talents for enterprise development.

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Characteristics And Trends Of E-Commerce Development In our country

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Abstract: In recent years, the rapid development of our country's e-commerce, prompting the traditional enterprises also continue to upgrade the reform, for the e-commerce field to broaden the new development space. The development of e-commerce in our country has significant characteristics, through mastering the characteristics of e-commerce development to formulate a more refined development direction, so as to grasp the development trend of e-commerce. This paper will discuss the characteristics and trends of e-commerce development.
Key words: E-Commerce; Development Characteristics; Development Trend;

1. INTRODUCTION

With the advent of the Internet era, e-commerce has a broader prospect for development. Relying on powerful engines and commercial infrastructure, e-commerce has greatly promoted the development of social economy, but also driven the development of many fields. But in the process of e-commerce development, still exposed some problems, such as the lack of perfect laws and regulations, sound support system, so as to hinder the development of our country 's e-commerce. In view of the existing problems, specific development strategies need to be formulated in time to promote the development of e-commerce to drive the development of traditional industries, and then meet the needs of industry development.

2. FIRST, THE CHARACTERISTICS OF OUR COUNTRY 'S E-COMMERCE DEVELOPMENT

2.1. Late start

Compared with the development of e-commerce in other countries, China started late, but the speed of development is fast. In recent years, the scale of development is getting bigger and bigger, promoting the rapid development of our country 's economy. Electronic commerce and the traditional way of buying and selling is a big difference, and rely on Internet devices can buy what you need, and has convenient and flexible payment method, at present was deeply loved by the people, in order to make the electronic commerce can towards a healthy direction, need to grasp the characteristics in the development of e-commerce enterprises, strictly regulate their own behavior, Thus create a good development environment for electronic commerce.

2.2. Wide scope

The development of e-commerce in our country has a wide range of characteristics, in the process of actual development combined with the national conditions, to promote the development of rural economy can be driven, and then broaden the scope of development. First of all, e-commerce involves a lot of business scope, such as accounting, international trade, web production and so on, these industries also have a great help to promote economic development. Secondly, e-commerce can promote the development of rural economy. Agricultural products in poor areas are sold on the network platform, which helps to expand the traditional way of buying and selling, so as to drive local people to explore more ways to sell agricultural products and achieve the purpose of increasing farmers' economic income.

Second, development trend

With the development of social economy, our country 's scientific and technological level is also constantly improving, the public has different needs for consumption, so the development of e-commerce is inevitable. For the development of e-commerce, we must comply with the trend of the Times, adhere to the principle of keeping pace with the Times, pay attention to safeguarding the interests of the masses, so as to meet the growing consumer demand of the masses. In terms of the development trend of e-commerce, the southeast coastal area is an area with rapid development of e-commerce, because the southeast coastal area is an economically developed area with relatively perfect infrastructure construction and cost. However, the western region is restricted by a variety of factors, resulting in the slow development of e-commerce. At this stage, our country has promulgated the corresponding laws and regulations, promote the further development of e-commerce field, in the future life of all aspects can see the application of e-commerce, truly realize the coordinated development between the east and the west.

Third, there are problems

At present, our country 's e-commerce development is still limited by some factors, resulting in the slow development of e-commerce, easy to hinder the further development of our country 's e-commerce field. In view of the problems existing in the current development of e-commerce, it is necessary to strengthen the discussion and analysis, combined with China's national conditions, so as to develop targeted solutions.

2.3. There is no sound institutional system

In the process of the development of e-commerce, a perfect system is essential, but at present this field has not been perfect, resulting in repeated violations, seriously affected the development of our country 's e-commerce. A sound institutional system can guarantee the development of e-commerce and make it develop in a healthier direction, thus driving the growth of our country 's economic benefits [1].

2.4. Lack of perfect support system

Generally speaking, e-commerce needs to rely on network technology, logistics services and other support to

promote the development of e-commerce through a perfect support system. However, at present, the lack of a perfect support system in the field of electrical commerce in our country leads to the backward development of e-commerce in terms of talent allocation and logistics services, which is difficult to provide power for the development of e-commerce. In order to inject vitality into the field of e-commerce, it is necessary to actively cultivate high-end e-commerce talents, so as to provide support for the development of e-commerce.

3. COPING STRATEGIES

3.1. For the above-mentioned problems in the development of e-commerce, it is necessary to analyze the development characteristics and trends of e-commerce, so as to formulate targeted coping strategies, so as to promote the further development of E-commerce in our country. In this regard, the following points will be put forward in this paper:

3.2. Improving relevant laws and regulations

our country should pay more attention to the field of e-commerce, timely improve the corresponding laws and regulations, so as to severely crack down on e-commerce infringement, so as to reduce the occurrence of fake sales. In this regard, government departments should actively assume their own responsibilities, establish perfect laws and regulations, and do a good job of the corresponding supervision, once the infringement is found to immediately stop, and severe punishment, to promote our country 's e-commerce can be more positive and healthy direction of development.

3.3. Establishing a sound support system

The development of e-commerce is inseparable from a perfect support system. At present, our country has problems such as incomplete network infrastructure construction and backward talent allocation, which hinder the development of e-commerce. In view of these situations, we should establish a perfect support system in time, invest the corresponding capital and technology to build network infrastructure, and increase the training of professional talents, promote the rational allocation of talents, so as to inject vitality into e-commerce. In addition, the notice of network infrastructure in remote areas, through the electronic commerce to promote the economic development of remote areas, so the construction of perfect supporting system is very necessary, also can establish good relations of cooperation with colleges and universities, to provide e-commerce more excellent professional talents, and promote the sustainable development of China 's e-commerce [2].

3.4. Strengthening the protection of consumer information

In the era of big data, personal privacy disclosure often occurs, which makes many consumers unwilling to consume on the Internet, which brings adverse effects to the stable development of E-commerce in our country In this regard, we should strengthen the protection of consumer information, safeguard the personal rights and interests of consumers, so that they can increase their trust in e-commerce, but also to create a safe and stable network trading environment, and then promote the further development of our country 's e-commerce field.

4. CONCLUSION

our country 's e-commerce started late, but the speed of development is fast. In recent years, the scale of development is expanding day by day, which has brought great help to promote China's economic development. In this regard, we should strengthen the study of the characteristics and trends of the development of e-commerce, seriously analyze the problems existing in the current development process of e-commerce, and then formulate countermeasures based on the actual situation, which will help promote the stable development of our country 's e-commerce enterprises, so as to bring more economic and social benefits.

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Analysis Of Application And Development Of Agricultural Machinery Automation In Modern Agriculture

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Abstract: Agricultural development is an important step to promote the national economy in our country, also is the national normal life, so in recent years our country continuously in the field of agriculture mechanization construction, invest a lot of manpower and material resources, to improve the efficiency of agricultural production, agricultural mechanization construction is very important guarantee agricultural development, so to strengthen the agricultural mechanization technology research, To upgrade the existing agricultural structure, formulate the relevant management standards, to ensure the rapid development of agriculture, this paper analyzes the status quo of the development of agricultural machinery automation, agricultural machinery automation in the application of modern agriculture, so as to promote the rapid development of our country's agriculture.

Key words: Agriculture; Agricultural Automation; Modern Agriculture

1. ONE, AGRICULTURAL MACHINERY AUTOMATION DEVELOPMENT STATUS

1.1. With the rapid development of economic and social, mechanized construction also in unceasing advance, our country is a big country, of grain populous country, agricultural country, agricultural mechanization level decides the development of national economy of our country, the country's agricultural mechanization despite the great progress, but compared with international level of agricultural mechanization, there is a big gap, the dense urban and rural areas of our country, Cultivated land is relatively scattered, so the popularization of agricultural mechanization level is low, and our country is in the early stages of the agricultural mechanization in this stage to learn foreign experience of agricultural mechanization and technology, constantly improve the process of agricultural mechanization in our country, notify the vast area of our country, but many areas for the plateau basin, rugged terrain, It is difficult to carry out agricultural mechanization, and the terrain gap between regions also seriously hinders the process of mechanical automation construction [1].

Two, the advantages of agricultural machinery automation technology

1.2. Improve production quality

Traditional agricultural machinery and equipment, to spend a lot of manpower material resources and the efficiency is not high, the rapid development of the economy puts forward higher requirements on agricultural production, at the same time, the agricultural machinery automation technology is also constantly upgrade and update, the development and application of automation technology in agricultural production plays an important role in the process, is on the upgrade and development of traditional agricultural machinery, It fills the shortage of traditional agricultural machinery and equipment, optimizes the mechanical automation system of agricultural production and improves the quality of the whole agricultural production. Agricultural machinery automation technology all aspects of the comprehensive agricultural production, specific will loose soil, fertilization, planting and irrigation, and conducted a series of improvements in the cultivation of late, let to the mechanization of agricultural production automation, intelligent direction, it is also a trend of the future agricultural development, the application of the agricultural machinery automation technology, solved many problems of traditional production, It has greatly improved the efficiency and quality of agricultural production [2].

1.3. Improve the accuracy of operations

Agricultural machinery automation technology is the combination of sensor technology and computer technology, is the innovation of the traditional mechanical equipment, in the process of the development of agriculture in the future, can significantly improve the efficiency and speed of the agricultural development, optimization of mechanical production quality, use of computer technology and sensor technology, can ensure the accuracy in the process of agricultural production, according to the process of specialization, Carry out precise agricultural operation to each procedure of construction. For example in the process of the planting of agricultural production, agricultural machinery automation technology can be through the sensor to the agricultural production environment, temperature, soil, humidity testing, and other factors to achieve the appropriate range of seed production, to ensure the precision of the operation, thus greatly reducing the many disadvantages of agricultural production, improve the precision of the agricultural work, This ensures the rapid development of agricultural production [3].

1.4. Improve the reliability of agricultural machinery operations

Automatic agricultural machinery equipment is the performance of high integration and high mechanization, which can ensure accurate collection and processing of

various factors. For example, the current speed sensor original, vibration sensor original, through these sensors to agricultural production equipment speed, temperature, vibration and other factors of the data measurement, so as to ensure the normal operation of mechanical equipment, greatly improve the reliability of agricultural machinery operation. Once agricultural machinery equipment failure or abnormality, through some early warning mechanism, to ensure that the operator the first time to obtain abnormal information, so as to repair the fault, such intelligent detection method, to ensure that the probability of mechanical failure is low, but also to ensure the reliability of agricultural machinery operation.

2. ACHIEVE COST SAVINGS AND EFFICIENCY INCREASE

2.1. Traditional production machinery has deficiencies in many aspects, which will cause waste of production materials in the process of agricultural production, which is not in line with the concept of sustainable development inour country. At the same time, high production costs and waste costs also reduce the production efficiency in the agricultural field and hinder the rapid development of agriculture. the current agricultural mechanization automation technology can effectively solve the waste problem. Computer technology can also be used to accurately control the production process, to ensure that the waste rate to a minimum, greatly solve the problem of high waste degree, high mechanical manufacturing cost, so as to achieve the purpose of cost saving and efficiency. Analysis of application and development of agricultural machinery automation in modern agriculture

2.2. Realize the application of computer vision technology in modern agriculture

Computer vision technology plays an important role in the process of agricultural production, combined with the image sensor, computer technology can be applied in the detection of agricultural products, agricultural products of receiving information, for example, through computer image sensing technology in agricultural harvest, according to the maturity of agricultural products, to decide whether to pick, through the study of the corresponding procedures set of mechanical equipment, Can ensure the accuracy of picking, the current technology is not mature enough in this aspect, our country need to learn foreign advanced technology, so as to improve the application of computer vision technology in agricultural production, the machinery of the current transformation and upgrade, improve production efficiency, in the process of mechanical operation personnel also to constantly improve their level of computer application, In order to play out the effect of the relevant mechanical automation equipment.

3. REALIZING THE PRECISION DEVELOPMENT OF MODERN AGRICULTURE

3.1. There are many factors in the agricultural development will become the development barriers, in which water is one of the main factors that limit development, the growth of crops depend on a lot of water, so the area of agricultural development must close to the river, at the same time, in order to guarantee to improve the utilization of water resources, introduced the drip irrigation technology in our country, through the agricultural irrigation technology of automation,

3.2. Can ensure the development of agricultural production, through the combination of computer and sensors, according to the actual situation of agricultural production, reasonable irrigation, this technique is based on comprehensive information of computer data and accurate calculation process, the relevant scientific computing and the ratio of raw material, improvement of the utilization efficiency of raw material, can ensure the high quality of agricultural development at the same time, Accurate agricultural mode is the trend of future agricultural development. At the same time, with the development of science and technology, more and more information technology is combined with agricultural production to ensure the process of agricultural modernization, such as agricultural meteorological intelligent detection, soil moisture detection, agricultural environment temperature detection and so on.

4. CONCLUSION

Agricultural development needs more manpower and material resources, technology and machinery to cooperate with each other through automation, improve the efficiency of agricultural development, the use of computer vision technology in agricultural products detection and management to make a greater contribution, at the same time improving precision in agricultural modernization development, can save more production data, But also to ensure the development of high-quality agricultural production, these are the current agricultural needs ofour country's development, to promote the development of our country's agriculture toward modernization, science and technology.

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Application Of Virtual Reality Technology And Vr Equipment In Psychological Intervention Therapy

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Abstract: Under the current situation, the pace of people's life and work is accelerating, the people are often under great pressure, the probability of the emergence of psychological diseases is constantly improving, the health of the people has been greatly threatened. In the past period of time, clinical mostly through drug therapy, group therapy and other conventional means of psychological disease intervention, in order to effectively control the patient's condition. With the development and popularization of virtual reality technology, psychological intervention therapy methods have been further enriched, and the application of virtual reality technology and VR equipment has attracted more and more attention, and the level of psychological intervention therapy has been significantly improved. In this paper, the author studied and analyzed the application of virtual reality technology and VR equipment in psychological intervention therapy, in order to help relevant personnel optimize and adjust the follow-up psychological intervention therapy program.
Key words: Psychological Intervention; Vr Devices; Virtual Reality Technology

1. INTRODUCTION

At the present stage, our country medical staff gradually realize the positive role of virtual reality technology and VR equipment in the treatment of patients with mental illness, and actively innovate the way of psychological intervention therapy, trying to apply virtual reality technology and VR equipment to better treat mental illness and optimize the effect of disease treatment. However, it is worth noting that virtual reality technology and VR equipment have a short time of emergence, and their application in psychological intervention therapy still has some limitations, and the level of relevant work still has a large space for improvement. In this paper, virtual reality technology, VR equipment and psychological intervention therapy are elaborated in detail, and some suggestions are put forward based on this, with the purpose of improving the application level of virtual reality technology and VR equipment in psychological intervention therapy, and providing better medical services for patients with psychological diseases.

2. VIRTUAL REALITY TECHNOLOGY AND PSYCHOLOGICAL INTERVENTION THERAPY

2.1. Virtual reality technology

The core of virtual reality technology is computer technology, with the help of computer to build three-dimensional space, and the touch, hearing and vision simulation, users can observe the scene in the virtual environment, and communicate with the object, can provide users with a feeling close to the real environment. Virtual reality was put forward in 1965, also known as artificial environment, spiritual environment, after decades of development continues to mature, with conceptual, interactive, immersion, multi-sensory characteristics, mainly including system integration technology, interactive technology, tactile feedback technology, stereo synthesis and three-dimensional reality technology, environmental modeling technology. It is worth noting that there are still three problems in the development and application of virtual reality technology, namely, self-discipline reality, interaction, and the technology of being indistinct from the real. Relevant personnel should pay attention to them in practical work [1]. At present, virtual reality technology has been widely used in the field of games, providing a higher level of experience for game lovers. Under the new situation, the application of virtual reality technology in medical, aviation, military and other fields has also received high attention, and has achieved relatively excellent results in practice.

2.2. VR equipment

In the context of the rapid development of virtual reality, the manufacturing of VR equipment has received high attention. As a tool to connect people and virtual world, VR equipment plays an important role in the application of virtual reality technology. VR equipment is based on computer, through the input device and output device to complete the reception, transmission and output of information. At present, output devices of VR equipment are generally divided into haptic feedback devices, THREE-DIMENSIONAL sound display devices and graphics display devices, while input devices are divided into gesture interface, roaming and operation devices, and three-dimensional space tracker. the computer acts as a transport port in the VR device. In VR device applications, output devices can provide users with close to real tactile, auditory and visual feelings, while input devices can feed back users' responses to the data center and reflect them in the virtual environment. At present, VR equipment is widely used in the game and military field, but its application in the medical field is not mature enough, and relevant researches need to be further carried out [2].

2.3. psychological intervention treatment

Under the current situation, people's health consciousness and medical concept have undergone obvious changes,

and mental health has received higher attention. In recent years, the number of patients with mental diseases in our country is increasing year by year, the medical system is facing severe challenges, and medical staff are also under great pressure in practical work. Psychological intervention treatment refers to the crisis intervention of patients with mental illness, so as to help patients cope with psychological problems, reduce the psychological pressure of patients, regulate the mood of patients, and ensure the mental health of patients. Psychological intervention therapy includes Morita therapy, cognitive therapy, behavioral therapy and other means, which have good performance in clinical application. However, it is worth noting that the traditional psychological intervention has high requirements for therapists, who need to spend a lot of time and energy to strengthen the guidance and suggestion to patients, so as to make patients with mental illness respond to the established plan, so as to ensure the effect of psychological intervention. the application of virtual reality technology and VR equipment in psychological intervention therapy can reduce the workload of therapists to a certain extent, which has high application value and should be practiced and promoted in clinical practice.

The application of virtual reality technology and VR equipment in psychological intervention therapy

With the development and popularization of virtual reality technology, the application of virtual reality technology and VR equipment in psychological intervention therapy has also received high attention. the application of virtual reality technology and VR equipment in psychological intervention therapy can create a good atmosphere for patients, patients can vent their inner feelings in the virtual environment, and patients' psychological problems can be effectively treated and controlled.

2.4. In the virtual environment, there is no obvious difference between the experience of patients and the real environment, patients can freely vent their emotions in the virtual environment, psychological pressure has been effectively alleviated. Studies have shown that 90% of autistic patients can identify human expressions in the virtual world, which indicates that virtual reality technology has a high value in the treatment of autistic patients [3].

2.5. The application of virtual reality technology and VR equipment in psychological intervention therapy, patients can vent their inner emotions in the virtual environment through hitting catharsis, interactive catharsis and other means, negative emotions can be better controlled, effectively protect the mental health of patients. Application of virtual reality technology in the psychological intervention treatment with VR devices, should pay attention to play to the advantages of virtual reality technology and function, make the patients really immersed in the virtual environment, and free to construct cognitive structure in virtual environment, give full play to their imagination, communicating with the object in the virtual environment, to strengthen the psychological intervention on the patients, Eliminate the negative emotions of patients, ensure the effect of psychological intervention treatment, promote the early recovery of patients.

3. CONCLUSION

To sum up, the application of virtual reality technology and VR equipment in psychological intervention therapy can improve the level of psychological intervention therapy to a certain extent, and is of great help to the treatment and control of patients' conditions. Under the new situation, medical staff should fully recognize the trend of social development, actively try to apply virtual reality technology and VR equipment in psychological intervention treatment, with the help of virtual environment to strengthen the psychological intervention of patients, fundamentally treat psychological diseases, ensure the effect of treatment, speed up the rehabilitation process of patients.

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Research On Ways To Improve Teachers' Quality And Ability Based On OBE Concept

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Abstract: In the concept of OBE, it emphasizes the results-oriented, student-centered and continuous improvement of the teaching model. the quality and teaching ability of teachers in colleges and universities are directly related to the overall teaching quality of colleges and universities, and also have an important impact on the overall image and future development of schools. Based on the OBE concept, colleges and universities need to pay attention to the improvement of teachers' quality and ability, and constantly enhance their personal professional level, teaching ability and comprehensive quality, so as to provide a solid foundation for talent cultivation and help for the development of colleges and universities.

Key words: OBE Concept; the Teacher; Quality; Ability To

1. INTRODUCTION

1.1. The OBE concept was first proposed by Spidey in the 1980s and is also known as the results-oriented education concept. Currently, it has become the mainstream education concept in the education reform in the United States, Europe and other developed countries and has been widely recognized in the education field [1]. the CONCEPT of OBE is a method to reverse design the teaching system and curriculum system based on students' expected learning results. Different from the traditional education model, which pays more attention to knowledge explanation and exam-oriented results, the OBE concept pays more attention to students' ability to apply what they have learned to practical problem solving, helping students internalize theoretical knowledge into relevant abilities, and applying it in actual social production and life. Based on the OBE concept, more stringent requirements are put forward for the quality and ability of college teachers. Therefore, under the guidance of OBE concept, how to effectively improve teachers' teaching ability and professional level is worth pondering.

1.2. Deficiencies of college teachers based on THE OBE concept

1.2.1. Lack of informatization teaching ability

Informationization teaching, pay more attention to by the traditional teacher a one-way knowledge transfer to students' active learning, actively use modern information technology, the integration of information technology teaching resources, scientific distribution factors of each link in the teaching activities, further optimization of the teaching process, to promote information technology resources and the depth of the teaching activity fusion, form a new teaching model [2]. Information technology plays a key role in the present educational reform. At present, education informatization has stepped into the 2.0 era of integration and innovation. Innovative technological concepts such as artificial intelligence and the Internet of everything are profoundly changing the development of all walks of life, as is the case in the field of education. Under the background of educational information age, teachers' information ability directly affects the teaching quality. However, from the current actual situation, there are still deficiencies in the control of information teaching by many teachers, and the ability of information teaching is relatively lacking. Therefore, teachers need to realize the change of their roles in the era of education information, make corresponding adjustments in time, constantly improve their professional knowledge and enhance the ability of information teaching, so as to meet the requirements of information teaching.

1.2.2. Lack of innovation in teaching design

Under the concept of OBE education, the establishment of talent training objectives in colleges and universities is more forward-looking, and it is necessary to readjust the traditional discipline system based on the actual needs of social and economic development, school characteristics, and students' expected learning outcomes, etc., and develop training objectives that meet the development needs of students [3]. However, at present, many teachers still adhere to rules and regulations in teaching design, and the teaching content remains unchanged, which is completely deviated from the OBE concept and seriously affects the promotion of teaching reform based on THE OBE concept, which also reflects the reality that teachers in colleges and universities still do not pay attention to students' learning objectives and ability cultivation. Most teachers still rely mainly on the content of teaching materials during the teaching period, the updating of teaching content is not timely, and adopt the teaching mode of full indoctrination and spoon-feeding. the innovation of teaching design is not enough. They do not pay attention to the improvement of students' learning effectiveness and ability, and do not put the growth and development of students in an important position. As a result, students' knowledge learning only stays on the surface, and they pay insufficient attention to the improvement of deeper quality and ability.

1.3 Not paying attention to practical teaching

Under the concept of OBE, practical teaching occupies an important position and is the key link to promote students to connect theory with practice, transform theoretical knowledge and enhance practical ability. It is clearly pointed out in the Higher Education Law that the goal of talent training in colleges and universities is to enable students to master the basic theoretical knowledge and skills and methods required by the discipline and specialty, and acquire the necessary knowledge and practical ability

to engage in the practical work of the specialty [4]. the cultivation of students' practical ability is inseparable from practical teaching. But from the actual situation, many colleges and universities are limited by educational system, teaching conditions, teaching mode and other factors, teachers often do not pay attention to practical teaching links, or practical teaching only superficial form. As time goes by, practical teaching becomes the weak link of teaching activities in colleges and universities, and it is difficult for students to master solid practical ability, which directly affects the high-quality development of education.

1.4 Teachers lack interaction with students

Teacher-student interaction is an important part of the teaching process. It mainly refers to the communication between teachers and students during classroom teaching to express their understanding and opinions on relevant knowledge and enrich the teaching content, so as to help students understand and master the knowledge deeply. However, in the current teaching process, teachers still play the dominant role in classroom teaching and generally adopt the teaching method of simple infusion [5]. In the learning process, students' learning ideas and ways of thinking can only thinking trajectory according to the teachers, the lack of effective interaction between teachers and students, dull classroom atmosphere, unable to secondary students to think actively, knowledge in the long-term the enthusiasm of students for learning gradually decline, the OBE concept emphasizes teaching model. Therefore, based on the OBE concept, college teachers need to take the initiative to change their teaching concept and attach importance to the interaction and communication with students.

2. WAYS TO IMPROVE TEACHERS' QUALITY AND ABILITY BASED ON OBE CONCEPT

2.1 Attach importance to the personal development of teachers and continuously promote the improvement of teachers' ability

Teachers play a key role in the cultivation of talents in colleges and universities, while the overall quality and professional attitude of teachers directly affect the level of running schools and the quality of education in colleges and universities. Therefore, the construction of first-class teaching staff to enhance the foundation of higher education level. At present, colleges and universities are faced with a series of problems in the development of education and teaching, which are generally related to the quality of teachers. Educators should first receive good education, only in this way can they assume the role of guider and guide in the learning and development of students [6]. If colleges and universities want to improve the quality of education in a real sense, they need to pay attention to the construction of education ecology, create a good atmosphere of education on campus, so that teachers can teach and establish themselves by virtue, promote the overall improvement of teachers' comprehensive quality, and set up the concept of education with concentration. First, in the process of evaluating the quality of teachers in colleges and universities, should always be will strengthen moral standards of evaluation index, as an important group will guide teachers, teaching and the combination of self-improvement, establish good ethics, strengthen the academic style, with its own personality charm to influence and impact of students, to shoulder responsibility to guide students and guidance. For example, relevant incentive systems can be formulated to form incentive mechanisms for teachers' group teaching, so as to encourage teachers to devote themselves to teaching and educating. At the same time, we will increase the recognition and publicity of outstanding teachers, actively promote excellent classes of famous teachers, and encourage more teachers to devote themselves to educating students. the second, and constantly promote the ability of the teacher's teaching, fully embodies the subject status of teachers in university's internal organization, according to the set up firm ideal and faith, with noble moral quality, solid knowledge and skills, love the students' good teacher standard, first close teachers teaching ability promotion plan formulation, the full implementation of the business training of teachers' team. Vigorously carry out relevant teaching training, teaching seminars and other activities, constantly enhance teachers' teaching design ability, academic ability, establish good innovative thinking, master teaching innovation ability. At the same time, we encourage and support teachers to actively participate in teaching exchange activities between universities at home and abroad, constantly expand their vision, enhance communication and cooperation ability, learn advanced teaching experience and ideas, and continuously improve their teaching ability and academic level. We should also strengthen the academic frontier and new teaching technology education of teachers to ensure that teachers can effectively adapt to the information age of teaching, timely integrate into the latest teaching content, reform and innovate teaching paradigm, and meet the personalized needs of contemporary college students. In addition, it is necessary to further strengthen the propaganda and education of teachers' advanced teaching concepts and form a correct understanding of THE OBE concept, so as to make teachers change from the former teaching materials and classrooms to the student-centered and learning-results-centered, and from the former simple indoctrination-oriented education to the guidance and instruction education.

2.2 Continue to implement education and teaching reform

Colleges and universities actively implement the education and teaching reform work, on this basis to build a high-quality, high-level teaching staff. Under the current information age, university should rapid advance of digital technology, information technology, intelligent technology and the education teaching comprehensive integration, on the Internet the wisdom of the carrier to build a new education system, and promote the teaching model reform, based on education reform ideas, add appropriate academic challenges and increasing difficulty of the class, to develop appropriate course depth, So as to ensure good course quality [7]. the teaching process actively adopts project-based, collaborative inquiry,

heuristic, flipped classroom and other teaching methods to further stimulate students' interest in learning, mobilize students to actively participate in the course learning, and promote teachers to transform from the previous classroom teaching of single transfer of knowledge to integration, application, expansion and innovation. In specific teaching pattern reform, first of all need to expand the teaching model reform depth, stimulate students interest in learning, arouse learning activeness, in combination with the practical study and learning ability of students, increase the degree of academic challenge, will improve quality and ability training, to improve students' ability to use knowledge to solve complex problems. the second is to expand the breadth of comprehensive reform of curriculum teaching paradigm, implement the system of one teacher and one excellent course, and require teachers to build a comprehensive reform course of teaching paradigm according to the requirements of curriculum paradigm reform and the requirements of golden science construction. Secondly, we should actively promote the teaching reform of small class system, strengthen the in-depth communication between teachers and students online and offline by using flipped classroom and mixed teaching methods, so as to continuously improve the quality and ability of teachers, change the traditional education mode of infusion, and strive to encourage every student to participate in teaching discussions. Finally, it is necessary to build a sound diversified assessment and evaluation system, grasp the proportion of knowledge and ability assessment, pay attention to the evaluation of students' learning process, learning management and other aspects, promote teachers to adopt diversified assessment methods, give appropriate academic pressure, and cultivate students' learning initiative and consciousness.

2.3 Strengthen the supervision and management of teaching quality

Colleges and universities should strengthen the supervision and management of teachers' teaching quality, involving teaching process, teaching objects, teaching management and other aspects. Teaching quality is the embodiment of the core competitiveness of colleges and universities, which directly affects the development of colleges and universities. Dynamic monitoring of teachers' teaching quality is a major means of teaching quality management in colleges and universities, and a key measure to improve the overall teaching quality [8]. Strengthening the supervision and management of teaching quality can help inspire teachers to devote themselves to the teaching process, reflect on the teaching process, improve teaching methods, and promote the continuous improvement of teaching ability. OBE education philosophy does not focus on what teachers teach students, but pays more attention to the goal of teaching implementation, and focuses on whether students can be qualified for future job requirements and their own development needs after receiving school education. Based on the OBE concept, following the principle of reverse design of the curriculum system, according to the actual social needs and students' expected learning results, reverse development of talent training objectives and design of the curriculum plan, to ensure that students' knowledge meets the social needs, which is helpful to solve the practical problem that the personal ability of college graduates does not match the social needs.

The teaching quality supervision and management, by the methods of perfecting the existing teaching supervision, to strengthen the campus cooperate each unit and functional departments, clear the specific duties, pay attention to personnel training, curriculum teaching, graduation requirements such as target to complete the evaluation, using the evaluation results to guide, professional construction, build up perfect teaching quality continuous improvement mechanism. At the same time, we have established and improved the system for leading officials to attend lectures, forming a regular pattern for leading officials to attend lectures, and promoting the full integration of random lectures and special lectures. Continue to refine the teaching supervision duties, for teaching design, graduation thesis, practice and other links to carry out targeted supervision activities. In addition, we should vigorously build teaching information teams, improve the efficiency of teaching information sorting, change the traditional ways of information communication and feedback, and actively form a feedback closed-loop system to promote the continuous improvement of teaching quality. Through the continuous strengthening of teaching quality supervision and management, effectively enhance the sense of mission of teaching and educating teachers, establish a good sense of professional responsibility, so as to improve the consciousness of teachers to constantly improve their quality and ability.

3. CONCLUSION

To sum up, teachers are the key to talent cultivation in colleges and universities. the overall quality and ability of teachers are closely related to improving the quality of talent cultivation and deepening the transformation and development of colleges and universities. High-level teachers are the premise to achieve the goal of high-quality education. Under the new requirements of the current OBE concept, college teachers still have many problems, including the lack of information teaching ability, lack of innovation in teaching design, not paying attention to practical teaching. Therefore, colleges and universities need to continue to strengthen the teachers in the dominant position of personnel training, continuing to carry out the education teaching reform work, adjusting and optimizing the course system, strengthen supervision and management, teaching quality and promote teacher's teaching ability and comprehensive quality, and promote the teachers' ability to ascend with personal development to go forward, to cultivate, build up a high quality and professional teachers.

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1+X Certificate System From the Perspective Of Higher Vocational Intelligent Manufacturing Professional Group Compound Technical Skills Talent Training

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Abstract: Manufacturing belongs to the core of the real economy, in the current intelligent manufacturing has become a global manufacturing industry competition in the context of further improvement in this field must have enough high-quality talents as a support. In 2019 our country's vocational education reform is put forward for vocational colleges and applied undergraduate certificate of academic certificate and professional skill level to start from this appraisal system has 1+X certification system have been proposed, he in promoting vocational colleges students obtaining relevant qualifications at the same time also can improve the professional talents of professional ability and quality. I mainly from the intelligent manufacturing professional group compound technical personnel in the 1+ X certificate system under the perspective of how to optimize and cultivate high-quality personnel to analyze and put forward personal views.

Key Words: 1+X Certificate; Higher Vocational Education; Intelligent Manufacturing Major

1. INTRODUCTION

Intelligent manufacturing industry talent training positioning, a survey report shows that the intelligent manufacturing mechanization industry of vocational students are about 40% of the staff, and financial calculations by 2025 when the number of intelligent manufacturing machinery industry vocational talents will reach 1.5 million. For the current social demand for intelligent manufacturing industry talents make this major in higher vocational education for the comprehensive ability of college students training higher requirements. Under the background of intelligent manufacturing, the interdisciplinary, knowledge integration and technology integration are required for talents in this industry to have interdisciplinary ability, high information literacy and ingenuity. the training as a social practice of talent education institutions they in the face of intelligence in the process of manufacturing of professional talents education must have a systematic point of view, from the professional group of layout on the structure of science as well as the cooperation between colleges must deepen education fusion, so as to allow for the construction of the professional group to close contact with relevant industries [1].

2. STATUS QUO OF TALENT CULTIVATION OF INTELLIGENT MANUFACTURING PROFESSIONAL GROUP IN HIGHER VOCATIONAL COLLEGES

2.1. According to the analysis on the employment prospects of intelligent manufacturing engineering and technical personnel released by relevant national departments in 2020, the demand for talents in intelligent manufacturing in the next five years will be close to 10 million yuan. Under the premise of the increasing demand for talents, the talent cultivation of this major has not been well improved and has been in a relatively backward state. Mainly in the professional setting is relatively single, intelligent manufacturing industry in the development of the future will be direct and the integration of Internet information technology which is the important focus of industry competition nowadays advanced intelligent manufacturing reasonably prospective, professional talent training in talents cultivation idea is very backward, so there are a lot of higher vocational college students after graduation is unemployed. Talent supply is also insufficient. In the context of the new era, our country should focus on cultivating high-level and urgently needed professional and technical talents as well as innovative talents, so as to build high-quality professional skill teams.

2.2 Under the background of intelligent manufacturing, enterprises' technology and equipment innovation speed is very fast and the update cycle is like, so higher vocational universities must also have the spirit of keeping pace with the Times, keep learning to keep up with the trend of market development, and timely accept new knowledge and skills. Under the premise of upgrading the industrial structure of intelligent manufacturing, enterprises are increasingly demanding higher vocational talents. College students are no longer limited to the simple direction of manufacturing and maintenance in the study of intelligent manufacturing, and their employment scope will be broader, which will also involve the convenience of design, maintenance and research and development. the connotation of the post is increasingly rich and the technical content is higher, the talent structure has changed, and the transition to high quality level. According to relevant data, only about 30% of the units will be satisfied with all aspects of higher vocational graduates, especially intelligent manufacturing enterprises, the skilled talents they need must have enough professional theoretical reserves and skills, and at the same time increase the practical operation ability and

comprehensive literacy. Therefore, how to improve the training quality of intelligent manufacturing professionals has become a subject that senior manufacturing professionals must study. In addition, the number of double-qualified professional teachers is insufficient, and China's intelligent manufacturing industry starts relatively late compared with developed countries abroad. Higher vocational education specialities on the lack of practical experience, and lacking in terms of double type teachers, now all the teachers' professional ability is insufficient and lack of the practical experience of the enterprise, they do not understand the industry development direction and the current situation is no put some advanced intelligent manufacturing technology into the curriculum, causes the teaching content and the way the lack of features is relatively single.

3.1+X CERTIFICATE SYSTEM FROM THE PERSPECTIVE OF HIGHER VOCATIONAL INTELLIGENT MANUFACTURING PROFESSIONAL GROUP COMPOUND TECHNICAL SKILLS TALENT TRAINING STRATEGY

3.1. Training mode of all-compound technical talents In the construction of 1+ X certificate system is a new content of our country's vocational education reform, and there have been new changes in both the way of talent training and teaching management. This certificate system is closely related to the reform of talent training mode of intelligent manufacturing professional group. This is because the rapid development of international intelligent technology has changed the vocational education structure of this major. Whether it is operational or professional, the vocational boundary has formed a fuzzy and integrated feature. In order to prepare for future employment, vocational college students need to reserve enough skills, so the 1+ X certificate system also comes into being under this background. This system clearly needs to deepen the construction of the training mode for compound technical talents, help vocational students combine theory and practice together, and make them closer to the actual position. In the background of instrumental rationality, the professional logic of vocational education has been transformed into the training goal of post ability gradually linked with post demand, based on which college students can make clear the job content they will be engaged in in the future. Intelligent manufacturing is an advanced technology, which has been deeply combined with modern information technology through every link of the life cycle of product manufacturing and service. As practitioners, they must master flexible professional knowledge structure to cope with flexible and customized production mode. In this regard, in order to break the barrier of traditional education mode, higher vocational intelligent manufacturing major needs to further develop X certificate based on the ability of post group, and help students form the knowledge ability of transfer.

3.2. It is also required that the professional group of intelligent manufacturing in higher vocational colleges organically integrate the educational content of X certificate and the construction of courses to form an integrated curriculum structure. From the certificates of academic qualifications and vocational skills these grades of certificate system to form learning achievement certification, knowledge accumulation conversion. Intelligent manufacturing professionals must have enough theoretical knowledge reserve and professional practical operation skills. In higher vocational colleges, the curriculum content of the diploma certificate and the curriculum content of THE X certificate should be connected, enriched and scientifically sorted from the teaching content as the main body, and the teaching system of the X certificate should be added. Integrate it into the modern professional curriculum to ensure that the two are well connected and avoid duplication and overlap. In addition, it is necessary to create an industry-education integration training platform suitable for higher vocational college students, establish long-term cooperation with some modern intelligent manufacturing enterprises, actively introduce and train dual-qualified teachers, provide scientific support of funds and resources, and provide corresponding salary and welfare treatment to teachers [2].

4. CONCLUSION

To sum up, in the context of the sustainable development of national intelligent manufacturing, higher vocational colleges, as professional and skilled personnel training institutions, it is necessary for them to integrate 1+ X certificate system in intelligent manufacturing and devote themselves to cultivating professional compound technical skills talents.

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Construction Of Flipped Classroom In College English Teaching Under the Background Of "Internet+Education"

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Abstract: along with the reform and innovation of education in our country, many great changes have taken place in the education teaching way, the "Internet+education" is the main basis of the current transformation of the mode of teaching, through this kind of information technology and combining the education teaching work, can not only change the previous dull teaching way, also can bring the students more learning content. Especially for English teaching in the college stage, flipped courses are constructed for students under the implementation of "Internet+Education". With the help of "Internet+education", students' negative attitude in learning is eliminated and a new English teaching model is adopted to promote students to actively learn English.
Key words: "Internet+Education"; University; English; Flipped Classroom; Build

1. INTRODUCTION

Under the background of rapid development of information technology in our country, all walks of life are gradually to the informatization, intelligent, digital transformation, the education sector, too, with the help of information technology gradually a kind of "Internet+education" mode in everybody's field of vision, through this kind of high efficiency, high quality of the innovative teaching mode, not only change the traditional education teaching mode, Back to the students' life and learning bring important help, take turn in college English teaching class as an example, this new type of main application of modern information technology to implement the teaching mode, as the Internet technology, information technology, the use of technical means such as 5 g technology, promote the development of students individualized and autonomous learning ability of ascension. In addition, flipped classroom can not only innovate and reform the traditional college English teaching mode, but also change the shackles of the old educational concepts, so that students can develop the awareness of learning heroes and truly integrate into English learning and knowledge exploration.

First, the necessity of constructing college English flip topic under the background of "Internet+Education"

2. TO IMPLEMENT THE TRANSFORMATION OF THE STATUS OF TEACHERS IN EDUCATIONAL ACTIVITIES

2.1. Traditional English education teaching process, teachers of English as the main body of knowledge transfer, would be too pay attention to the teaching of the interpretation of the theoretical knowledge, and neglected and students' communication and exchanges, the traditional teaching mode, can reduce not only the students in the process of English learning enthusiasm and interest, also let the students to study in a passive state, Therefore, the introduction of flipped classroom teaching mode effectively solves this problem. In turn in the process of classroom teaching, the teacher will change the development of the status, teachers are no longer is the main body of teaching, gradually become guiders and organizers in the English teaching, and make the students gradually become the master of English classroom learning, this kind of change, the status of the teachers and students could help students actively, actively face the knowledge learning. In addition, in flipped classroom teaching, English teachers give proper guidance to students, which can increase the communication between students and teachers, and some knowledge content is discussed [1]. Finally, with the implementation of flipped classroom teaching, students' thinking ability and thinking ability can be strengthened in the process of solving learning problems.

2.2. Change the traditional English teaching methods

Traditional college English teaching, the teacher's main teaching methods in order to explain the knowledge content is given priority to, through the class homework for the students to consolidate and review of knowledge, but the traditional English teaching methods effect is poorer, the students can't good understanding of English knowledge content, the teaching environment for a long time will also affect the students thinking ability of ascension. In the process of English homework, many students regard completing the teacher's homework as the learning goal, thus neglecting their own thinking and understanding of English knowledge content. Some students even copy other students' homework in order to complete the homework. However, with the implementation of the flipped classroom teaching concept, not only can the whole process of college English teaching be fully and carefully considered, but also students can be provided with space and time to explore knowledge, understand knowledge and think about knowledge [2]. First, before teaching, English teachers will lead students to study independently, and then let the students in the classroom learning according to the problems in the learning process and to express the knowledge content, express their views on the knowledge content and the problems, then according to the students' English teachers question interpretation and guidance and insight, Through this teaching method, students can internalize and

understand the Contents of English knowledge, which is convenient for students to use in their future study and life.

2.3. To clarify the status of students in English teaching

Clearly put forward in the new curriculum standard, to carry out the education teaching activity must take the student as the main body, the change in the past take teachers as the main body of teaching methods, through the implementation of the education policy, not only can cultivate students' autonomous learning ability, can also help the students form the good habit of independent thinking, independent study, the content is not only to students in the learning process, At the same time, it is also an important part of students' comprehensive quality. Therefore, in college English teaching, English teachers should add more practical teaching in the process of knowledge explanation to promote the improvement of students' English practical ability. English practical ability mainly language power of expression, but because of the influence of education system in our country, many students in the process of English learning will only write, listen, look, did not dare to open my mouth to say, leading to their English language competence cannot meet the application requirements, and gradually to applied to college English learning, so have good spoken English ability, It can help students bring more benefits in work and study, and it is also an important way to reflect a student's comprehensive ability [3].

2.4. So according to this situation, as a college English teacher must be on the depth of cover classroom teaching mode for building and explore, on the basis of the traditional education teaching, the teaching mode reform and innovation, scientific and reasonable to carry out English teaching activities, let the students can learn according to their own situation to carry out targeted study, To promote their English knowledge, oral English, English listening and other aspects of the ability to improve. In addition, under the background of "Internet+education", students can make full use of Internet resources to carry out English learning, which not only enrichis their English knowledge, but also forms independent learning thinking.

Advantages of flipped classroom teaching in the context of "Internet+Education"

3. EXPAND THE SPACE AND TIME FOR COLLEGE STUDENTS TO STUDY

3.1. In the context of "Internet+Education", flipped classroom teaching can not only help students absorb English knowledge content, but also create a good learning atmosphere [4]. Originally in the college English classroom teaching, English teachers too pay attention to the transmission theory of knowledge of English, tend to use most of the time in English classroom teaching for knowledge lecture, the students' autonomous learning time and q&a opportunity is less, the students overall English activities engaged is low, so this leads to many students will only do topic, did not dare to speak English, At the same time, this kind of traditional English teaching is lack of practical training for students' oral English. In addition, English teachers pay too much attention to classroom teaching and ignore students' review and consolidation of knowledge in their spare time, which leads to poor learning quality of students. As the saying goes: "Review the old and learn the new, you can be a teacher". Only constant review and consolidation can better learn English knowledge content.

With the implementation of the education concept of flipped classroom, students can systematically preview English knowledge content before class and record problems in the preview process. At the same time, excellent resources in the network platform can be reasonably used to strengthen their exploration of English classroom knowledge content [5]. In addition, in the English classroom teaching, the students also need to demand for teachers and classmates for help, to solve the problems about yourself in the process of preparation, in the process of cooperation, communication, analysis to solve their own problems, and to develop their English thinking, oral English ability has important help, but also develop the college students' English learning space and time, It extends the spread of English knowledge. Finally, by actively participating in classroom teaching, college students can effectively improve the effect of English classroom teaching, such as the connection between oral English expression ability and practical life, and promote students' English practice and application ability to be comprehensively improved.

3.2. Improve college students' English self-study ability

At present, English teachers carry out teaching activities as organizers and disseminators of knowledge content in college English learning. the main task of students in the process of English learning is to listen carefully and learn English knowledge content, record the main important knowledge points in the teacher's teaching. In this teaching situation, English teachers do not know students' understanding and absorption of English knowledge, and the teaching environment in college is very different from that in high school. Students have less opportunities and time to accept teachers in daily learning, and when students encounter problems and difficulties in learning, they cannot get answers [6]. Without restraint and discipline, students' autonomous learning ability will gradually decline and their learning efficiency will be greatly reduced.

3.3. And through the implementation of the "Internet+education", for the students to build a flip classroom education teaching form, the student through micro lesson, lesson for platform of autonomous learning video content, such as the autonomous learning mode can be more let the students according to their own learning and mastering knowledge, effective to carry out the preparation before class, after learning in class and the review [7]. Students in the classroom learning process, for example, some knowledge of English content of master degree is not very good, then can let the students through teaching repeatedly watched video, improve their mastery of knowledge of English, this kind of study way broke through the bondage of traditional English teaching, effectively promote the students' autonomous learning ability. In addition, when students learn English knowledge content, they can study extracurricular English

materials through flipped classroom to broaden their English knowledge and vision.

3.4. For example, in the process of English listening teaching, English teachers can guide students to collect relevant English listening resources in their spare time, so that students can effectively use their spare time and increase their exercise and improvement of English listening. Moreover, listening to the pronunciation of professional English teachers helps students to master their oral English ability and English vocabulary, which is also a comprehensive improvement of students' English ability. However, in the implementation of cover class teaching, students must learn to analyze their own learning status, improve their English cognitive ability, master their own English learning process, and promote their independent English learning ability to be constantly improved.

Impact on College English education under the background of "Internet+Education"

4. HIGHER REQUIREMENTS FOR COLLEGE ENGLISH TEACHERS

4.1. Teaching quality has direct contact with the teachers' teaching level, and the "Internet+education background, college English education teaching methods from past turn into classroom teaching, classroom teaching this change need to reform the traditional education thought and the process, so for college English teachers have higher requirements. English teachers not only need to be proficient in the application of information technology, but also need to understand various network materials and education platforms. They also need to be able to make videos to help students improve their learning quality with high-quality technical means and teaching methods. In addition, with the help of flipped education platform, Let English teachers fully understand students' learning situation through information data statistics [8]. But, at present many college English teachers are lack of information technology and Internet education ability, make it difficult to use of the Internet technology in English teaching in the teachers, the other part of the English teachers to the influence of the traditional education idea, for the new education pattern of cognitive deficiencies, limiting the flip the implementation of classroom education mode in college English education. At last, some universities too ignore the cultivation of Internet technology for teachers and fail to carry out effective training for teachers, which results in the failure of English teachers to effectively improve their information technology level.

4.2. Impact on English education philosophy and learning methods

Under the background of "Internet+education", students can carry out personalized learning, autonomous learning and cooperative learning in the process of learning English knowledge. Flipped classroom itself is a teaching method combining information technology and Internet technology. Students can not only obtain English learning resources in time, but also break the time and space restrictions in learning [9]. This kind of education background, English teachers are no longer is the only way the students learn English knowledge, at the same time also suggests that traditional education ideas and teaching methods have been unable to meet the demands of present college students' learning, but if the English teachers still use the traditional education concept, so it is difficult to mobilize students' learning enthusiasm, not only can make teachers gradually marginalized. the emergence of Internet education platform has brought great impact on college English education methods and teaching ideas. Therefore, college students must constantly improve their independent learning ability, and preview and review knowledge content in their spare time, so as to constantly enrich their English knowledge area and promote their comprehensive English ability.

Construction of flipped Classroom in College English Teaching under the background of "Internet+Education"

Due to the global flip the boom of the classroom, to colleges and universities in our country's English education has brought great opportunities, turn the classroom mainly refers to the teacher in class by information technology, Internet technology and video technology, the combination of knowledge content, related to the students to produce to help the students to preview before class, class discussion, after-school review. Below, the author describes the specific steps of the construction of flipped classroom in college English teaching under the background of "Internet+Education":

5. RESOURCE DEVELOPMENT

5.1. Resource development is the basis for the implementation of flipped Classroom teaching in universities. Especially in the preparatory stage, teachers enrich the teaching resources of flipped Classroom by means of micro-courseware, micro-videos and online tests. The first is preliminary analysis, which is the prerequisite of flipped Classroom teaching in college English. It mainly includes teaching content, teaching objectives and learner analysis. Generally speaking, the main goal of college English courses is to help students consolidate and improve their basic English skills, such as listening, speaking, reading, writing and translation, and help students to smoothly conduct foreign communication, which will lay a solid foundation for students to apply English in their future work and study. Since the English level of college students is uneven, English teachers should fully consider the differences of students when making micro-lesson videos and courseware, and design hierarchical teaching courseware, so that students at all stages can not only learn English knowledge, but also mobilize the enthusiasm and motivation of students in English learning.

5.2. Secondly, the design of micro-courseware mainly focuses on "short and concise, highlighting the theme". Generally speaking, when English teachers design high-quality micro-courseware, they should first elaborate on a certain knowledge content, and try to control the time to less than 10 minutes, which is more conducive to students' absorption and internalization of knowledge content [10]. Micro courseware, teachers also need to take into account the students' learning habits, style, level, also want to add some animation and image at the same time, give the

students more vivid teaching situation, let knowledge through visual teaching methods present processing, so as to improve the students' participation, help the students master the knowledge content maximum [11].

5.3. Third micro video production, is the key content of turn college English classroom teaching, this kind of micro video has ", greater participation, at any time, anywhere, "etc., there are many kinds of micro video production mode, can make use of Internet resources, courseware and the combination of textbook content, and then through the ways such as phones, computers, video cameras these content fully together, Condense the teaching content of the whole class together, and bring colorful audio-visual to students.

5.4. The fourth micro exercise is also an important part of flipped classroom teaching. It can not only activate students' thinking, but also detect and feedback the learned knowledge. When students learn through micro-courseware and micro-video, they practice the teaching content through micro-practice, and teachers can fully understand and master the learning situation of students by flipping the teaching platform [12]. However, in the process of designing micro-exercises, teachers must pay attention to the compilation principle of micro-exercises and take into account the learning level of all students as far as possible. At the same time, multi-level exercises can also be carried out in micro-exercises to help students at all levels to obtain the joy of success.

6. INDEPENDENT STUDY BEFORE CLASS

6.1. Autonomous learning by students before class is the key to carry out flipped Classroom, but how to make students effectively complete the preview task before class and improve learning efficiency is the content of every teacher's thinking.

First of all, a scientific and reasonable learning task list is made for students. the development of this learning task list is mainly based on the actual learning situation and characteristics of students. In the learning task list, students are helped to clarify the requirements, content and methods of independent learning, so that students can carry out independent learning at their own pace and pace. In addition, pre-class learning tasks also include learning guides, resources, tasks, tests, reflection and other contents. Through this learning task list, it can help students to clarify learning objectives and tasks, and promote the improvement of the quality of independent learning.

Also can be made for students micro video class, English teachers to guide students through the computer network platform or mobile phone APP to watch video class, with the help of the learning task list watch video lesson, clear before class content and requirement of autonomous learning, and according to their actual learning situation and level of play and pause.

Second, students in learning lesson for micro video, if you run into problems and difficulties, can in time through the network platform to teachers and classmates for help, and online discussion and communication, with the help of the classmates, teachers find out problem-solving methods, can also record some unresolved issues one by one, in the classroom to solve.

Finally, after watching the micro-lesson video, learners can test the knowledge content online. This micro-practice test method can help them fully understand the mastery of English knowledge content and find out the problems in their learning.

6.2. internalization of knowledge in class

Knowledge internalization in class is the necessary way to turn the college English classroom teaching, in the English classroom teaching, teachers should through the team cooperation, group communication, independent research and results analysis, promote the interaction between students, between teachers and students and communication, so that the students can realize the internalization of classroom knowledge content, main implementation way can from independent study, team cooperation, and share achievements.

6.3. First, independent research itself is a learning strategy and teaching method, with the characteristics of subject, independence, autonomy, practice, openness and so on. Among them, subjectivity is the most important characteristic. In the process of independent research, students take themselves as the center to carry out research on teaching content, which can not only establish student-oriented learning space, but also cultivate students' ability to solve problems independently. In addition, in the flipped classroom teaching of college English, if students encounter problems, English teachers should actively encourage them to explore independently and find solutions to the problems, which is of great help to the internalization and understanding of knowledge. In addition, in the process of students' independent inquiry, English teachers should carefully observe the students' research situation, and give guidance and help to some students with difficulties, so as to promote the personalized development of students and the improvement of their independent exploration spirit and ability.

6.4. Second group work is an important teaching method in classroom activities, through the team cooperation can not only cultivate the students' cooperation spirit, team consciousness, can also help the students improve their interpersonal relationship, for English courses, the group cooperative learning can help students to raise their English oral English, English thinking and interest and so on. Therefore, in the teaching of college English flipped classroom, English teachers must judge whether to carry out group cooperative teaching according to the difficulty of English knowledge. If the English problem is difficult, then the teaching task is arranged first, and the students are divided into several groups, guide them to study cooperatively with the task as the goal, and promote the students to understand and nitrate the knowledge content in group cooperation. Finally, as an English teacher, we should always pay attention to students' group learning situation, and participate in group discussion at any time, understand the progress of group activities, and give some group guidance and suggestions, to ensure the smooth implementation of group cooperative teaching activities.

Third, achievement sharing can help students consolidate knowledge content and deepen their understanding and application of knowledge content. Therefore, in the process of achievement sharing, students will get the opportunity to show themselves and experience the sense of ownership of learning. Turn college English classroom teaching, English teachers should encourage the students by PPT, micro video, micro courseware to show their independent learning or cooperative learning group, in the achievement to share, to their own independent learning and group learning, share the teaching methods for students to consolidate knowledge is of great help. Finally, when students share their achievements, teachers should give them pertinent suggestions to improve their enthusiasm in sharing their achievements.

7. EVALUATION, SUMMARY AND REFLECTION OF LEARNING ACTIVITIES

7.1. Through classroom and after-class teaching evaluation, summary and reflection, students can improve their understanding of English knowledge content, and promote the improvement of college English teaching quality and efficiency.

First of all, when conducting teaching evaluation, English teachers should make an objective evaluation of students' learning quality. If the form of teaching evaluation is wrong, it is likely to have a negative effect. the implementation of teaching evaluation can not only provide teachers with teaching feedback, but also help teachers to improve their teaching. Turn in college English classroom teaching, English teachers to carry out diversified teaching evaluation activity, but also need for the students to establish a scientific and reasonable evaluation mechanism, the content of teaching evaluation to become teachers of special cannot be, to the reasonable use of self-evaluation of students, students mutual evaluation, teacher evaluation ways together, In this way, students can not only play the main role in learning, but also improve their English learning efficiency.

7.2. In addition, summary and reflection also play a crucial role in teaching activities. Therefore, when carrying out flipped classroom teaching, college English teachers should often summarize and reflect on the teaching content to understand the specific application and teaching effect of these teaching contents in teaching. When carries on the summary and reflection to flip the classroom teaching, can through the network teaching platform, mobile phone APP client, understand the situation of the implementation of the teaching content and students' learning situation, according to these problems and constantly adjust and improve the teaching plan, content at the same time in the process of summary and reflection of teaching resource is rich, To promote the continuous improvement of flipped classroom teaching quality of English teachers.

7.3. Finally more English teachers encourage students to class, after class reflection, summed up the students their harvest and the existing problems in the learning process, to reflect on whether or not they carefully preparation before class, class, after class inquiry teaching consolidate, constantly sum up experience, foster strengths and circumvent weaknesses, make the students lay a solid foundation for future English study.

8. CONCLUSION

To sum up, through the implementation of the "Internet+education" to promote the transformation and upgrading of the traditional education teaching mode, promote to the direction of the higher education development in our country, with the help of the Internet to students create more space and time and opportunity to learn, to promote the students can work anywhere at any time to carry out the teaching, to cultivate students' concept of lifelong learning is of great help.

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Research On Practice Teaching Reform Of Business Management In Higher Vocational Colleges

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Abstract: With the advent of the era of digital economy, when modern enterprises and units based on their own development needs, the higher vocational colleges have made further strategic requirements for the cultivation and development of industrial and commercial enterprise management talents. Therefore, how to improve the professional skills and professional quality of relevant talents in higher vocational colleges in our country, and how to innovate and create relevant teaching and practical activities, has become an exploration direction of more and more attention of scholars and experts in the field of business management.

Key words: Higher Vocational College; Industrial And Commercial Enterprise Management; Practical Teaching; Reform Strategy

1. INTRODUCTION

As we all know, in recent years, with the popularity of the education concept of new curriculum reform, some our country enterprises have actively responded to this educational development strategy. For example, in the requirements of business management, enterprises no longer follow the traditional period of life management, economics, accounting and other basic theoretical knowledge investigation. Instead, it pays more attention to the application of modern theories, methods and strategies by relevant talents, as well as the inspection of their comprehensive quality, technical ability and level, so as to achieve the strategic goal of long-term sustainable development of enterprises. Based on the current situation of social demand, this paper briefly analyzes the problems encountered in the teaching practice of the major of business administration in higher vocational colleges, and aims to put forward an effective reform opinion [1].

2. FIRST, ANALYSIS OF PROBLEMS IN PRACTICE TEACHING

2.1. Lags exist in the ranks of teachers

Han Yu, the first of the eight masters of the Tang and Song dynasties, once said, "Teachers, therefore, impart knowledge to solve doubts. " the educational functions of teachers are to impart knowledge to students, to teach students their studies and to solve difficult problems. However, in some higher vocational colleges in our country, there is often a lag in the teaching ideas of teachers majoring in business administration, which has a negative impact on students of related majors. Most of the teachers majoring in business administration graduated from the old-style education philosophy, so they blindly follow the past teaching philosophy and strategies, resulting in the lag of modern teaching classes, and impeding the career path and development prospects of students. Based on the contemporary new concept of education, part of the professional teachers are difficult to adapt to modern teaching mode, and therefore difficult to transform their concepts of education in time, is also unable to give attention to both the student's individual differences, often in industrial and commercial business management class "cramming education" mode of education, often ignored the development of the practice teaching strategy, the only empty "theory", Seriously hindered the individual development of students, but also reduced the efficiency of business management teaching classroom.

2.2. the lack of practical teaching evaluation system

As the saying goes, "No rules, no fangyuan. " Part in higher vocational colleges for the development of the business enterprise management strategy and goals as well, due to the higher vocational college's leadership to the industrial and commercial enterprise management professional practice teaching the importance of insufficient, thus caused its went missing when making syllabus related teaching evaluation system, at the same time, more not for this evaluation system to establish corresponding punishment and reward system, Therefore, it is difficult for the relevant staff to fully mobilize their enthusiasm for development, and there is a certain degree of "bottleneck period" in the course of business management. In addition, although some higher vocational colleges put forward the construction process and concept of this evaluation system in the prescribed professional outline, according to the author's in-depth investigation, this policy system is only to fill a "blank area" in the teaching system of higher vocational colleges, and there is no practical practice strategy. In this regard, some students majoring in business administration said: "Many teaching contents stipulated in the school teaching syllabus have not been implemented and guaranteed, and teachers usually focus on the explanation and analysis of professional teaching materials in the course of class, thus ignoring the characteristics of students' poor acceptance of theories in vocational colleges. " Thus, the teaching methods and means of teachers majoring in business administration do not have a unified standard system, so teachers will "follow one's inclinations" in the daily teaching process.

3. SECOND, THE REFORM PATH OF PRACTICE TEACHING

3.1. Promote the ideological and theoretical reform of professional teachers

In actual industrial and commercial enterprise management professional class teaching, the teachers and students shall be in dominance of "teaching" and "teaching subject" two characters, should clear the student is the master of teaching activities, fully implement the "people-oriented" education development in our country, in the industry and commerce enterprise management theory teaching should be supplemented by the corresponding practice teaching activities, Through the teaching method of "dynamic and static combination", the development of students is promoted comprehensively and harmoniously. In addition, the higher vocational college students most of the low degree of cultural theory to accept, understanding is slightly less than the status quo of teachers should have a degree of patience, to positive guidance, the students should be at the same time the concept of innovation to create their own teaching transmission mode and path, through the "fun" way of teaching, Make students fully understand the interest and importance of business management class, so as to mobilize students' enthusiasm for learning, and promote students to give full play to their strengths in the actual teaching practice.

3.2. In addition, the teacher also shall be based on equality, respect, love, the view of each student, understanding and understand the students individual differences displayed, in-depth implementation of the education idea of "students according to their aptitude", tailored for students of business management practice teaching strategy, promote comprehensive, balanced development of students, At the same time, it will also help them to make the best choice in their future life path and career direction.

3.3. Establish and improve the practice teaching evaluation system

To undertake the above mentioned, higher vocational colleges in the establishment of professional discipline requirements are often only "superficial, " so that the modern industrial and commercial enterprise management professional teaching class lagging behind the status quo. Therefore, higher vocational colleges of top leaders and managers should establish and improve the related professional courses standard and teaching evaluation system, for the professional teachers' teaching strategies and unified supervision and evaluation in the form of should perfect a series of evaluation incentive system at the same time, with substantial, standardized rules and regulations, safeguard for industry and commerce business management professional classroom teaching level. In addition, higher vocational colleges should strengthen the relationship with relevant enterprises and actively organize students to go into the practical work of industrial and commercial enterprise management departments, so as to strengthen students' understanding of this major, rather than blindly regard reference textbooks and documents as the "golden rule. " Through the teaching mode of "school-enterprise cooperation", it not only strengthens the professional construction level of talents, but also provides continuous talent resources for the business administration department of enterprises. In the 21st century, talent is always the first core development force and competitiveness of enterprises. the building of professional talent team can not only improve the cohesion and centripetal force inside enterprises, but also make a solid "cornerstone" support for the realization of our country's strategic goal of becoming a modern power.

4. CONCLUSION

With deepening of the new concept of education in our country's higher vocational colleges, higher vocational colleges has to raise its gaze from the students' cultural knowledge accomplishment, gradually transferred to the morality, intelligence and physique, us, fatigue all-round development strategies, covering business management practice teaching reform in the idea, is a "determined, it is imperative to" development strategy, Therefore, the author makes a brief study on the problems of colleges and teachers exposed in the teaching activities of enterprise management in modern higher vocational colleges, aiming to promote the teaching of enterprise management in higher vocational colleges in our country to be in-depth toward practical activities and give full play to the advantages of higher vocational students [2].

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Discussion On the Installation Technology Of Electromechanical In Urban Rail Transit

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Abstract: At present, our country's urbanization is becoming more and more perfect, urban rail transit construction has also achieved remarkable development. In the construction of urban rail transit, mechanical and electrical equipment is very critical, and as an indispensable tool in the construction of urban rail transit, the installation technical level of mechanical and electrical equipment should be comprehensively improved, so as to carry out various contents of urban rail transit construction smoothly. This paper analyzes and discusses the installation technology of electromechanical in urban rail transit for reference.

Key words: Urban Rail Transit; Mechanical And Electrical Installation; Technology

1. INTRODUCTION

Urban rail transit construction is an important part in the development of modern cities. And mechanical and electrical installation is an indispensable content of urban rail transit construction, mainly by mechanical and electrical, ventilation technology, machinery, automation, etc, so we need technical personnel have high comprehensive quality, and also need to have rich practical experience, to ensure the stability and security in the course of the construction of urban rail transit, Thus accelerate the construction process of urban rail transit. Relevant technical personnel need to clarify the key points of electromechanical installation technology and quality control measures in the installation process, so as to comprehensively improve the quality of urban rail transit construction and speed up the process of urbanization construction.

2. KEY POINTS OF URBAN RAIL TRANSIT ELECTROMECHANICAL INSTALLATION TECHNOLOGY ANALYSIS

2.1 Installation technology of ventilation equipment

Air conditioning and ventilation equipment is an important part of mechanical and electrical installation technology in rail transit, and its installation quality is related to subsequent mechanical and electrical installation. When air conditioning and ventilation equipment is installed in stations and rail sections, a variety of large construction equipment will be used, and the number of equipment installation needs to be planned according to the station area or the length of the sections. During construction, the stability and safety of the jet fan structure should be strictly ensured, and its load capacity should be tested repeatedly to ensure the continuous operation of the jet fan. When installing ventilation and air conditioning equipment, it is necessary to use embedded iron parts and hanging structure to deal with rust, so as to set aside maintenance space for the installation of air conditioning units, cabinet machines or fans. Especially in winter in the northern area, because the temperature is too low, so need to strengthen the warmth of pipeline, such as the station, the diversity of water cooling water pipe, etc., the need for thermal insulation membrane covering maintenance, surround pipe outside, so as to avoid condensation phenomenon caused by improper heat preservation, need to reinforce insulation film, at the same time avoid falls off [1].

2.2 Power system installation technology

In the construction process of mechanical and electrical installation technology, power system installation is mainly some transformer, distribution equipment, high voltage cable, lighting or ventilation equipment. In the installation process occupies a key position, construction personnel should make relevant construction plans according to the difference of the project. For example, when installing lamps, the installation position and installation process of lighting equipment should be planned in advance, and lamps and lanterns protection plan should be made to avoid lamp damage, and ensure that lamps and lanterns will not be damaged by external forces or artificial. At the same time, the construction personnel also need to ensure the lighting of the track bend and fork area, and operate strictly according to the standardized installation process, so as to provide a broad lighting range for the subsequent driving process. Power system installation is the application of power distribution cabinet and lighting equipment installation in the tunnel project, lighting equipment is divided into different installation specifications and parameters according to the construction requirements. Lighting is usually installed at the upper end of the tunnel wall. It is necessary to ensure the stability of installation to avoid the occurrence of lighting equipment falling off due to the vibration of the urban rail during operation, so as to avoid traffic accidents. In addition, direction indicators should be installed in the curved area of the tunnel to ensure the safe operation of rail trains.

2.3 Installation technology of fire fighting equipment

Fire extinguishing pipeline is an indispensable process in the installation technology of urban rail transit, which can ensure the safe operation of urban rail trains. In the mechanical and electrical installation of urban rail transit, due to the particularity of construction environment and ELieXing, construction of narrow space, etc., need to ensure that the application requirement of fire fighting pipeline, and establish close relationships with other installation process, so you need to advance the construction lines to draw, and at the end of the installation and testing bearing sex, ensure the safety of fire control pipe, Therefore, the installation process of fire

pipelines in each section needs to fully consider the moisture-proof performance and waterproof performance of the equipment, and anti-rust and sealing treatment should be done at the joint of the pipeline. In addition, you need to lay out temperature-sensitive optical cables after other devices are installed to ensure cable safety.

Quality control measures for electromechanical installation of urban rail transit construction

2.1 Quality control during the preparation period of installation technology before construction

In the early stage of urban rail transit construction, it is necessary to strictly ensure the quality and quantity of construction materials, and ensure that the specifications and parameters of construction materials meet the construction conditions according to the construction requirements. At the same time, the relevant qualifications of material suppliers should be inspected, and comprehensive evaluation and analysis should be carried out before the purchase of materials to prevent delays caused by substandard material quality in the construction process. When the construction materials are put into storage, it is necessary for professional personnel to check and manage the materials, and to remove or replace the unqualified materials, and for the controversial materials, it is necessary to check repeatedly to ensure the safety and conformity of the construction materials [2].

3. QUALITY CONTROL DURING CONSTRUCTION

3.1. During the installation of mechanical and electrical equipment of URBAN CRC, the operation shall be carried out in strict accordance with the relevant technical standards of the state. the construction personnel shall first check and analyze the design drawings, evaluate whether the drawings meet the actual requirements of the construction site, and strictly control the quality. In the specific construction quality control, the first need to develop quality management system, to ensure that the construction technology in strict accordance with the relevant standards. Secondly, during construction, real-time supervision should be carried out in the whole process from design, installation to acceptance, so as to ensure the standardization and standardization of urban rail transit construction. In addition, mechanical and electrical installation technology is carried out based on the specific needs of engineering construction, so it needs to be built based on scientific and standardized quality management system, and ensure that construction personnel have rich practical experience and professional technical ability, so as to lay a solid foundation for urban rail transit construction in special environments.

3.2. Quality control of mechanical and electrical installation and acceptance

After the completion of urban rail transit construction, the acceptance process is an important content to ensure its future safe operation. According to the requirements of the project construction quality management documents, the construction unit needs to apply for the completion, and the quality supervision department carries out the acceptance work. Acceptance results need to meet the completion inspection and acceptance standard set by the state, according to the design plan, design drawings, engineering change book, mechanical and electrical equipment manual, mechanical and electrical engineering contract instructions, mechanical and electrical installation of the equipment, electrical and mechanical equipment installation engineering feasibility technique and related department operation norm system as well as mechanical and electrical installation project examination and approval documents for reference, Ensure that the acceptance of mechanical and electrical installation works is standardized, and meet the relevant requirements of urban rail transit mechanical and electrical installation engineering contract, and ensure that the installation process is completed within a reasonable period of time [3].

4. CONCLUSION

In a word, urban rail transit construction manages and protects the quality of urbanization construction. Due to the complexity of urban rail transit construction project is more, so you need to reasonable controls the mechanical and electrical installation of the main technical points, and for the implementation of the whole process of engineering construction supervision, and standard operating procedures, to ensure the safety of the engineering quality, and strictly according to the construction requirements, to science and engineering acceptance, to ensure the quality of urban rail transit construction.

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Problems And Reform Of College English Linguistics Teaching Under the New Situation

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Abstract: With the popularization of modern new curriculum reform, English, as one of the most widely used languages in the world, maintains the special "hub" of our country's foreign exchange, and also opens a "window to the world" for our country university talents. English linguistics is an important part of the training strategy for English majors in colleges and universities. It is a basic compulsory course for all English majors in colleges and universities, so its educational significance and importance are self-evident. However, in the new era of digital information, the development of English linguistics teaching in modern colleges and universities is not ideal. Teachers lag behind in teaching strategies and teaching ideas in teaching English language knowledge, improving students' autonomous learning ability and stimulating students' potential interest in English to a certain extent. Modern college English linguistics classroom is facing severe challenges, so how to improve classroom efficiency and cultivate students' Interest in English is in urgent need of further research and solutions [1].

Key words: New Situation; English Language Major; Efficient Classroom; Teaching Problems; Reform Strategy

1. INTRODUCTION

Under the environment of modern education in our country, the full implementation of "ents with virtue" concept of education become inevitable, thus cultivating high-tech talent English linguistics can not only promote the all-round development of college students, enhance their language learning ability, edify sentiment, in class under the influence of strong language teaching gradually cultivate the students' interest in the heart, to the society and the national level, the efficient "operation" of English linguistics classroom, to a certain extent, accords with the basic strategy of "open development" at the present stage in our country, and also lays the language foundation for the realization of the "community of shared future for mankind" proposed by our country. However, according to the author's research results, the curriculum of modern English linguistics still follows the traditional teaching projects, purposes and ideas, and the emphasis of English language training for students is usually on the repeated explanation of theoretical knowledge, which seriously inhibits the personalized development of students. Based on the implementation of today's new educational concepts, this paper makes a brief analysis of the teaching difficulties and problems existing in modern English language classes, and sorts out the reform ideas of teaching classes, so as to finally put forward effective reform plans.

2. A STUDY ON THE PROBLEMS OF ENGLISH LANGUAGE CLASSROOM IN THE NEW ERA

2.1. Lagging teaching methods, ignoring the "people-oriented" teaching concept

Education reform under the background of new era, college English language teaching strategies and means also should keep pace with the Times, follow in the footsteps of "the third wave of reform", take "dongfeng" of a new generation of information technology, seek professional English language level of education in colleges and universities and ability towards high quality, high speed, high level of development direction. However, in the actual English language courses of colleges and universities in our country, teachers rely too much on reference textbooks and guidance materials, and the "immutable" teaching content completely follows the module setting of textbooks, ignoring the comprehensive consideration of students' mastery and learning ability. In addition, in the daily teaching process, teachers usually mistakenly regard themselves as the subject of the class and habitually plan the whole class from the perspective of "giving orders", while students are in a passive position of receiving and losing their interest in Learning English language over time [2].

2.2. At the same time, teachers' understanding of our country's "people-oriented" education concept is not comprehensive enough. In classroom teaching, students' dominant status is often ignored, students' personality development is neglected to guide and pay attention to, and individual differences between student groups are not fully respected. According to the interview results of the author, some students think that "teachers just follow the established teaching plan in English linguistics class step by step and usually fail to answer the questions raised by students in time", and some students say: "The English linguistics classes in universities are still the same as those in junior and senior high schools, and there is no substantial innovation in the teaching methods and methods of teachers. " It can be seen that the teaching ideas and strategies of English teachers in our country colleges and universities are in urgent need of further innovation and reform. the old and decayed traditional teaching ideas can no longer adapt to the training requirements of relevant talents in today's society, so the teachers' own ideas of ideological innovation need to be changed.

2.3. Teaching material knowledge is highly academic, and teaching activities stay at the theoretical level

According to the questionnaire survey, the main teaching materials of English linguistics in China are composed of three knowledge modules: ideological enlightenment, basic theory and research methods. Theoretical

enlightenment modules require students to recite the English words of memory and speech, grammar and rhetoric knowledge, English learning strategies, this stage is usually will class time for students in teachers, to make the students to recite and write, to consolidate the students' English foundation, in order to achieve the purpose of the enlightenment, However, in this process, teachers carry out "free-range" management for students. When facing the boring English "sea of words", students tend to lose their learning direction and lack of inspiration and enlightenment of interest. Students lose enthusiasm at the stage of preliminary understanding of English linguistics.

Basic theory module focuses on the introduction to linguistics theory, language and national culture, English language acquisition for students in the integration of carding and theoretical knowledge, so knowledge of the language habits and cultural environment of western culture are more academic, students often make high and deep knowledge of English is difficult to walk into "English world", and the teacher could not bring students into "English world". Involved in language research methods module is introduced and the analysis, design, usually more in field and the practice significance, but due to the stagnation of the teachers' teaching beliefs concerning, often making the module is not very good security research methods, the students also so lack of English language ability of practical application, due to our professional students of English linguistics "mouth", Often stay on the basis of theory, it is difficult to study in a deeper direction.

2.4. Lack of communication mechanism between teachers and students, and the course objectives are not clear enough

In modern English linguistics, the communication between teachers and students lacks a solid and stable bridge, and there is no fixed and timely communication mechanism between the two sides. Therefore, it is difficult to build a harmonious, pleasant and relaxed classroom atmosphere, so that students can devote themselves to learning. According to a directive from our country's Ministry of Education, teachers and students should be the "leaders" and "subjects of the class, " respectively. Both in the classroom teaching should be actively cooperate with, a good teacher's teaching work, in order to ensure students have doubts in class can get timely answer, but in actual professional English language classroom, the basic communication mechanism has not been set up a sound, students because of the fear of teachers "authority", In the face of practical difficulties, it is often difficult to speak, and teaching, though suffering from the inefficiency of English linguistics teaching, is always unable to solve the problem [3].

2.5. Teachers do not have clear planning ideas for their own teaching plans and objectives. Usually, before class, teachers often carry out a series of teaching activities in the form of "asking questions". For example, teachers conduct module named "How to use English grammar in writing? (How to skillfully use English grammar to write?) In teaching, students often enter formal classroom teaching activities after the "olive branch", without giving students sufficient time for self-reflection, nor solving or encouraging the questions and strategies raised by students, thus completely ignoring the role of students as masters in class. As a result, students are tired of teachers' "vague" curriculum objectives, and then it is difficult to correctly recognize the importance of curriculum project setting.

3. SECOND, THE TRANSFORMATION OF ENGLISH LANGUAGE CLASSROOM IN THE NEW ERA

3.1. In-depth study of the new model of "mutual assistance" between teachers and students

Based on mentioned above, in the practical professional English language classroom, colleges and universities shall be based on the background of the education idea the new requirement, follow closely the development of modern society for English language professionals, outline of curriculum in colleges and universities and the preparation of the unity, for student teaching coach book and resources used in the unified "update, " In addition, it actively constructs and carries out the teacher-student "mutual aid" mode under the new education concept, and establishes a good teacher-student relationship by practicing the new teaching mode of "flipped classroom". At the same time, it is required that teachers should pay attention to cultivating students' creativity and thinking expansion ability in classroom teaching, and students and teachers should not be fixed in a specific teaching mode. In the transmission process of theoretical knowledge, moral education for students should also be regarded as the teaching focus of another dimension. Actively respond to China's strategic requirements for the training of modern society "quality" talents, but also for China's strategic process of building a modern education power has taken a solid step.

3.2. Highlight students' sense of "ownership" in class

In order to reform the teaching strategies of English linguistics in colleges and universities, students should be fully implemented as the main body of classroom teaching, and the upper management of the school should firmly establish this important ideology and take students as the primary consideration in teaching activities at any time. At the same time, under the background of the digital information age education class, colleges and universities should focus on cultivating teachers for "a new generation of information technology" operation ability, and master level, through the integration of teaching resources, training teachers of modern teaching means, make its in English language teaching in the classroom can give full play to the subjective initiative, pay attention to students' individual differences, Encourage students to develop their own advantages, so as to promote modern education talents to "march toward higher level of teaching [4].

3.3. Formulate detailed and clear teaching objectives

Course officially launched in English linguistics, teachers should be around a set of scientific and feasible teaching project in advance the teaching goal, conscious to the teaching goal and implement into daily teaching activity, causes the student to feel the charm of the English language, under the osmosis and gradually set up their

own love and interest for English culture. In addition, teachers should appropriately use a series of technological means in the teaching process, such as multimedia technology, computer aided system and other modern information means to improve the efficiency of classroom teaching, and also attract students' attention. For example, teachers develop "How to use English grammar in writing? In the teaching of the project, short theater videos can be shown through multimedia to show the emotional expression, diction and polite language that people in western countries pay attention to when using English writing, so that students can have a qualitative understanding of the actual use of English language strategies before thinking about them. This targeted thinking expansion policy can effectively improve the efficiency of students' thinking development, so as to enhance their research ability and efficiency on English language problems and strategies.

4. THE REFORM OF ENGLISH LANGUAGE CLASSROOM IN THE NEW ERA

4.1. Introducing new and high-tech educational talents from abroad to improve the contingent construction of professional teachers

In the face of the modern English language teaching class of questions and contradictions emerge in endlessly, many related education experts and researchers put forward the basic strategy for solution, the universities should actively to introduce a batch of professional English teachers in the concept of modern education, and its overall allocated to each classroom English teaching, Or the research group of English linguistics teaching, through its advanced teaching methods and ideas, calls on other English linguistics teachers to conduct unified learning. In addition, colleges and universities should pay special attention to a point, that is, colleges and universities should guarantee a series of welfare security system after the introduction of advanced talents, so as not to prevent the loss of professional talents to other fields. Through for the introduction of professional teachers in colleges and universities, colleges and universities should guide teachers for students in the classroom instruction set of "individual differences" in the eyes of equality, respect, and in the actual final grade examination and test should use science investigates unified evaluation way of judgment, not be personal emotions and standard to measure the performance of students, Gradually cultivate the comprehensive ability of professional teachers for the classroom.

In daily teaching class, the teacher, should be good at find itself through play their own professional skills and students can be unified and harmonious balance between, at the same time, teachers should guide students to use English language knowledge learned in class to the real life, through a combination of practice and theory, test their own learning outcomes at the same time, To some extent, it also reflects teachers' teaching efficiency and the efficiency and correctness of strategies. Teachers can organize students to participate in actively, for example, as a basic language in the speech contest, composition in English comparison and debate competitions and other activities, you the most full of enthusiasm, influence students actively into the game, but also conducted a benign competition within the class, stimulate students' learning enthusiasm and motivation for English linguistics, finally realize the coordinated development between teachers and students of the university classroom.

4.2. Add interesting teaching content and "vitality" of modern classroom

The teaching materials for English linguistics used by colleges and universities are usually full of academic notes, which makes it difficult for students to have a deep understanding of the knowledge consolidation and knowledge expansion done by teachers because of boredom and resistance in the early stage of English linguistics learning. Therefore, the teacher at the beginning of the design of teaching plan should give full play to their professional skill, for the theoretical knowledge of reference materials, with vivid, humorous, interesting form to explain, fully arouse the enthusiasm of the participation of students, and with a simple theoretical knowledge to expand students' knowledge, enrich the students' life experience, expand the student's field of vision, Add vitality and interest to modern English linguistics teaching and change the classroom atmosphere that makes students "sleepy" in the past. At the same time, after teachers have mastered the new media technology, they can attract students' attention through the teaching method of multimedia projection. In this process, they will constantly deepen their teaching reform strategies and ideas and further guide the excellent development of English linguistics teaching classroom learning atmosphere.

4.3. At the same time, teachers to professional teachers in colleges and universities should carry out timing, directional, regular activities, by organizing experts symposium education activities such as seminars and lectures, improve the teachers to the requirement of their own professional qualities and professional skills, English language education so as to realize modernization of class teachers.

Conclusion: To sum up, it is an important measure to reform the teaching strategy and content of English linguistics in colleges and universities. Only by deepening the reform of teachers' teaching strategies, changing teachers' traditional ideas and constructing English classes under the new education concept can we meet the high-quality English linguistics classes under the new curriculum reform education concept with vigor and "blooming power" [5].

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Exploration of the Effective Way of Integrating Ideological and Political Education into Art Classroom in Primary and Middle Schools

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Abstract: With the continuous change of China's new curriculum standards, ideological and political education has become an important direction of classroom teaching in China. Art is an important part of primary and secondary school teaching, which is of great educational significance to students. Teachers' awareness of curriculum ideological instruction is not clear at present, inadequate professional teachers' main body role play, the content of the ideological and political education in primary and middle school art class and method, art teachers to carry out the ideological education, as well as the ability of some weak links, and the ideological education in primary and middle school art class cannot only innovative art class teaching mode, strengthen the students' patriotic feelings, Grasping the pulse of the Times can also promote students to combine their personal ideals with their country, and bring ideological and political education into students' life. In view of the shortcomings of art class in primary and secondary schools, we should improve teachers' political literacy, design appropriate teaching programs, infiltrate moral education in art appreciation courses and art practice activities, and give full play to the role of ideological and political education in art class.

Keywords: Ideological and political education; Primary and middle school art classroom; Effective path

1. ANALYSIS OF THE CURRENT SITUATION OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO ART CLASSES IN PRIMARY AND SECONDARY SCHOOLS

the important part of education, the course of modelling, colour, composition, appreciation and creation, etc, to student's personal aesthetic and the function of the intrinsic aesthetic development plays an important role, in the fine arts teaching in ideological education elements, can promote the depth of the fine arts teaching and students' spiritual values fusion, but also in the new era will be combining the ideas of (SWCC) and the fine arts education, It is of great significance to excavate the comprehensive education function of art education [2]. All regions, departments and schools at all levels have taken effective measures to earnestly implement the curriculum, and remarkable results have been achieved in building ideological and political courses.

Many schools have actively explored the integration of ideological and political education into art classes in primary and secondary schools, and achieved remarkable results and accumulated rich experience, but the development is not balanced, and there are still some shortcomings and weaknesses.

(1) Teachers' cognition of curriculum ideology and politics is not clear enough

Based on the continuous promotion of the new curriculum reform, the teaching concept of our country should be innovated and changed according to the development of the Times and education. Schools should make clear the importance of ideological and political education and put the idea of ideological and political education throughout all subjects. Ideological and political courses should take moral education as the core. "New Curriculum standard" clearly put forward, art classroom teaching in the realization of improving students' aesthetic ability, but also to introduce the cultivation of ideological and moral quality. In the new curriculum standard, it is proposed that beauty and morality should be organically combined to have a positive impact on the comprehensive development of students, which is also an important development direction of art education and teaching. Art class should maintain richness and diversity, mobilize students' enthusiasm for learning, and organically combine aesthetic education knowledge and skills with ideological and political education to cultivate students' comprehensive quality.

However, art teachers still adopt the traditional teaching mode in the process of carrying out art teaching activities, lack of correct cognition of ideological and political education, and fail to clarify its significance for classroom teaching and students. Some teachers think that professional knowledge is the most important, and the ideological and political work of students should be the work of the head teacher. They do not really integrate ideological and political education into the daily teaching of students' art class, which reduces the effect of ideological and political education. Therefore, if teachers want to play the leading role of ideological and political education, they must have correct cognition, constantly enhance and strengthen their political awareness and political literacy, and implement the fundamental task of establishing morality and cultivating people.

(2) The main role of professional teachers is not fully played

The construction of ideological and political education requires the teachers of specialized courses to have political sensitivity to professional knowledge and the

ability to coordinate the ideological and political education elements in textbooks in the teaching process.

In the process of training art teachers in primary and secondary schools, some colleges and universities focus on how to mobilize classroom atmosphere, students interaction and other teaching skills, but ignore the ideological and political education of students. Therefore, some primary and secondary school teachers lack teaching ability, weak awareness of moral education and weak integration ability. In the teaching process, some teachers of specialized courses cannot fully understand the ideological and political elements in the teaching content, and cannot reasonably apply and divergent thinking. Therefore, in the teaching design, they lack innovation and effectiveness, and they do not know how to raise the art class to the ideological and political dimension, so that the ideological and political effect is not ideal. Therefore, teachers cannot give full play to the main role.

(3) The content and methods of integrating ideological and political education into art classes in primary and secondary schools need to be improved

In 2016, the National Conference on Ideological and Political Work in Universities was held in Beijing. the purpose of integrating ideological and political education into art classes in primary and secondary schools is not only to fully guide students to conduct in-depth research on the formal beauty of art works, but also to let students be influenced by art in their understanding of works, and comprehensively improve students' ideological and moral level. Art as a compulsory course of middle and primary school, the teacher in teaching is more biased towards technique teaching, even in appreciation course is through the technique of expression of art, artistic language to explain, no dig the ideological value of art teaching, the fine arts classroom teaching methods should be diverse, should reflect the characteristics of the fine arts disciplines, in this on this basis, it rises to the ideological and political dimension. Therefore, there are some problems in teaching methods.

As art educators, only by further deepening the organic integration of ideological and political content and art curriculum, and returning to the theoretical significance of moral education as the "center" and "point" linking intellectual education and aesthetic education, can we correctly and scientifically guide the formation of students' values, outlook on life and world outlook. By integrating ideological and political education into art courses of primary and secondary schools, students cannot only experience beauty, but also effectively improve their understanding and grasp of beautiful emotions, and further develop their ideological and moral qualities.

2. THE SIGNIFICANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO ART CLASSES IN PRIMARY AND SECONDARY SCHOOLS

The significance of integrating ideological and political education into art classroom in primary and middle schools is manifold, and it is great for students' ideological education.

(1) Conducive to the innovation of art teaching model

At present, the art teaching is still influenced by traditional teaching thinking, teachers focus on the knowledge of fine arts teaching, practice is shorter, the practice of the students is influenced by teacher rules, most of them are imitating the teacher painting, ignored the students' ability of art creativity and aesthetic education and moral education of students in the fine arts classroom, also from the physical and mental development of primary and middle school students, and teaching purpose. Innovative teaching mode to keep up with the development of the Times, to incorporate the thought of teaching into art connotation and cultural connotation, practice teaching mode is the creation of the students' ability and innovation consciousness, efficient enrich the connotation of art of classroom teaching activities, make the students learn knowledge, become a cultural heritage and carry forward the [5].

(2) It is beneficial to enhance students' patriotism and grasp the pulse of the Times

On students' moral education is not happen overnight, but exerts a permeation of moral education in the fine arts classroom, in the fine arts classroom integration of students ideological education, and guide students to make good use of the teaching material content, dig the art works into the national integrity and patriotism, national integrity in the works of art in the process of learning experience and patriotic feelings, strengthen the patriotic feelings.

(3) It is conducive to promoting students to combine their personal ideals with the country

The integration of ideological and political education and the strengthening of ideological and political education in the art class can help students to correctly understand the responsibility of the Times and historical mission, guide students to consciously connect their personal ideals with the needs of the country, and cultivate the noble sentiment of caring for the motherland and selfless dedication. Students accept the influence of the spirit of the Times imperceptibly, and form correct ideological values.

(4) Conducive to ideological and political education into students' life

Art plays an important role in people's life. Artistic works are intuitive and vivid, and contain abundant ideological and political education resources [6]. In the art class, students should integrate ideological and political education, combine education with emotion, interest and entertainment, properly grasp, so that students can grow up in learning and form a correct world outlook, so that ideological and political education can truly walk into students' life, truly touch students' hearts, so that students can grow up in learning and form a correct world outlook.

3. EFFECTIVE WAYS TO INTEGRATE IDEOLOGICAL AND POLITICAL EDUCATION INTO ART IN PRIMARY AND SECONDARY SCHOOLS

In primary and middle school fine arts teaching process, teachers should follow the rules of student's body and mind development, adhering to the people-oriented education idea, to respect the principal position of students in the classroom, be able to use the discipline

characteristic of art discipline, to correctly handle the relationship between art education and moral education, in the classroom for students to present a "beauty" of the world, guide the student to carry on the aesthetic perception, aesthetic Experience, so as to awaken students' "aesthetic eye", develop students' "aesthetic brain", practice students' "aesthetic hand". At the same time, teachers should be good at discovering the current affairs and politics in life and combining them with art courses, actively spreading positive energy, guiding students to pay attention to the society, strengthening students' patriotism, improving students' ideological and moral cultivation, so as to achieve the purpose of moral education. Specific proceed from the following links.

(1) Improve teachers' political literacy

In "Opinions on the Reform of Teacher Team Construction in the New Era of Comprehensively Deepening Reform", it is emphasized that it is necessary to focus on teachers' ideological and political quality, and enhancing teachers' ideological and political quality is the top priority of teacher team construction reform. As a teacher, students usually subconsciously imitate the behavior of teachers, teachers should constantly improve their ideological and political consciousness, can influence and change students' ideological consciousness in a subtle way. Middle school art teachers need to combine aesthetic education with moral education according to the requirements of the outline. Only when teachers have high political literacy, can ideological and political education be better integrated into art class. In the teaching process is not too abrupt, so that the art class on the one hand and art knowledge and skills linked; on the other hand, there are ideological and political aspects. Thus to complete the basic task of lide tree people.

(2) Design appropriate teaching programs

Moral cultivation requires aesthetic education to complete the "rites and music education" of emotions, and to cultivate ideal, perfect and all-round and harmonious people [7]. the reasonable infiltration of ideological and political education in art classroom needs to start from the aspects of teaching design, teaching methods, selection of teaching content, teaching materials and teaching process. Under the background of quality-oriented education, teachers should pay more attention to how to let students develop individually. Therefore, teachers should design appropriate teaching programs to achieve the fundamental task of moral cultivation. In the teaching process, we should change the single teaching mode, constantly innovate and change the teaching method, and add more life-oriented information. For example, students can be led into art museums to personally experience the charm of art and to create from the perspective of artists, so as to improve their innovation ability. While stimulating students' interest in learning, moral education can run through the whole teaching process.

(3) Permeate moral education in art appreciation courses

Students in the invisible generation of national pride, in the imperceptible accept patriotism education. For example, in the sixth unit of the renmei textbook, theme ii, "Roar! China as an example, the teacher can take advantage of the multimedia, to show students the art, the method of using description, analysis, interpretation, evaluation, analysis of works of fine art, in the process of analysis of experience in the first half of the 20th century the social reality and the awakening of the miserable people strong revolutionary spirit, enhance the students' patriotism.

(4) Infiltrate moral education in art practice

Russian literary theorist Chernyshevsky mentioned in the Aesthetic Relationship between Art and Reality that "art comes from life, but is higher than life". Art serves for life. In the process of art teaching, teachers should provide students with a variety of art classes. First, let students "out" of the classroom, teachers should make full use of the local cultural resources, lead students to visit museums, cultural sites, let students personally visit the site, feel the local customs, cultural connotation. Second, organize students to visit art museums so that students can experience the charm of art works and stimulate their interest in learning. Third, guide students to Chinese traditional festivals as the theme, the way of group cooperation art activities, deepen the understanding of art knowledge points at the same time, but also can cultivate students' ability of unity and cooperation.

4. SUMMARIZE

Art textbooks for primary and secondary schools are rich in content and contain many themes closely related to life, which provide an important platform for cultivating students' ideological and moral education. Therefore, art teachers in primary and secondary schools should pay attention to the ideological and political elements in teaching materials and incorporate moral education in art teaching.

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A Participatory Research Study on the Influence to Incorporate Technology for Student Participation in Elementary Schools

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Abstract: During the COVID-19 epidemic, the purpose of this action research was to examine how teachers used Google Workspace for Education Fundamentals to support student participation. the purpose was to develop technology integration recommendations for Grades 3 through 5 in a the Philippines school. the findings and how they relate to the study topics and literature are given in this chapter. the recommendations, consequences, and limitations of the study are also included in this chapter.
Keywords: COVID - 19 outbreak; Education foundation; Technology the whole

DISCUSSION

To address the research questions that led this study, I integrated qualitative data and examined it with literature and previous studies on technology integration, technology hurdles, and teamwork. According to each research question, this segment of debate is divided into three parts:

1. In a gapped hybrid learning environment, how can elementary teachers at a school in the Philippines integrate technology using Google Workspace for Education Fundamentals for student collaboration into their everyday lessons?
2. What are the first- and second-order challenges that elementary teachers see in integrating Google Workspace for Education Fundamentals for student collaboration in a gapped hybrid learning environment?
3. How do elementary teachers feel about using Google Workspace for Education Fundamentals into their classroom teachings for the purpose of student collaboration in a gapped hybrid learning environment?

Students live in a world where technology is prevalent. International organizations, Departments of Education, and teaching standards with which curriculum are aligned have all suggested that technology be employed in classrooms across the country. the necessity for students to learn 21st-century abilities is stressed in these guidelines. Many school districts have employed Web 2.0 resources to teach subject and technical skills to students, like Google Workspace for Education Fundamentals. Google Workspace for Education Fundamentals is a free cloud-based solution for educators. Multiple people can contribute to, edit, and interact with a document, presentation, spreadsheet, or note-taking application at the same time using Google products. Each Google tool can be used in the classroom to achieve a particular set of goals. By 2020, Google will have produced roughly 120 million school accounts (Google, 2020). (Google, 2020). During the COVID-19 epidemic, instructors in grades K–12 had to come up with innovative ways to teach their kids utilizing technology. Because of this unforeseen and unprecedented transformation, instructors are obliged to employ technology on a regular basis to reach out to students who are unable to learn in person. Students' usage of Web 2.0 tools to obtain instruction, complete and organize work, and submit completed work and summative assessments has become crucial. Students and teachers were given resources for all parts of technology training when they used Google Workspace for Education Fundamentals. Educators in K–12 schools have used Google to handle general school operations, writing needs, feedback, engagement, videoconferencing, assessment, and enhancing digital skills and learning outcomes, according to a variety of case studies done by Google (2021). (2021). Teachers can spend more time personalizing learning so students can gain 21st-century skills using Google Workspace for Education Fundamentals. Students can work on Google goods even if they are not in the same room (Google, 2021). (Google, 2021). Students must learn to bring different viewpoints and ideas together through teamwork. Every student gains when two or more students explain a concept (Nussbaum et al., 2009). (Nussbaum et al., 2009). However, there are few research on how to employ Google and student participation in K–12 schools. Collaboration versus non-collaboration use of technology tools. In November 2020, researchers collected data for this investigation. Because of the epidemic, the school was compelled to operate using a gapped hybrid learning paradigm. This arrangement allowed some students to be present in classroom while some worked remotely at home. Teachers connected to remote pupils utilizing conferencing software, Google Meet or Zoom, during the school day. An examination of 307 lesson plan entries from November 2020 from eight teachers indicated they used technology daily and in every class session.

The professors emphasized the advantages of collaboration during the interviews. Only three of the eight teachers interviewed, however, were able to show instances of collaborative projects utilizing Google Workspace for Education Fundamentals. "It allows them [students] to work on the same document, " Bob explained. If one person is at home and the other is at school, they can both read the same document and contribute to the same project. " "I've used Google Docs where students have added their thoughts or hypotheses on the same Google Doc, " Emily explained. We've utilized it in

conjunction with Jamboard to allow kids to voice their opinions. " "I'm definitely not doing as much as I could. the kids aren't working on a live document together as we have in the past, " Chloe added. "We just aren't there yet. "

Different approaches to use Google to assist student learning, both with and without cooperation, were identified in this study. Teachers were stated to have invited students to cooperate using Google tools and to have used other online Web 2.0 tools to give learning opportunities for pupils.

In a variety of areas, our study contributes to the literature in a new way.

Traditional in-person learning has been the mainstay of elementary schools. This research was done with students in a number of contexts. There are only a few research studies that focus on the use of Google in primary schools for cooperation. Many of the publications regarding using Web 2.0 tools in the elementary classroom are less research-based and more focused on practitioners providing ideas for how to use the tools in the classroomm. Research Question 2: In a gapped hybrid learning environment, how do elementary instructors perceive first- and second-order impediments to integrating Google Workspace for Education Fundamentals for student collaboration?

According to past studies, successful technology integration in the classroom is hampered by a range of challenges. the educational atmosphere, equipment use, training needs, time limits, and preparation are all examples of first-order hurdles. Teachers' attitudes and beliefs are second-order impediments. In order to successfully incorporate technology, both types of barriers must be removed.

Teachers in this study noticed a lot of impediments to integrating Google Workspace for Education Fundamentals into a gapped hybrid learning environment. Teachers indicated the most prevalent hurdles were (a) teacher training and (b) time, according to surveys and interviews. Additionally, (c) pedagogy related to technology integration, (d) technology reliability, (e) student engagement, (f) students' lack of technology abilities, and (g) the hybrid environment were also mentioned as hurdles.

Training was identified by all eight participants during the interviews as a missing component. "That's a difficult subject, too, " Kelly noted, "since, in a perfect world, there would have been plenty of time to prepare. " However, we were thrown right into the middle of it. "I believe the school district did its best. " "So, I'd say they trained us, " Barbara remarked, "but that was about two years ago. " Because there have been modifications, we'll need to update. " Training was identified as the most restricting hurdle by two of the eight respondents interviewed. Other barriers could be overcome, according to Jill and Kelly, but they couldn't use technology without a basic understanding. This study's findings back up prior studies that revealed training to be a stumbling block to successful technology integration. Teacher education is a considerable first-order barrier, according to Ertmer (1999). (1999). Training should be delivered in a variety of formats to overcome this blockage, including onsite courses, workshops, specialty workshops, and summer intensive courses, according to the suggestions.

RECOMMENDATIONS FOR DISTRICT AND SCHOOL

In the gapped hybrid model, technology will become a requirement for instructors to employ to offer education to pupils in 2020 and 2021. In schools, technology is used on a daily basis. This research enabled me to generate recommendations for the district and school to implement. As a result of this research, I propose implementing various initiatives to remove some barriers to technology integration and support more collaborative practices, such as (a) implementing targeted professional development, (b) providing time for teachers to collaborate, (c) providing a bank of successful plans and resources to eliminate the additional time needed to plan and prepare, and (d) laying out a more cohesive student instructional plan for the use of Google Wor This can be done in collaboration with a building-level planning committee, the building principle, and the Assistant Superintendent of the school district. the study's findings will be shared with all school members and reviewed again with the planning committee so that they are aware of the findings and can use them in their planning. Although I've listed some additional practices, I'm open to suggestions from other stakeholders. the first-order hurdles identified in this study will be removed, allowing technology for student collaboration to be implemented more effortlessly across this elementary school. Targeted professional development is implemented. Teacher training was highlighted as a barrier to successful technology integration for the aim of student collaboration in this study. Research has shown that professional development for teachers is needed to support technology integration in the classroom. According to the findings, teachers require assistance in understanding how to incorporate technology into their present pedagogy. the professional development objectives are to give teaching professionals with training on the Google Workspace for Education Fundamentals tools as well as a tailored pedagogical and technology approach.

Time. In this investigation, time was highlighted as a key impediment. As acknowledged in previous studies, time is a substantial hurdle to overcome. To provide teachers with additional time, the following is advised. Teachers should be encouraged to use the building PLC time to develop lessons jointly with their colleagues. This will allow teachers 12 more hours a year in monthly intervals to focus on a specific area of need. This is a proposal identified in prior studies as a technique for teachers to build confidence and skills. When constructing the yearly faculty meeting schedule, a monthly faculty meeting will be provided exclusively for planning purposes. This will provide an additional 10 hours a year for teachers. Although time is precious in a school, finding 22 additional hours will be helpful for teachers. During monthly administrative council meetings, a discussion will transpire with building leadership regarding potential

chances inside the forthcoming month to provide additional time to teachers for planning. Bank of lesson plans.

A recommendation for measuring student learning is to employ a checklist of student knowledge. Google skills should be evaluated through the technology classes and incorporated to the technology curriculum. Both technology teachers and classroom teachers will be expected to instruct pupils on the Google Workspace for Education Fundamentals during class time. An end-of-trimester evaluation will be produced and delivered to students to assess their skills through technology lessons. This assessment will be used as part of the teacher evaluation system for technology teachers and identified in their yearly student growth targets required by the State of Philippines. Improve the reliability of the network and technological hardware. Already planned for summer 2021 is an upgrading of the network. Because technological quality relates to instructional quality, working technology is a vital aspect. To focus on technology support, a barrier identified for technology integration, resources will be provided to guarantee the technology is working successfully. the network administrator will be entrusted with assessing the connectivity of the network and the devices throughout the 2021–2022 school year. A technology support staff member (part of the technology department) will be permanently placed in each school building to address teacher and student difficulties swiftly. A journal of these technical issues will be kept and examined monthly. Data from this log on repeating problems will be collected and examined weekly by the network administrator. A report of problems and solutions will be provided to the building principal to examine problems and fixes to enable the uninterrupted usage of technology by the instructors and students.

By doing this action research, I noticed consequences that should be explored for me personally as well for future study. the consequences are explained in the following sections: (a) personal implications and (b) implications for additional study.

IMPLICATIONS FOR FURTHER RESEARCH

The outcomes of this study have various implications for additional action research. These include a (a) evaluation of interventions to eliminate first-order barriers, (b) teacher beliefs and perceptions of the use of Google Workspace for Education Fundamentals in a non-pandemic year, (c) measurement of student engagement, (d) measurement of student achievement, (e) measurement of student skills, and (f) Google

METHODOLOGICAL LIMITATIONS

There are methodological constraints with action research. First, action research results are not generalizable to a broader population, as action research is customized to the participants, context, and scenario (Mertler, 2017). the participants in this study were a non-random intentional sample, which restricts the capacity to generalize the results to a broader population. the participants were volunteers who satisfied the standards mentioned in the research study. Second, the sample size was quite modest. This includes 19 instructors responding to the survey and eight teachers from the initial 19 willing to do a semi-structured interview. This tiny sample size may have influenced the outcome and led the inability to generalize results. A third constraint is that I am the Superintendent of Schools. Although I feel I have strong relationships and rapport with the teachers, their answers may have been biased because of the position I have in the school district. This may have been especially true during the interviews as three of the eight interviewees were non-tenured professors. They may have felt obliged to participate or to deliver a specific style of reaction. A fourth drawback of the methodology of this investigation is the shortness and timeliness of this study. I reviewed only 1 month of lesson plans. A evaluation of more than 4 weeks of lesson plans may have resulted in further information regarding the usage of Google Workspace for Education Fundamentals for student collaboration. During this year, I could not watch the teachers' practice because to limits and limitations regarding COVID-19. Observation employing a specific procedure may have developed a better approach with more sites for triangulation. Also, teachers only had a few months to develop procedures when the data for this study were obtained. If the data had been gathered later in the school year, instructors may have reported different findings in their collaborative actions, impediments, beliefs, and views.

CLOSING THOUGHTS

Because today's pupils are surrounded by technology, the purposeful use of technology in the classroom appears crucial for student learning. As educators, we must continuously develop ways to harness technology in our classrooms to prepare kids for success in the 21st century. However, the elimination of barriers that limit the use of technology is crucial for effective application. Teachers will have a more successful experience using technology in their classrooms if teachers are provided additional time for planning and instruction, professional development, and research-based methodology for technology integration; increased focus is placed on improving students' technology skills; and the network's reliability is improved. Additionally, as revealed in this study, capitalizing on the effective usage of Google Workspace for Education Fundamentals for socializing and student learning opportunities provides a base from which instructors may develop. the teachers should specifically highlight their personal technology advancement as they have employed technology for different approaches to instruct and satisfy students' needs. Combining all these factors is a complex task but doing so is essential for continued growth on part of both students and teachers.

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Youth Sports Development Supply Platform Planning Report

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Abstract: The present policy of ShuangJian landing make teens have more spare time, shortage of available and the school's sports resources is increasing, outside the school sports organization development level is uneven, it brings to the reality after the outbreak of youth development a lot of uncertainty, how to effectively meet the needs of education and promote youth sports become now have to face the problem. This study studied the development of youth sports through literature method, investigation method, comprehensive analysis method and so on. the results are as follows:(1) the supply platform of youth sports development is an important way to innovate the internal and external development mode of campus sports and improve campus culture. (2) the youth sports development supply platform is an important carrier to enrich the supply of campus sports products and improve the level of public sports services. At present, the physical education demand of teachers and students is increasing day by day, and the relative shortage of campus physical education resources is still the main contradiction in the development of school physical education. Functions through perfecting the existing sports facilities, construction of sports service supply highly centralized youth sports development platform, to promote the campus sport supply side structural reforms, abundant supply of sports products and services, improve the level of public sports service, meet the increasing demand for personalized, diversified sports teachers and students is of great significance. (3) the youth sports development supply platform is an important starting point to develop the sports industry and promote sports consumption, and the project has a good space for development. Sports facilities are important material basis for developing sports industry and sports consumption. Building a supply platform for youth sports development with stadiums and other sports facilities as the carrier and actively expanding sports and related industries will help give full play to the decisive role of the market in allocating resources, mobilize social forces to participate in the development of sports industry, promote the integration and interaction between sports and related industries, and cultivate and lead fashion sports consumption. (4) the youth sports development supply platform is an important way to revitalize the existing sports facilities and improve the operation efficiency of sports facilities. Supply through the construction of youth sports development platform, the reform of sports organizations operating mechanism, management system is conducive to enhance the sports organization level of public services, improve the operating efficiency of the operation mode and the layout of the formats, to revitalize the stock of social sports facilities, improve the level of development and utilization and service ability, school sports supply problem plays an important role. (5) the youth sports development supply platform is an important stage for college students to innovate, start businesses and practice professionally. Through the construction of youth sports development supply platform, let students directly participate in the management and operation, can solve the time and space problems of college students' innovation and entrepreneurship ability training; the combination of simulation operation and real operation can enable students with different specialties to give full play to their strengths in different positions, and enable students of different majors to learn from each other across fields and disciplines, which is conducive to the cultivation of high-quality talents.

Keywords: Youth Sports; Campus Sports; Supply Platform

1. THE RELATIONSHIP BETWEEN YOUTH SPORTS AND CAMPUS SPORTS

The Party's report clearly puts forward that China should carry out nationwide fitness activities extensively and accelerate the hypothesis of developing a strong country in sports. Teenagers are the main body of sports construction in Our country. Practice has proved that only strengthening sports education for teenagers can promote the development of school sports. First of all, youth sports is the foundation of campus sports development. School sports is a good platform for development. For example, in the current social sports pattern, campus sports is a very important resource of contemporary society. There are problems such as lack of resources and low participation of the main body. Teenagers are reserve talents for sports activities in our country, and campus sports is an important platform to train reserve talents. It is difficult to cultivate students' lifelong exercise consciousness and high-quality sports talents without the education mode of school physical education.

2. THE STATUS QUO OF YOUTH SPORTS DEVELOPMENT FROM THE PERSPECTIVE OF SCHOOL PHYSICAL EDUCATION

Under the influence of the "double reduction" policy, the youth sports development supply platform has become an important way to innovate the internal and external development mode of campus sports and improve campus culture. With the continuous improvement of China's public sports service capacity, there are more and more youth sports events, but with the growing demand for sports, the lack of campus sports resources has become the main contradiction, and at the same time, many problems have been exposed:

2.1 There are not many sports events in school, and the enthusiasm of teenagers is not high

According to the author's survey, 74.1 percent of teenagers have participated in school sports activities, but only once a year.

2.2 The integration degree of school sports resources and youth sports development is not high

First of all, the target of youth school sports resources is only students, and there are many restrictions in serving students. Take the school basketball hall as an example, the basketball hall has strict regulations on both the time and object of use, which makes it difficult for students to really use the basketball hall resources, how to talk about the use of the public. Secondly, the social public sports facilities for young students to serve the level is not enough, the outstanding contradiction is that students have a large demand for physical exercise, and social sports facilities idle outstanding.

2.3 The main body supply of school physical education is not perfect, and the consciousness of public service is weak

Under the new normal, it is an important part of promoting the school youth public service system to construct a perfect school physical education subject responsibility, but in practice, there is a problem of imperfect supply of school physical education subject. For example, school physical education subject includes not only schools, but also educational departments and other institutions. However, in practice, there exists the phenomenon of lack of functions of education departments in participating in public sports services. In addition, the public service awareness of the school is weak. the most common is that the school considers the safety of students and takes measures to limit students' participation in sports activities.

3. FROM THE PERSPECTIVE OF YOUTH SUPPLY PLATFORM, HOW TO DEVELOP YOUTH SPORTS BESIDES CAMPUS SPORTS

It is not only the foundation of cultivating high quality sports reserve talents, but also the important content of constructing public sports service system. In the new normal development stage of sports, China should promote the supply-side structural reform of campus sports, enrich the supply of sports products and services, and improve the level of public sports services.

3.1 Strengthen school-enterprise linkage and carry out various forms of sports activities

School sports activities need not only perfect sports equipment, but also a certain amount of funds. Under the situation of relatively tight school resources, government departments can introduce social forces to hold campus sports events by purchasing public services, so as to provide students with colorful sports activities. On the other hand, schools must consider the needs of students when holding sports activities, and set up corresponding sports activities according to the different sports needs of students, so as to stimulate the enthusiasm of teenagers to participate in. For example, in view of the current situation that some students like football and some like basketball, the school should hold corresponding activities and competitions to meet the needs of different students.

3.2 Strengthen the integration of school and social resources and build a "trinity" model

On the one hand, the school should be deeply integrated with social sports resources. Public sports resources should be actively used in school sports activities. For example, students should rely on social resources to carry out various sports activities. At the same time, students' sports resources can also be opened to the public during winter and summer holidays, so as to improve the social value of sports resources. On the other hand, school, society and family should establish linkage mechanism to realize sports activity alliance. For example, families should be actively involved in school sports activities, and at the same time, they should use community sports facilities to carry out various sports activities, which can not only enhance family relations, but also improve the physical fitness of young people.

3.3 Actively guide the orderly development of youth sports clubs and strengthen the awareness of public service

Under the public sports service system, China should actively guide the establishment of youth clubs and stimulate the enthusiasm of young people to participate in physical exercise through sports clubs. Under the background of overall strengthening of the national fitness, improve adolescents' physical exercise consciousness must guide the community sports club actively, provide the place of physical exercise for teenagers, as for the schools must further optimize sports social organizations, in the form of sports associations to carry out the diversification of sports. For example, schools should encourage the integration of non-governmental sports and school sports learning, and stimulate students' enthusiasm to participate in public sports. School teachers should also actively participate in social sports organization activities, such as school teachers to play their personal sports expertise, leading the development of community sports activities.

3.4 Enhance youth sports literacy and improve youth training competition system

Build on the carrier of public-sports school sports education system must revolve around the "health sports" the principle of "happy sports" build perfect sports training competition system: first of all, the school to change the former is given priority to with scores of sports competition idea, youth is our country the development of undertakings of physical culture and sports reserve talented person, must therefore school will lifetime sports concept into the race. For example, in the sports competition to let students understand the positive significance of physical exercise, and on the basis of happy exercise to improve their own performance. Secondly, the school should establish a scientific way of physical exercise and guide teenagers to form a scientific concept of physical education. For example, when the school carries out sports activities, it should start from stimulating students' enthusiasm for physical exercise and change the previous boring and compulsory training mode. Finally, the school should strengthen the publicity of sports events and encourage students to actively

participate in them through publicity. For example, schools can give play to the demonstration effect of sports stars. Through the star effect, students can not only be motivated to participate in sports, but also form a good atmosphere for physical exercise in the society and promote the development of public sports. In a word, under the background of constructing the public sports service system in an all-round way, it is of great practical significance to develop the school physical education of teenagers to cultivate high-quality sports reserve talents and realize the strategy of national fitness. Therefore, under the new normal of sports, we should actively integrate school and social sports resources, and provide a perfect platform for sports exercise for teenagers.

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Research on Cultivation Strategy of Applied Talents in Vocal Music Teaching in Colleges and Universities

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Abstract: Vocal music teaching in colleges and universities aims at application-oriented talents, comprehensively and deeply studies the problems existing in current teaching, and takes targeted improvement and innovation strategies. Optimize the curriculum structure, change students' learning mode, update the concept of educational development, innovate teaching methods, open up a broader application and practice space, so as to ensure students' practical ability, enhance students' employment competitiveness, but also better meet the needs of social employment.

Keywords: Vocal Music Teaching in Universities; Application-Oriented Talents; Problem; Strategy

1. ANALYSIS OF PROBLEMS EXISTING IN VOCAL MUSIC TEACHING IN COLLEGES AND UNIVERSITIES

Vocal music teaching is the most important basic course in colleges and universities, not only to let students understand the basic knowledge of vocal music, but also to train students' application skills, strive to strengthen their aesthetic appreciation and creative ability, improve their aesthetic taste, but also to shape students' lofty character and noble personality. In vocal music teaching, teachers should regard application-oriented talents as the most important training goal, serve students' employment and development, train more high-quality talents for the society, and further improve the quality of talent training in colleges and universities, realize the collaborative development of colleges and universities, students and society.

(1) Unreasonable course structure

The structure of vocal music teaching curriculum in colleges and universities directly affects the knowledge and ability of students. Many colleges and universities are affected by many factors, such as the concept of education, backward facilities, space constraints, shortage of teachers, etc., and they tend to offer theoretical teaching in curriculum setting, lack of practical courses, and unreasonable curriculum structure. Some colleges and universities recruit more and more students, the ratio of teachers to students of vocal music teaching is unreasonable, vocal music teaching facilities cannot keep up with the expansion of enrollment speed, vocal music classroom is less, for vocal music teaching equipment shortage. In terms of the overall structure of the curriculum, it obviously prefers theoretical teaching and reduces practical courses to ensure normal teaching. There is not enough practice period guarantee, it cannot really cultivate students' excellent practical skills, it is difficult to cultivate students' operational ability, cannot cultivate application-oriented talents. This is the problem of vocal music teaching in many colleges and universities, and also an important factor affecting the employment development of students.

(2) the concept of talent training is not advanced enough

The idea is backward, the way of education must be backward, and the vocal talent cultivated is difficult to adapt to the development of the Times. China has entered a new era of social and economic development, and higher education has entered the stage of popularization. Citizens enjoy more and higher education rights and further improve the level of education. Talent cultivation from quantity expansion to quality improvement, the society's demand for talent is getting higher and higher, especially the application of practical talent has become the darling of the talent market. the cultivation of talents in colleges and universities must keep up with the development of the Times, constantly change the concept of educational development, and strive to bring up more practical talents. However, many colleges and universities, especially higher vocational colleges, have not really changed the concept of education, talent goal orientation has not really turned to application-oriented talents, many colleges and universities vocal music teaching cannot pay attention to the practical ability of students, cannot really cultivate application-oriented talents. One of the most important reasons for the disconnection between vocal music talents training in colleges and universities and the society is the backward concept of talent training, which seriously affects the employment and development of students and hinders the development of colleges and universities themselves.

(3) Poor application and practice ability

Vocal music is a professional subject with strong application. the nature of the subject determines the quality of talents. Vocal music teaching must pay attention to the cultivation of practical ability and the cultivation of applied talents. However, nowadays, many colleges and universities cannot pay attention to students' practical ability, and students lack a stronger sense of independent learning, so many students cannot pay attention to practical ability in learning, or cannot get more effective guidance. This is the problem existing in many college students, but also the reason why the current employment competitiveness of students is relatively weak, but also the crux of the need to focus on solving in the future. the society needs more applied talents, employers first

consider the practical skills of students, and this is the short board of many students' development, so that many students find it difficult to find a suitable job, employers cannot recruit ideal talents, is not conducive to social and economic development.

(4) the teaching model is relatively simple

The singleness of teaching mode is a problem existing in vocal music teaching in many colleges and universities, which is also an important factor affecting the training of applied talents. Vocal music teaching is generally one-to-one tutoring, few group cooperation inquiry, cannot better carry out diversified guidance, so vocal music teaching in students' comprehensive ability and application of practical skills there are a lot of problems. Some teachers in the teaching process will emphasize vocal music theory, guide students to imitate mechanically, resulting in students' innovation consciousness is not strong, innovation ability is relatively poor. Especially in teaching, teachers cannot be well integrated with real life and applied posts, and follow the western teaching system, unable to fully consider the cultural environment and social characteristics of China. It cannot really ensure that students can get more effective guidance, students learn vocal knowledge and skills cannot be better applied and displayed in real life and future work, cannot really cultivate application-oriented talents.

2. ANALYSIS OF EFFECTIVE STRATEGIES FOR CULTIVATING APPLIED TALENTS IN VOCAL MUSIC TEACHING IN COLLEGES AND UNIVERSITIES

Social research shows that vocal music students cannot cultivate application-oriented talents, resulting in students learning and post cannot be effectively connected, talent training and market demand cannot be unified, employment is not optimistic. Therefore, it is necessary to constantly update the concept of educational development, learn more advanced educational ideas, truly train applied talents, strengthen students' comprehensive quality and practical skills. Vocal music teaching in accordance with the social needs, creative teaching reform and innovation, so that each student not only master rich theoretical knowledge, but also strengthen their practical skills, really bring up to meet the needs of national construction and social development of applied talents, improve the employment competitiveness of students.

(1) Update the concept of education development and set the goal of personnel training scientifically

Colleges and universities should first change the traditional concept of educational development, and take applied talents as the main training goal, so that students can truly adapt to social development, improve comprehensive competitiveness, and meet the needs of social employment. Application-oriented talents are the main types needed by China's social development in the new era. Training application-oriented talents is an important direction to improve the quality of running colleges and universities, and also an important requirement of current education reform and talent training innovation. the vocal music teaching regards applied talents as the main goal, carries on the education reform and the innovation, guarantees the talent training conforms to the social employment standard, enhances the student employment competitiveness. We must resolutely avoid the disconnection between personnel training and the needs of society, ensure that personnel training meets the standards of market employment, and enable personnel training to better serve national construction, promote social development, and promote the prosperity of socialist cultural undertakings. Colleges and universities should fully consider the needs and characteristics of vocal music talents for educational institutions, training institutions, social groups and the corresponding entertainment and cultural industries, so that students can truly master more diversified vocal music singing skills and ensure that the talents have good vocal music performance ability. In this way, we can better engage in vocal-related work and give full play to our value on the corresponding post. To engage in the future teaching and training work, with the corresponding theoretical knowledge, but also should have strong vocal music teaching ability, cultivate good professional quality, in order to better serve the teaching work. Application-oriented talents should also have the corresponding arrangement ability, and be able to creatively arrange different vocal music works to serve the social vocal music culture and art work. So, in terms of talent training, should give full consideration to the diversity of society for talents, diversification demand, in order to make more in line with the applied talents training goal of social development, to develop more scientific and reasonable teaching plan and personnel evaluation standard, choose better teaching strategies, ensure the vocal talents training and social development unifies, contribute more to adapt to the era of the development of various forms of should Practical talent.

(2) Strengthen the foundation of vocal music, pay attention to the basic ability

Vocal music teaching training applied talents, we should pay attention to the students' basic knowledge, basic ability training, let students have a very solid foundation of application skills, can gradually improve their performance skills, and finally reach a higher artistic realm. Some students aim too high, and some teachers' design of students' ability level is unrealistic, resulting in high aspirations and low skills or poor basic skills, which will inevitably lead to various problems in the process of improving practical skills, affecting students' sustainable development. Therefore, to train application-oriented talents, we must pay attention to students' basic skills and strengthen their basic abilities.

In the teaching process, students should have solid skills and master more solid basic knowledge, so as to meet the basic needs of current talent training. the more application-oriented practical talents, we should also pay attention to the basic ability of students; To enable students to have stronger professional skills, it is necessary to start from the foundation, the basic skills practice, so that students can better improve the comprehensive ability accomplishment. So, as a teacher must be based on actual students, for students' future

development, to strengthen the basic theory, basic skills, pay attention to let the students to use solid foundation theory to guide their practice, and learning the basic theory and basic skills training well together, the study of the theory of comprehension and application and practical skills training to promote unity. Let students in the routine training can be gradually in-depth, in learning practice to achieve mastery, so as to truly perceive the characteristics of vocal music major, strengthen students' professional skills, so that students have stronger appreciation ability. From the most basic appreciation ability, so that students can understand the theory of vocal music knowledge and various performances, and can show the artistic charm of these vocal music in specific practice, cultivate their vocal music creation ability.

(3) Pay attention to the adjustment of curriculum structure and optimize the structure of teachers

In order to cultivate applied talents in vocal music teaching, we must optimize the teaching content, set up a more reasonable proportion of courses and strengthen practical teaching. In vocal music teaching, the proportion of practical teaching should be further increased, the number of theoretical class hours should be appropriately reduced, so as to guarantee students' practical skills and cultivate their application ability. the number of college enrollment in Our country is increasing, but the corresponding teacher force is seriously insufficient, the shortage of practical teaching tutors, unable to give effective guidance to students. Vocal music teaching attaches great importance to practical teaching guidance, fully understands the significance of practical teaching to students' all-round development, comprehensively strengthens practical teaching, and vigorously promotes educational and teaching reform. We must guarantee teachers, further strengthen the training of practical teachers, promote the reform of personnel training, and improve the quality of personnel training. Vocal music teachers should reform the teaching structure of the course, reduce the proportion of theoretical teaching, increase the weight of practical teaching, and ensure the training and improvement of teaching service personnel. Do a good job in the training of existing vocal music teachers, guide more vocal music teachers to strengthen practical teaching, give more students practical guidance, train students vocal music skills, cultivate applied talents. Strengthen the introduction of vocal music teachers, hire high-quality vocal music mentors, these mentors not only carry out vocal music skills guidance, but also carry out various performance activities, in order to cultivate more high-quality talents to meet the needs of the social era. In order to strengthen practical teaching, colleges and universities must ensure a reasonable teacher-student ratio, increase the number of teachers, and strengthen the teaching hours and quality of vocal music practice with sufficient vocal music teachers.

(4) Promote teaching reform and innovation, optimize teaching methods and models

Teaching method and mode is another important factor affecting the training of applied talents in vocal music teaching. Single teaching method, rigid teaching method and outdated teaching mode will inevitably affect students' interest in learning and comprehensive quality. To change the single teaching method and use more flexible teaching methods to guide students in vocal music learning cannot only improve their enthusiasm for learning, but also cultivate students' comprehensive ability. Diversified teaching methods are introduced to ensure that students' dominant position is more prominent, so that students have more opportunities to participate in and exercise, and students are encouraged to perform independently. the one-to-one teaching mode has its advantages and can provide targeted guidance to students, but it is not conducive to improving teaching efficiency. In particular, it cannot cultivate students' comprehensive ability, share their experience and cultivate their comprehensive performance quality. the introduction of group cooperation teaching method, dividing students into different groups, allowing them to communicate and learn from each other, cannot only solve the problem of insufficient strength of current teachers, but also create a strong learning atmosphere, especially to cultivate their collaborative ability, which is more helpful for future teaching and institutional training. In this way, students not only have vocal music professional skills, but also have relevant education and guidance experience, and really cultivate applied talents. Group courses of common voice and singing alone, will cooperation with integrated training and individual guidance, to unify the watch learning and performance, let the students learn from in the view, exercise and strengthen in the show, cultivate their aesthetic appreciation ability and the ability of independent evaluation, in order to better autonomous learning and improve students, promote the students' self development, cultivating applied talents.

(5) Set up a practice display platform and do a good job in expanding training guidance

Vocal music teaching training applied talents, not only to strengthen students vocal music skills teaching, so that students have a very solid basic singing skills, more important is to build a variety of platforms, comprehensive development training, so that students have more opportunities to show and exercise. Let students out of the classroom, out of the classroom, towards the society, into the market, especially with the employers to achieve zero distance contact, understand the characteristics of single post of choose and employ persons, and strive to cultivate their professional ability, strengthen the comprehensive quality. Vocal music teaching in colleges and universities attaches great importance to students' practice and exercise, so that students can have more opportunities to perform, get more learning channels and resources, realize the virtuous circle of learning, application and learning, open up open application space, give students more space for development, but also cultivate students' more quality ability. With more practical opportunities, students can accumulate more experience, constantly cultivate their application ability and become application-oriented practical talents. Students are encouraged to participate in more school performance activities. the school holds

various kinds of parties, such as welcome party, Mid-Autumn Party, New Year party and school celebration activities. These are the best opportunities for students to show their performance and the most direct platform for students to perform, which is also a good display of vocal music professional education. Guiding students to carry out various cultural and artistic activities independently cannot only strengthen students' practical training, but also exercise their comprehensive ability, so that students can quickly integrate into the society and adapt to the talent market. It is the most effective way to guide students to cooperate with off-campus performance organizations, so that students can really walk on the stage and show their professional abilities. It is also the best way to cultivate application-oriented talents. China's cultural performance market is increasingly active, there are all kinds of performance organizations, all kinds of commercial performance activities are very frequent, need more young vocal music talents. Employment counseling institutions of colleges and universities communicate well with off-campus performance institutions, establish long-term cooperative relations, and provide more performance opportunities for students. Students can participate in various forms of performance activities, realize the organic combination of on-campus learning and off-campus practice, and strengthen on-campus skills and off-campus performance. Build more platforms, and do a good job in the corresponding extension of guidance, really train their application of practical skills, to bring up high-quality talents.

In a word, training application-oriented talents is a major goal of higher education in the new era. Vocal music teaching attaches great importance to teaching reform and talent training quality improvement. With application-oriented talents as the goal, we will vigorously promote educational reform and innovation, strengthen practical teaching, improve students' vocal music appreciation ability, performance skills and innovative spirit, serve students' employment, and promote the sustainable development of colleges and universities.

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Research on the Relationship between Sports Events and Urban Development Strategy

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Abstract: Many major international sports events tend to be held in economically developed countries and regions, which also become an important factor to stimulate the economic development of the host countries and regions. Under the background of new economic and social, is closely connected with sports and city development strategy, to this, this article is from the city cultural aspects such as education, urban economy, urban political analysis of sports events for the multiple effect, and then based on the factors of production, the urban demand conditions and sports related industries and supporting industries such as the relation between urban development strategy and analysis of sports events, Hope to provide reference for relevant researchers.

Keywords: Sports events; Urban development; Strategic relationship

1. INTRODUCTION

At present, cities show a slow development trend with time. Against the background of global economic integration and strong cultural growth, each city is eager to attract external resources by its own conditions, enhance the city's influence and promote the rapid development of urban economy. Sports events are one of the ways to meet the requirements of urban internationalization and urban cultural development. Holding sports events can inherit and promote urban cultural reserves and drive urban economic development. the construction of sports competition venues and the improvement of traffic environment can improve the urban infrastructure, enhance the cultural characteristics of competition projects and the degree of integration of urban culture can highly gather the urban population, make the city quickly connect with the world, and form the city's golden card.

2. MULTIPLE IMPACTS OF SPORTS EVENTS ON URBAN DEVELOPMENT

2.1 Impact on urban culture and education

Usually, cities that host large-scale sports events will comprehensively popularize the practicability of English, actively encourage citizens to learn from other cultures, improve the overall quality of citizens, and organize professional sports event personnel to participate in relevant training. As a matter of fact, sports events are a multi-cultural integration and exchange activity, which is the best way to show the cultural charm and attraction of host cities to the world, and also an opportunity to improve the cultural and educational level of cities. For example, Macao hosted the Fourth East Asia Games in 2005. During the preparation period, it trained diversified talents with the goal of "serving East Asia", and organized the participation of athletes, referees, professional team members, scientific researchers and equipment maintenance personnel related to the games. Professional, high-quality and high-standard personnel provide guarantee for the smooth operation of the East Asia Conference. the President of the Olympic Council of Asia (OCA) spoke highly of Macao's service in the Fourth East Asian Games. the President of the International Olympic Committee (IOC) Jacques Rogge also spoke highly of Macao's organizing ability in the opening ceremony of the East Asian Games. the cultural education and training organized by Macao enabled Macao to host the Games of Portuguese-speaking Countries and the Asian Indoor Games, which were also widely praised. At the same time, the influence of sports events on urban culture and education is also reflected in the publicity of urban culture. By holding sports events, modern culture and rich urban history and culture can shine in the international dance. Take the opening ceremony of the 2022 Beijing Winter Olympic Games as an example. the first program, "Countdown to the 24 Solar Terms", captured the world's attention by presenting unique Chinese romance with ancient wisdom and perfect interpretation of Chinese history and culture. Sports events effectively set off a sports boom for urban residents. Under the influence of athletes, many urban residents begin to participate in sports exercises to enhance their physical fitness and enrich their spiritual world. Undoubtedly, sports events have an important influence on cultural education.

2.2 Impact on urban politics

From the political point of view, many countries and regions strive to seize the right to host sports events, aiming to see that this event exercises the administrative ability of the host city and the whole country, improves the influence of the country and the city, and is also one of the platforms to strengthen the people's human rights awareness, political consciousness and carry forward the national spirit. Hosting international sports events comprehensively tests the executive agencies of the host city government, but also to examine the functioning capacity of the national political system. Sports events cover many aspects and put forward higher requirements on the ability and functions of the host city in the organization, management and supervision of the event. It is undoubtedly a great challenge for the host city to reasonably coordinate and balance the political relationship and deal with normal affairs and emergencies in tedious affairs. Sports events are an important factor in building a harmonious social atmosphere, which can closely connect urban economy and culture with political factors and play a role in setting social example.

2.3 Impact on urban economy

For cities hosting large sports events, holding a grand economic feast can effectively promote urban economic development. For example, the economic income of Beijing Olympic Games in 2008 is 3.16 billion U. S. dollars, London Olympic Games in 2012 is 3.491 billion U. S. dollars, and Rio Olympic Games in 2016 is 3.156 billion U. S. dollars. From the above data, it can be seen that the hosting of the Olympic Games brings significant economic income to the host country and city, and at the same time, the hosting of sports events also has an important impact on the hidden economic development of the city. the advanced management concept, economic development and diversified economic development ideas reflect the economic impact of sports events on the city. Sports stars and competition items are also potential consumption factors, which drive the enthusiasm of consumers, especially to the city hotel, catering, tourism and other industries to form a huge stimulus.

3. STRATEGIC RELATIONSHIP BETWEEN SPORTS EVENTS AND URBAN DEVELOPMENT

3.1 Optimize the economic structure

There is a strong correlation between sports events and the development of different industries in the city, which affects the optimization and upgrading of urban industrial structure. Liters of industrial structure is the national and regional industrial structure in the center of gravity in the first and second industrial transfer of the third industry, accelerating the industrial structure optimization and upgrading, at the same time to strengthen reform and consolidate the first industry of promote the second industry, enhancing its overall competitiveness, and through the vigorously support and the development of the third industry, cultivate new economic growth point, the purpose of promoting rapid development of the third industry. At present, sports industry is the backbone of the development of national economy and modern service industry. Among them, sports industry itself has the characteristics of low energy consumption, low economic cost, high industrial correlation and low environmental pollution. It belongs to green economy and has a significant role and important position. Holding sports events can drive related industries such as entertainment, food, commerce and tourism, and play an important role in adjusting and improving industrial structure, promoting regional economic growth and driving the development of related industries.

For example, in 2009, the National Games held in Jinan, Shandong Province, led to the economic growth of electronics industry, automobile, sports and leisure industry, tourism, catering and other related industries. the National Games promotes the development and upgrading of the primary industry invisibly. the primary industry is responsible for providing markets and raw materials for the secondary industry and promoting the development of the second industry based on resource supply. the government of Jinan seized the opportunity of holding the National Games, strengthened the guidance of the government, and developed the processing industries of meat, vegetables, forest fruits and dairy products with the help of regional advantages and agricultural production bases, so as to make the leading agricultural enterprises grow and develop rapidly. In this process, it first promotes the development of the pulling base by developing the agricultural product processing industry to expand the scale of the base, then develops the low-energy agricultural product processing industry to adjust the industrial structure, and then develops the characteristic agricultural product processing to create the characteristic tourism products exclusive to Jinan, Shandong province. In addition, in order to meet the National Games, Jinan City in Shandong Province has invested a lot of money in the construction of urban roads, venues, environment, energy, transportation and other facilities, which undoubtedly brings great development opportunities for the construction industry and the development of the second industry. At the same time, grasp the green National Games to accelerate the transformation of energy structure and realize the ecological industry. the industrial sector, as an important field of energy conservation and structural adjustment, rapidly promotes and develops high-tech industries and compresses traditional industries with high energy consumption. the National games in jinan put forward higher requirements and standards for the financial industry, information industry, exhibition industry and tourism than before, and promoted the vigorous development of these industries.

3.2 Promote industrial development

As an important and special tourism resource, sports events attract a large number of tourists and enhance the visibility and influence of the host city. Hosting sports events can effectively improve the management level and service quality of the host city, and bring economic income to the city tourism industry.

Sports event host city during the games will have large Numbers of people visit, the host city will through a lot of investment, reforming city landscape, development of city tourism resources, attract overseas tourists travel, greatly enhance the media propaganda value, city brand equity, advertising, etc., event will also attract world influence character, make the tourism management institutions at home and abroad status and visibility improved And create direct or indirect economic benefits for the city. Tourism is one of the strategic goals of urban development. Only by improving the quality of tourism service and management level can the host city of sports events develop tourism. Sports event is a complex and huge project, which tests the comprehensive management ability of the host city. In terms of tourism, the host city carries out comprehensive evaluation of various elements through professional evaluation and planning enterprises, puts forward different development ideas at different levels, and clearly stipulates tourism reception standards and service quality. the above regulations and plans will virtually promote the host cities of sports events to conform to international standards and improve the quality of sports events. American economists widely studied relationship between sport and tourism, calculate most closely associated with sports industry six industrial connection, according to tourism and sports industry have

higher correlation index, and the effect on the mutual influence between them, the combination of tourism and sports industry industry compared with other related industries to promote regional economic growth. For example, the 2010 Asian Games in Guangzhou, which is adjacent to Hong Kong and Macao, will provide an opportunity for the joint development of sports and tourism among Guangdong, Hong Kong and Macao by hosting the Asian Games in Guangzhou, a core city in southern China and Guangdong Province. the Guangdong-Hong Kong-Macao Tourism Triangle, in conjunction with the development of sports activities, can be rich in the tourism resources of the Pearl River Delta characteristics of southern Guangdong and ethnic culture connotation to launch regional sports tourism projects and routes, which has an important impact on expanding the overseas tourist market and promoting the long-term impact of urban tourism.

4. CONCLUSION

In a word, the holding of sports events effectively promotes the economic development of cities, but also exerts an important influence on the culture, economy, politics, brand and other aspects of cities. At the same time, sports events improve the ability of government departments to deal with sports events, beautify the surrounding environment, improve infrastructure construction, inject fresh blood into the city, which is of great practical significance to the long-term development strategy of the city.

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