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The Alignment Effect and Error Types of Pair Writing in an English Continuation Task

Yajing Ren

Department of Basic Courses, Guangdong Communication Polytechnic, Tianhe District 510630, Guangdong, China

Abstract: This study investigates whether this relatively new participation mode, namely, pair writing, can produce alignment effect and to what extent it influences the error types on the basis of an English continuation writing task. There were 30 Junior students majored in English participating in this research. In the experiment, they need to work in pair and write the end of the English story *Chon* together after reading it. Moreover, three pairs participated in the interview. The result revealed that: 1) Pair writing did produce alignment effect. 2) Pair writing in English continuation task could help participants correct errors and it also had an impact on the error types, especially number agreement and copula. due to the help from the peer.

Key words: English Continuation Task; Alignment; Error Types

1. INTRODUCTION

Continuous task has aroused the interest of many researchers. The implementation of the continuation task is convenient and easy. The normal way is to ask students to complete the story, in which the end is deleted (Wang, 2012). The underneath mechanism for the continuation task was namely, the alignment phenomenon. The definitions of alignment can be extended into many research areas. There is no such a consensus concerning its concepts. For researchers in linguistic field, alignment is originally found and studied in the dialogue. After years of development, now it can be referred to the phenomenon that people usually coordinate with each other when they are communicating (Pickering & Garrod, 2004). Atkinson, Nishino, Churchill, and Okada, in their study on alignment and interaction, defines alignment as the complex processes through which human beings effect coordinated interaction, both with other human beings and (usually human-engineered) environments, situations, tools, and affordances (Atkinson, Nishino, Churchill & Okada, 2007). The value of alignment has been redeveloped in Wang's studies about the continuation task in recent years, which has raised the interests of researchers in SLA, encouraging them to take an in-depth investigation.

2. LITERATURE REVIEW

In this research, peer interaction is embedded in the process of continuation writing, which is rarely found in the previous peer writing studies. Pair writing has been heatedly discussed in SLA field for decades. In 1990, Belcher gives a definition to collaborative writing as a form of two or more people working together to produce one written document in a situation in which a group takes responsibility for having produced the document (Belcher, 1990). Some other researchers bring out the point that peer interaction during the writing together process is quite

effective for learners to improve their writing (Kroll, 1991; Leki, 1990). As opposed to the review from the teachers, which has been used for a long time, peer review has its own advantages. It plays an important role to help each other discover the grammatical mistakes and express what they think (Mangelsdorf, 1989; Wen, 2015). It also activates students' awareness of the mistakes. Tsui and Ng propose that pair review in writing enhances a sense of audience, raising learners' awareness of their own strengths and weaknesses and encouraging collaborative learning (Tsui & Ng, 2000).

Pair writing also accords with a social constructive view-- Vygotsky's zone of proximal development theory, which illustrates that learners can perform the task on their own or with the help of others through social interaction (Vygotsky, 1978). With proper help from the peer, learners can also develop their cognitive and linguistic skills. They are likely to perform beyond their current level. The effectiveness in pair or collaborative writing has been proved by many researchers (Storch, 2005; Swain, 2006; Kim, 2008). On the other hand, problems that occurred during the collaboration process cannot be neglected in spite of its great value (Lin, Ong Poh, Maarof & Nooreiny, 2013).

To sum up, the stronger interaction is, the better alignment there will be (Wang, 2014), but there is not much research concentrating on the pair writing on the continuation task (Pang, 2014; Xu, 2016). Pang focuses only on three dyads of peer interaction and the alignment effects without looking into the comparison between individual writing and peer writing on a continuation task, whereas Xu gives much attention to the text cohesion instead of the alignment effects even though she compares individual writing and pair writing on a continuation task. Hence, the current study takes an in-depth look at how pair writing in an English continuation task work.

3. RESEARCH METHODS

3.1 Research questions

- 1) Does pair writing produce alignment effects in an English continuation task?
- 2) Does pair continuation writing influence the error types? why?

3.2 Participants

They are 32 junior students who are qualified to be the participants for this research for the reason that they have a better English foundation and are preparing for TEM 8, which is the guarantee for performing this continuation task *Chon*, and also they have the scores of TEM 4. The mean score was 58.31(SD= 9.66).

3.3 Research material and procedure

The reading material for this study is an extract from an interesting story named *Chon*, the same as Wang and

Wang's (2014) The procedures are easy to operate. The participants are supposed to finish the end within 70 minutes with the words being about 300 because pair writing is given another 10 minutes for the discussion part.

3.4 Data Collection and Analysis

Participants are required to perform the continuation task in pairs. They will be arranged randomly into pairs. After finishing the continuation task writing, there are 16 compositions. One composition is eliminated for the reason that it is unfinished in a limited time. In this case, there are 15 compositions left. After the participants completed their continuation writing task, their English compositions were collected and put into the computer to generate a small corpus for analysis.

3.4.1 Corpus retrieval

The main tool for corpus retrieval is Antconc3.3.5. Select keywords from the corpus, list them in a keyword table, and observe them according to their characteristics. According to the research of Wang and Wang's study (2014), keyness is a key indicator. The use frequency of specific words in the corpus can be seen by calculating this key value through chi square and log likelihood function values. Therefore, find the characteristics of keyword use to find out the embodiment in line with the original materials. If the words in the corpus are similar to that in the raw material, it is also regarded as an alignment phenomenon.

3.4.2 Error analysis

The errors of 15 English compositions are categorized into six typical errors made by EFL learners based on Wang and Wang's study in 2014. These six errors are illustrated with examples as follows.

- 1) My husband and I was from Guangdong. (Number agreement errors)
- 2) A sun is shining in the sky. (Misuse of articles)
- 3) The book are worth reading. (Misuse of copula)
- 4) The teacher could not continued her teaching. (Misuse of non-finite verbs)
- 5) I did homework and watch TV last night. (Tense errors)
- 6) Ok, children, today's meeting is here now. We can look TV together. (Chinglish)

Since the errors can be classified, the errors in the English compositions are annotated by the author and a university English teacher in order to gain more reliability. The inter-rater reliability is 0.86, which shows that the classification of the errors in participants' compositions is quite reliable. Once disagreement happens, we will resolve it by negotiation or consulting native speakers. After annotation and counting, the raw frequencies of the errors are converted into proportions due to the different length of each composition. Since the proportions are calculated, the statistics of six different types of error can be analyzed.

3.5.3 Interview

This study will conduct semi-structured interviews with three pairs of participants immediately after completing the continuation task. The length of each interview is 5 to 10 minutes. The whole process is recorded by recording equipment, and these data will be transcribed for analysis and discussion. The interview questions were designed on the basis of Pang's interview questions (Pang, 2014), but

some amendments were made according to the actual needs of this study. The interview questions are shown in Table 1.

Table 1 Interview questions

Questions	1)What did your continuation story mainly talk about?
	2)How did you come to this idea?
	3)Have you explicitly or implicitly used the language in the given material? Which ones?
	4)What did you think of the continuation task? Could it raise your interest and reduce your stress in writing? Why?
	5) What did you think about pair writing? What did you learn from each other? Did you think your partner helped you? If yes, tell me some examples.

4. RESULT

4.1 Results of alignment

15 pairs completed the end of the English story together as required. A small corpus was established. The size of the corpus generated in Antconc 3.3.5 showed that the total number of words was 5026, with an average of 335.07, which met the requirements of this study.

Table 2 shows the keywords sorted by the corpus. The table not only shows the top 25 keywords sorted by key value in the corpus, but also shows the frequency of keywords in the pair continuation writing(PCW)and in the original material(FOM).

Table 2 The top 25 Key Words in the Corpus

Rank	Key words	Keyness	PCW	FOM
1	Adam	16.522	12	0
2	had	11.395	24	6
3	town	9.638	7	0
4	by	9.496	20	2
5	Eva	8.261	6	0
6	everyone	8.261	6	0
7	much	8.261	6	0
8	money	7.597	16	0
9	aliens	6.884	5	0
10	Brown	6.884	5	0
11	minutes	6.884	5	2
12	Mr	6.884	5	0
13	quite	6.884	5	0
14	taking	6.884	5	0
15	year	6.884	5	0
16	went	6.803	17	0
17	everything	6.775	11	0
18	old	6.775	11	0
19	children	6.711	43	3
20	was	6.198	85	21
21	wish	6.132	8	0
22	day	5.790	14	3
23	one	5.641	19	4
24	apartment	5.507	4	0
25	bag	5.507	4	0

As was shown clearly in table 2, the words in bold were the aligned key words. Pair continuation writing did produce alignment in terms of words. Participants used words that appeared in the original story. The aligned words were *had*, *by*, *minutes*, *children*, *was*, *day*, *one*. These words appeared in the original story ranging from 2 to 21 times. There are 7 of the first 25 keywords in the original text, accounting for about 28%. The total frequency of these 7 keywords in the original text is 41 times. More interestingly, the pairs mainly aligned nouns.

4.2 Result of the error analysis

According to an independent sample t-test, the average error in per 100 words was 3.309. Table 3 summarized the average frequency of each type. *NF verbs are non-finite*

verbs.

Table 3 The frequency of each type (Per 100 words)

Pair Writing	Form-based errors					Meaning-based errors	
	Number agreement errors (M/SD)	Misuse of articles	Misuse of copula	Misuse of NF verbs	Tense errors	Total	Chinglish (M/SD)
	0.538/ 0.198	1.029/ 0.616	0.534/ 0.379	0.545/ 0.156	1.163/ 0.937	3.854/ 2.286	0.827/ 0.512

By the observation of table 3, it was listed that the mean frequency of form-based errors and meaning-based errors were respectively 3.854 and 0.827, which suggested that participants did have higher rate of correctness and make less errors, especially number agreement and copula. In conclusion, it was testified that pair writing, on the whole, did exert a better and more positive effect on the English continuation task.

4.3 Result of the interview

For the first pair, both participants had gained a lot in this pair discussion and they had interacted with each other about the ideas or the themes of the story they wrote. For the second pair, they paid much attention on the interaction which also helped them to finish the story, whereas they did not spend much time on reading the original material, words, phrases, and sentences. For the last pair, they needed to learn how to cooperate with each other and occasionally compromise had to be made between pair writing to reach a consensus.

5. DISCUSSION

This study investigates whether this relatively new participation mode, namely, pair writing, can produce alignment effect and to what extent it influences the error types on the basis of an English continuation writing task. There were 30 Junior students majored in English participating in this research. In the experiment, they need to work in pair and write the end of the English story *Chon* together after reading it. Moreover, three pairs participated in the interview. The result revealed that: 1) Pair writing did produce alignment effect. 2) Pair writing in English continuation task could help participants correct errors and it also had an impact on the error types, especially number agreement and copula errors due to the help from the peer. In terms of pair continuation writing, they can think out of the box, and they help and learn from each other and exchange more ideas. Their partner helps them correct their grammatical mistakes, such as number agreement. However, they do not have a clear division of the work because their partner is not active. They have different ideas and it is hard to negotiate. Sometimes pair writing cannot show their individual writing ability. Moreover, they focused too much on learner-learner interaction instead of learner-text-learner multidimensional interaction. This is the reason why it produced not much alignment in term of words. These are the problems brought up by the interview. Future research can try to solve them by making full of the continuation task and the alignment phenomenon.

6. IMPLICATION

The pedagogical implication is that the English story continuation task has been proven to be a useful tool in second language learning. In this way, the comprehension and production in the task will be closely related to each

other, which will undoubtedly enhance the coherence and accuracy in writing. When writing with a partner, students have less stress and are willing to express their ideas with partners. Although this form of writing faces many challenges, such as the division of work, the conflict of ideas, and the longer time spent on the writing, it still deserves more attention in EFL classroom.

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Speculation and Exploration on Physiology Teaching of Higher Vocational College

Yang Wang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: According to the current situation of teaching physiology in the higher vocational institutes, it is reflected and explored from the aspects of the teaching content, teaching methods, teaching means, experimental teaching and examination methods etc. It is summed up the suitable plan of teaching physiology in the higher vocational institutes. The plan is put into practice to get a good teaching effect.

Key words: Higher Vocational Institutes; Physiology; Teaching

1. INTRODUCTION

In the modern medical curriculum system, physiology is an important basic medical theory course, which has a very close relationship with medicine. The theoretical study of diseases in medicine is based on the basic theory of physiology. The task of physiology is to study the phenomenon, process, mechanism, significance and influencing factors of human life activities, so as to understand and master the law of life activities and provide scientific theoretical basis for disease prevention, treatment, health promotion and life extension. Physicians will encounter many new problems in long-term clinical practice, and to understand and deal with these new problems to promote the development of medical science, often resort to the theory and method of physiology. Therefore, physiology is a bridge linking basic medicine and clinical medicine. Although there are clear theoretical descriptions of some functions of the body, some knowledge and concepts are very abstract and complex and difficult to intuitively understand, so it is difficult to achieve ideal teaching effects only by traditional teaching methods [1]. In particular, higher requirements are put forward for physiology teaching in higher vocational colleges, which not only requires solid mastery of basic knowledge, but also exercises students' ability to combine theory with practice, cultivate students' creativity and positive thinking ability, and improve their understanding of theoretical knowledge. This paper synthesizes the practice of physiology teaching in recent years to talk about the thinking of physiology teaching in higher vocational colleges, and carries on the exploration of teaching ideas, for everyone's reference.

2. ACCORDING TO THE CHARACTERISTICS OF HIGHER VOCATIONAL COLLEGE STUDENTS, REASONABLE ARRANGEMENT OF TEACHING CONTENT

The students of higher vocational colleges are different from those of ordinary undergraduate colleges, and they have their own characteristics. Due to a variety of reasons, they failed to enter the ideal key undergraduate universities, resulting in a sense of inferiority. Moreover,

due to the poor cultural foundation, their own foundation is not solid, and their learning ability is poor, even less self-learning consciousness after entering the university. Medical education requires student-oriented and sustainable development, so teachers should adopt appropriate teaching methods and arrange teaching contents reasonably for students according to these psychological characteristics. Teachers in higher vocational colleges should set up the educational idea of "student-centered" in teaching, and not only learn professional education seriously Professional knowledge, extensive reading of relevant reference books and professional journals, and constantly improve their comprehensive quality, but also to understand the latest scientific research achievements and development direction of physiology to broaden the scope of knowledge, and establish advanced teaching ideas. Also truly in the process of teaching practice to the students as the center, to guide students to pay attention to the interaction between teachers and students and keep students' concentration, can be more effective to coordinate the relationship between the "teaching and learning", through a variety of teaching methods of practice to improve their teaching ability, so as to improve physiology teaching level and effect [2]. Physiology is a theoretical and experimental subject. It is not only the review and application of basic courses such as human anatomy, tissue and embryology, but also an important theoretical basis for subsequent clinical courses such as internal medicine, external medicine, gynecology and pediatrics, and an important backbone course in modern medicine. Physiology teaching seems easy but it is more difficult, due to support many subjects, and vocational college students the basic knowledge of memory in mind, not logical analysis ability is poor, abstract human life activity rule is a lack of understanding, and due to the cause of the school year classes to shorten requires teachers earnestly to the knowledge the ability is very high, these reasons increased in physiology teaching difficulty, The requirements for teachers' teaching ability are also higher. Teacher prepares a lesson in higher vocational college is different from the ordinary undergraduate course colleges and universities, to break the traditional management ideas, understand the students' actual situation, focus on students' learning psychology, research is suitable for the method of study, students from the vocational college students' cognitive strategies, memory method, learning effect, etc., accord with the characteristics of students' intuitive effective teaching methods to improve the learning efficiency. Teachers should also strengthen the research on the teaching content, adjust the teaching content, plan, schedule, method and so on, keep pace with

The Times, make overall arrangements and orderly design, and constantly improve the teaching level of physiology by grasping the inner law and science of physiology.

3. THE COMBINATION OF TRADITIONAL TEACHING AND MODERN TEACHING CAN AROUSE STUDENTS' ENTHUSIASM AND INITIATIVE

The knowledge characteristics of different subjects each are not identical, morphological courses of memory knowledge more, physiology belongs to understand knowledge more functional course, have profound theories, abstract content and knowledge characteristics such as wide coverage, large amount of information, students' learning is difficult, so the improvement of classroom teaching reasonable teaching method and the application in good time [3]. Multimedia auxiliary teaching has become an inevitable trend of teaching reform, clear images, tables, and simple images, make the abstract knowledge simplification, visualization, visualization, and through the visual, auditory aspects of stimulating students' senses, animation and simulation function it truly simulate the process of life activities reappear, to make the students understand and remember [4]. However, after years of teaching, the author has found that traditional teaching still has its advantages. If we completely rely on multimedia technology, it is easy to ignore the flexibility of traditional teaching and students' acceptance ability, and can not give full play to the wonderful teaching. In the process of teaching, pay attention to stimulate students' interest in learning, fully mobilize students' enthusiasm and initiative, the teacher wants to do a good job in guiding the students as the main body, the students' passive learning into active learning, in view of the vocational college students psychological characteristics continuously explore the application of a variety of teaching methods to improve physiology teaching effect.

1. Self-made charts in traditional teaching are simple and easy to be seen at a glance. Some complex and abstract knowledge in physiology can be made clear and easy to accept through simple self-made table or self-made chart, which can not only train students' drawing ability, but also enable students to grasp knowledge instantly after seeing the schematic diagram, so as to achieve twice the result with half the effort. Such as the comparison of transmembrane transport way, through the list of simple diffusion, facilitated diffusion, active transport, into the cell to cell 5 kinds of transport processes, membrane protein, electrochemical gradient material collected from a transport and energy consumption on the comparison, when students see the homemade table is the difficult point of the section knowledge review it again.

2. Homemade model in traditional teaching, the teaching difficult point knowledge to prepare some simple models, such as the balloon to simulate alveolar, coupled with animation to display, teachers' own body language is used to describe knowledge, combined with their own practical experience, live demonstrations while interacting with students, make students participate, memory deep knowledge points, the classroom atmosphere is active.

Through self-made charts, simple models, wall charts, physical specimens and corpse specimens and other traditional teaching AIDS, as well as eye contact, flexible expression of body language, easy to understand examples, not only train teachers' basic skills, but also stimulate students' strong interest in learning, so as to achieve good teaching effects.

3. Compare the reasoning method of similar, the two concepts, by means of contrast to teach, elaborate the similarities and differences between the concept, through comparing extrapolate, see a concept can think of another concept, students remember after understanding, such as teaching of cardiovascular neural, humoral regulation when comparing the role of epinephrine and norepinephrine vision at the same time, By comparing the differences between presynaptic inhibition and postsynaptic inhibition, let students deepen their understanding and memory of relevant knowledge content.

4. The backstepping method, it is not in accordance with the order of the textbooks to explain, but in reverse order to explain, as according to the teaching content should be introduced first nine hypothalamic regulatory peptides, and details of the six kinds of adenohypophysis hormones "one black two gave birth to three promotions", the practice of teaching to introduce adenohypophysis hormones to the introduction of the concept of the related "one black two gave birth to the double control, three promotions for the single control", Double control refers to releasing hormone and inhibiting hormone with corresponding hormones, single control refers to only releasing hormone with corresponding hormones, further understand the positive and negative feedback, so that students can accept the knowledge more easily.

5. Heuristic teaching is a teaching method in which teachers guide students to master knowledge actively and consciously according to objective laws in the learning process. Physiology is a course to study the metabolic mechanism of normal body and the change rules of functional activities, which contains strong logical reasoning. However, students in higher vocational colleges lack self-consciousness, poor logical analysis ability and enterprising spirit, and teachers cannot guarantee the teaching effect only by indoctrination teaching. Therefore, it is imperative to implement heuristic teaching mode, which is beneficial to cultivate students' learning initiative, logical thinking ability, innovation and practical ability. Only after students understand a certain principle or mechanism can they explain various physiological phenomena of the body, and analyze and deal with similar problems by analogy [5]. The teacher points out the key points and difficulties of this section first in class, leaving the space for students to understand and think, and guides students to analyze, reason and summarize the knowledge points of this section by teaching the thinking method of learning physiology. This teaching method can not only arouse vocational college students' learning enthusiasm and interest, active classroom atmosphere, also can cultivate the students to ask questions, thinking, comprehensive ability to analyze and solve problems through purposeful

conscious self learning to enrich their knowledge, develop good study habits and learning purpose and motivation, Change passive learning to active learning, really want to learn, active learning, serious learning, rather than simple memory and copy.

6. PBL teaching method adopts problem-oriented teaching method. Under the guidance of teachers, student-centered and problem-centered research learning is carried out [6]. With traditional teaching with the teacher as the main body, passive education of non-computer majors, cramming for the center with the courseware teaching, in the overall grasp and under the guidance of teachers, emphasizes the active participation of students, and students to discuss and debate, guide students to bold involved in exploring the communication, stimulate the learning initiative and enthusiasm, cultivate students' ability of good at exploration, summary. PBL medical education is a learning process based on questions, with medical students as the main body, in the form of group discussion, and with the participation of the tutor, focusing on a certain medical topic or the diagnosis of specific cases. The teaching process should be after the content, the teacher will physiology teaching contents include knowledge point tip, to consider first tell the students, under the condition of the students have prepare in advance, to organize teaching in question leads to new knowledge, let the students according to the syllabus read teaching material and discuss with each other, inspire the student teachers to participate in the discussion, Adjust and supplement the teaching content in time according to the new questions raised by students, the weak links found and the results of discussion. After class, summarize, ask questions and summarize the key points and difficulties of this class. PBL teaching method through the analysis of the students independent learning to learn and the methods to solve the problem, can make up for the vocational college teachers accounted for the main body of a monologue of defects, and can improve the learning efficiency and effectiveness of teaching and exert students' subjective initiative, the teacher can also be based on feedback learning situation further update and enrich their knowledge, Better improve the quality of physiology teaching.

7. Network multimedia technology has become an important and effective way of modern classroom teaching. Physiology is highly practical and intuitive, emphasizing students' understanding and mastery of functional knowledge. Our school the physiology teaching outline, teaching courseware, lesson plans, and problem sets of teaching resources have been on the Internet, and provide students with the latest progress in material, imagery and physiology also made a related video animation and section of the lecture videos, easy to master by the students after class to review and further heavy difficult knowledge, Internet also has to answer teachers' column, Students can submit questions about learning through the Internet and interact with teachers. The network learning resource system not only helps teachers and students to carry out scientific research, teaching and medical information communication, but also helps

students to understand and master the knowledge in class and review and consolidate after class.

Therefore in the process of teaching, the teacher can according to the professional characteristics of physiology, active use of multimedia teaching to collect rich teaching materials, give full play to the multimedia auxiliary teaching advantage, new progress to broaden and deepen in the content, combined with the traditional teaching methods and students to interact, to increase classroom information, enrich students' extracurricular knowledge, To enable students to master more basic knowledge of physiology in a limited time, understand the latest trends in the development of physiology and the challenges faced by the development of physiology.

4. STRENGTHEN EXPERIMENT TEACHING, TRAIN STUDENTS' INNOVATION ABILITY AND PROFESSIONAL QUALITY.

The biggest characteristic of physiology is experimental, its concept, principle and function theory all originate from scientific experiment or clinical observation. Physiology teaching is divided into classroom teaching and laboratory teaching. Laboratory teaching is to verify and deepen students' understanding of theoretical knowledge learned in class through laboratory operation and demonstration. It is an auxiliary and supplement to theoretical teaching and an important link in the process of physiology teaching. It can not only deepen the understanding and mastery of theoretical knowledge, but also exercise students' ability to analyze and solve problems. There are a lot of problems but the physiology experiment, due to the teachers' understanding of the importance of the experiment does not reach the designated position, there is emphasis on theoretical despise experimental psychology, thought in the classroom teaching has explained the function of physiology phenomenon and the body, the lack of supervision of the LABS, causing students only according to the mechanical repetition experiment method step under the guidance of teachers, Do not think only know the passive completion of experimental content; In the process of experimental preparation, teachers only arrange classical experiments in the textbook according to the teaching plan. The content is outdated and the project is single. They completely follow the experimental operation, content and results, resulting in poor experimental operation skills and innovation ability of students. In the experiment process, due to the aging of the equipment, slow update, resulting in low utilization rate, it is difficult to ensure the high efficiency of the experimental class; It is unscientific to examine the learning effect and mastery degree of experimental courses. Attendance and experimental reports alone cannot objectively reflect students' mastery of physiological knowledge and experimental operation skills of medical specialty.

Higher vocational education is a kind of education with strong occupation and application, which cultivates high quality technical talents for enterprises and society. The guiding ideology of physiology experiments is to cultivate medical professional experiment skills, operation skill,

clinical work ability and the professional quality of medical, so physiology research content most associated with the causes and mechanism of clinical disease process, which requires students to apply what they have learned knowledge of physiology and experimental skills to analyze and solve clinical problems. Therefore, higher vocational colleges play a decisive role in training qualified medical talents with strong practical ability. First of physiology experiment teaching based on the training students' ability in practical work, in order to cultivate the students' basic skills of medical, improve the comprehensive quality for the purpose, a positive design physiology experiment course content, seize the textbooks inherent law, use a variety of teaching methods, to cultivate the students' innovation ability and professional quality to unify, and to study teaching materials and daily teaching. The guiding ideology should be implemented into the whole experimental teaching to guide students to master the concepts and methods of physiology, strengthen the construction of experimental instruments and equipment to enrich the hardware facilities, update the concept of professional accomplishment to meet the needs of teaching and social development, and constantly improve the experimental effects of physiology [8].

5. REFORM THE EXAMINATION METHOD, ENHANCE STUDENTS' THINKING ABILITY AND ANALYTICAL ABILITY

Examination is an evaluation method for the level of knowledge learned. Through examination, students can know whether they really master the knowledge content of physiology and the ability to solve practical problems, which can strengthen, detect and feedback the knowledge learned in the whole teaching activity [9]. However, the previous teaching and assessment system overemphasized examination as an important means to evaluate the teaching effect, and some students even thought that as long as they got good test scores, they could prove to be a good doctor. Therefore, in the learning process, they rote memorization, inflexible and passive learning, lacking analytical ability and flexible application ability. Panic sets in when the manifestations of certain diseases are found in clinical practice to be inconsistent with the book description. Through the analysis of the examination papers, the author found that the students in higher vocational colleges scored higher in memorizing conceptual questions, but lost more points in comprehensive analysis questions, resulting in students' high scores and low ability, narrow thinking, and poor ability to think and analyze problems, thus reflecting the inadequacy of the traditional examination mode.

We should not only deepen the depth and breadth of the examination and evaluation, change the test paper mode and question type design, but also reform the comprehensive examination way, the examination and evaluation focus on the examination of students' ability to analyze problems and clinical thinking ability. Students' assessment results are mainly composed of three parts: normal assessment (25%), experimental assessment (25%), and examination paper assessment (50%). Teachers can also adjust the proportion of assessment

results in the result entry system according to their actual teaching situation, so as to better reflect the key points of assessment and assessment. The usual assessment includes students' attendance, classroom performance and homework; Experimental assessment includes experimental preparation, experimental operation and experimental report writing. Since the medical professional skills examination is added in the spring college entrance examination, the proportion of experimental assessment can be appropriately increased in vocational colleges with the goal of training highly skilled personnel. Examination paper examination amount to reduce objective questions, increase a certain proportion of analysis questions, adopt the combination of closed book and open book examination, concept and principle of basic knowledge using closed book examination, analysis topic speculation is using open book way, so that students think more, more analysis, more comprehensive learning to master knowledge, no longer only from the examination paper. Students reflect the reform of the assessment way to learn more relaxed, not only highlighted the importance of the usual assessment, urge students to pay attention to the usual performance, training students comprehensive analysis of knowledge ability, and changed the past rote memorization of textbooks, a paper final situation. The comprehensive evaluation result can objectively reflect the vocational college students' learning situation, to enhance the students' learning initiative and enthusiasm, have certain effect to improve physiology teaching effects, cultivate the ability to solve the problem of processing and analysis ability, give full play to students' intelligence, is beneficial to the development of the high-quality medical talents.

Practice has proved that using above higher vocational teaching ideas for physiology teaching, to enhance the students' learning enthusiasm and initiative, improve the quality of teaching, developing students' intelligence, cultivating students' ability to analyze and solve problems has a remarkable achievement, but also can improve medical students comprehensive quality and professional quality, fundamentally achieve the purpose of improve the effect of physiology teaching.

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A Research on College's Study-Practice-Performance Integrated Practice Course System of Undergraduate Opera Performance¹

Lili Zhang

Qilu University of Technology (Shandong Academy of Sciences), Shandong, China

Abstract: With the increased demand for application-oriented talents of the society, the music major of more and more colleges starts to gradually enhance the cultivation for the students' performance capability of the vocal music major while the opera performance cultivation system still hasn't had a complete teaching mode for reference, which is a relatively brand new topic for teaching researching staff. This paper focuses on the opera performance teaching cultivation method dominated by "opera performance practice" and integrating "study-practice-performance" of music performance major of Qilu University of Technology for elaboration, and discusses the feasibility of the setting form of the course.

Key words: Opera Performance; Practice Course; Talent Cultivation; Course System

1. INTRODUCTION

Opera performance is a stage performance art integrating vocal music, dance, drama and stage art, helps train students' singing skills, lines capability and psychological quality, as well as cultivates students' stage performance capability, adaptation capability and cooperation capability, etc. With the increased demand for the application-oriented talents of the society, the music major of more and more colleges starts to gradually enhance the cultivation for students' opera performance capability of the vocal music major while the opera performance cultivation system still hasn't had a complete teaching mode for reference, which is a relatively brand new topic for teaching researching staff.

2. SIGNIFICANCE OF UNDERGRADUATE OPERA PERFORMANCE PRACTICE TEACHING OF COLLEGE

(I) Value of opera performance practice teaching in the cultivation of application-oriented talents.

Improve students' vocal music singing capability

The vocal music singing course is a professional core course of vocal music direction, and the cultivation of the vocal music singing capability is a long process. Currently, the "one to one" teaching mode universally practiced in the colleges has both its advantages and disadvantages, and only one student and one teacher are involved in the teaching process, and the teacher usually spends most of

the time on the student's basic skill practice and singing skill training, hard to thoroughly train the student's performance capacity as well. The opera performance has strong operability, enables to integrate the vocal music singing skills and works performance in students' performance process, supplementing each other, so as to improve students' singing capability.

Raise students' aesthetic capability

The opera performance practice not only enables students to cultivate their sentiments in the participation, but also helps them to feel the charm of opera better, master the aesthetic capability in music appreciation and sensing in the process of opera appreciation, feel the beauty of singing & performance as well as form correct art aesthetics.

Stimulate students' study interest

The study of vocal music is a long and boring process, and the guidance of active singing is the key to the improvement of vocal music capability, so the study interest is an important impetus in students' study. The opera works usually have attractive story plots and character design with distinctive personality features. In the process of participating in the opera performance, the students are able to study the works in depth, sense the music in the ups and downs of the story plots and dramatic conflicts, integrate themselves into the role in the atmosphere presented in the opera works, so as to improve students' enthusiasm for performance. In seeking the correct performance for roles, it enables to thoroughly mobilize students' study initiative, conscientiously figure out the singing skills and performance methods, and stimulate their study interest.

Enhance students' comprehensive capability

In the opera performance, it requires performer to have not only solid singing capability, lines capability and performance capability, but also some cultural qualities which enable to correctly understand the opera story plots, character relationship, dramatic conflicts, etc. under a special history background. To correctly express the works, the performer also needs to constantly improve its observation capability and team work capability, which poses a test to the formation of the performer's comprehensive capability to some extent. The opera performance practice enables students to discover their

Author introduction: Zhang Lili (1988-), born in Liaocheng, Shandong, lecturer of Qilu University of Technology (Shandong Academy of Sciences), research direction: research on vocal music singing and teaching theory.

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own deficiency in the self-study and improve and complete pertinently, so as to improve their comprehensive capacity.

3. COURSE CORRELATION AND DIVERSIFIED DESIGN IDEAS

Classroom teaching and practice teaching are two important links in the talent cultivation. In the talent cultivation solution formulation process, the course nature and the inter-course relationship should be considered comprehensively, the setting of each course needs to be closely related to the cultivation objective, and the ultimate objective of both classroom teaching and practice teaching is talent cultivation. The practice teaching of the opera performance is impossible to exist independently by separating from the classroom teaching, so in the process of the practice course reform, it requires emphasizing the correlation of course and diversity of teaching contents in the talent cultivation.

The music performance major of Qilu University of Technology set up the “opera performance” course in 2011. After 10 years, in the process of cultivation plan adjustment, it gradually enhances the optimization for relevant courses of opera performance, combines classroom teaching and practice teaching, actively explores the reform for the practice teaching, summarizes a set of relatively rational opera performance teaching cultivation methods dominated by “opera performance practice” and integrating “study-practice-performance”, which has played an active role in the cultivation process of application-oriented talents of vocal music. This paper hereby elaborates it based on the setting of “opera performance practice” course system.

3.1 Class hours of main relevant course and course opening semester

“Opera performance practice” is an intensive practice link, and it requires students to have relatively good vocal music performance capability and some music theory foundation to carry out the practice activities smoothly. Besides the classroom teaching part of the opera performance, the courses concerning the opera performance also include “basic theories of music”, “sight singing and aural training”, “music history of Chinese and western music”, “overview to national music”, “diction and lines”, “dance”, “stage performance”, “ensemble”, etc. Solid mastering for such basic knowledge of music is not only a stepping stone to obtaining a job opportunity under current employment situation for students but also a basis for the opera performance practice activities to be carried out smoothly.

SN	Course name	Class hours	Course opening semester
1	Opera performance	32	Semester V
2	Diction and lines	32	Semester V
3	Stage performance	32	Semester V
4	Ensemble	32	Semester VI
5	Opera performance experiment	64	Semester VI

The teaching cultivation mode integrating “study-practice-performance” mainly includes the combined design of “opera performance practice”, “opera performance”, “diction and lines”, “stage performance”, “ensemble” and “opera performance experiment”. The

rational arrangement of the teaching hours and class opening semester of the 5 courses may help opera performance practice greatly.

3.2 Teaching contents design of main relevant courses

(1) Opera performance

“Opera performance” course is a link of “study” in the “study-practice-performance” mode, and imparts the basic knowledge of opera in classroom teaching. The course is opened in Semester V, mainly explains the opera theories, such as basic features of opera art, history of opera development, structure of opera, voice part division in opera, performance form of opera, etc., enabling students to have profound understanding for opera in theory and reserve basic knowledge for subsequent works appreciation and drills.

(2) Diction and lines

“Diction and lines” course is a link of “study” and “practice” in the mode of “study-practice-performance”, and teaches the lines recitation skills. The course is opened in Semester V, mainly including the diction for Italian and Chinese mandarin, with the specific contents following the lines training in drama performance, including diction, tongue twister, monologue of dramatic characters, poem recitation, etc., enabling students to correctly master the language laws and pronunciation rhythm, feel different tones, and lay foundation for characterization in opera performance practice.

(3) Stage performance

“Stage performance” is a link of “study” and “practice” in the mode of “study-practice-performance”, and enables students to study relevant knowledge and skills of stage performance in the classroom teaching. The course is opened in Semester V. It is the foundation of opera rehearsal, mainly training students’ professional foundation as a performer and guiding them for role creation. The course focuses on the release of students’ nature, leads the students to overcome any terror and psychological barrier in performance, guides them how to have cases analysis and build performance image of different types, cultivates their creation capability and cooperation capability through short sketch performance training and physical expression training, and leads them to form relatively good professional quality of performance.

(4) Ensemble

“Ensemble” course is a link of “study” and “practice” in the mode of “study-practice-performance”, and enables students to study relevant knowledge of ensemble in opera and experience the charm of ensemble based on actual performing and singing. The course is opened in Semester VI, in the same semester of “opera performance experiment” and opera performance practice 1”. Besides explaining the fixed theoretical knowledge, other contents of the course are proceeded in accordance with the “opera performance experiment”, guiding students to understand the basic contents stipulated by the ensemble and have aria singing, and enabling them to feel the charm of ensemble in opera.

(5) Opera performance experiment

The “opera performance experiment” course is a link of

“practice” in the mode of “study-practice-performance”, and an important link before the start of the activities of “opera performance practice”. The teaching form of the course is not fixed, dominated by collective class and group class, mainly a comprehensive training course for the early stage “opera performance”, “diction and lines”, “stage performance” and “ensemble”. The teaching contents include observation, appreciation and discussion for opera works of different styles, collective rehearsal and discussion for classic sections, the early stage content preparation for “opera performance practice” link, etc., enables students to upgrade their sentimental cognition for the opera to rational one in repeated observation, discussion and research, and provides some preparations and supports for carrying out the “opera performance practice” smoothly.

4. TEACHING CONTENTS DESIGN OF OPERA PRACTICE COURSE

4.1 Setting of teaching objective

“Opera performance practice” is a compulsory intensive practice course, and should consider the influences of the link on students’ future development upon the teaching objective setting and teaching contents arrangement. Cultivation objective of the course is to enable students to apply solid theoretic foundation, performance capability and performance skills to have the rehearsal and performance practice activities of opera and drama sections as well as master the opera rehearsal and performance capability through the cultivation of the practice link.”

The specific requirements are as follows:

- (1) Improve students’ cognition level for opera performance, and enable them to familiarize with the basic process and requirements of opera rehearsal and performance.
- (2) Master the basic capabilities for researching play, opera plot and dramatic conflict analysis, and performance, able to independently analyze the character relationship, role interpretation direction, etc. as per individual researches.
- (3) Study the methods of opera rehearsal, cultivate individual re-creation capability, have the capability of independently completing the analysis and rehearsal of opera sections, and learn to represent the characters with body, eyesight, language and appropriate tones.
- (4) Cultivate the team work capability

4.2 Teaching contents arrangement

The “opera performance practice” is a link of “performance” in the mode of “study-practice-performance”, as well as an important link in practice teaching research. Relevant courses of opera performance opened by many colleges mainly focus on “study” part and observation teaching, with few emphasis on “performance” part which is an important part of opera performance. It may only enable students to combine the play of opera with the learned relevant theoretic knowledge, understand the overall works performance process, and complete the effective conversion from theory to practice in work after graduation by participating in the repertoire rehearsal actually

The “opera performance practice” link is divided into two parts for proceeding, arranged in Semester VI and Semester VII respectively.

The practice arrangement of Semester VI may be conducted by means of on-campus and off-campus combination, and the professional opera directors of the school and beyond the school will have practice guidance. The main contents mainly have rehearsal arrangement as per the teaching contents in the course of “opera performance experiment” opened in the semester, and guiding teachers of the school are in charge of practice rehearsal and guiding teachers beyond the school explain the processes and cautions of the complete opera rehearsal in the practice process. This link has assessment by means of combining the practice report and stage presentation, and it works to set the daily performance and group performance and have performance ratio distribution as per actual conditions of the school.

The practice of Semester VII is mainly conducted at the practice base, with the practice contents including opera rehearsal observation. This link may cooperate with the opera troupe and performance unit, has joint guidance for students, enable students to understand the methods and processes of opera rehearsal and performance in the field observation. This link may have assessment by means of practice report, set daily performance, and have performance ratio distribution as per actual condition of the school.

4.3 Some points deserving attention

- (1) Emphasize the comprehensive improvement of teachers’ comprehensive qualities

Teacher’s comprehensive quality will directly affect the effect of practice teaching. Teacher’s comprehensive qualities at the “opera performance practice” link include their mastering for the basic knowledge of opera and their organization and rehearsal capability, knowledge concerning cultural background, literature, drama, music and dance involved in the opera. Besides, the practice guiding teacher should also understand overall and individual course setting and cultivation objective of the mode of “study-practice-performance”, so as to facilitate the overall progress of the practice course system.

- (2) Practice base construction

Smooth implementation of the opera performance practice course requires relatively professional stage as well as light and audio equipment. On one hand, the school needs to have the rehearsal site with complete facility equipment, cooperate with other colleges actively, and exchange practice experience of teaching; on the other hand, the school needs to cooperate with opera troupe and performing group, provide a professional platform for observation and practice, win performance opportunities for excellent students, and enable students to put the learned knowledge and capability into practical application.

5. CONCLUSION

The ultimate objective of talent cultivation in either classroom teaching or practice link is to cultivate professional talents meeting social needs. The contemporary opera market has relatively high technical

level demand for high level opera performance talents, and the undergraduates of general colleges are hard to reach the standard of high level opera performers, so it requires paying more attention to students' comprehensive development in the cultivation process, having a comprehensive review of the cultivation objective based on local talents demand, mainly cultivating students' study capability, creativity and cooperation capability on the basis of enabling them to master solid fundamental knowledge of music and music skills, and enabling them to master useful knowledge and apply the knowledge. On such a basis, if students select to have further study for a master's degree, they may have a better study capability; if students select to work directly, they can adapt to the working environment and working contents smoothly.

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This Affects the Heat Dissipation Performance of the Subsea Data Center

Yaxun Dai^{1, 2*}, Bingbing Shi², Jinwang Liu³

¹ Engineering Computing and Simulation Innovation Lab, North China University of Science and Technology, Tangshan 063210, China;

² School of Artificial Intelligence, North China University of Science and Technology, Tangshan 063210, China;

³ School of Yisheng Innovation Education North China University of Science and Technology, Tangshan 063210, China
*Corresponding Author.

Abstract: At present, data centers are mainly built in the inland, and their disadvantages are particularly obvious. They occupy a lot of land, consume a lot of electricity and water resources when cooling, and cost a lot of construction, etc. This paper mainly studies the screening of container materials, and considers the change of material properties caused by the change of external environment, so as to improve the heat dissipation effect of the shell of the subsea data center, and achieve the maximum utilization of space and the optimization of service performance. Firstly, in order to maximize the heat dissipation effect, fins are installed on the gas side of the container to improve the heat transfer coefficient on the gas side. Because fin spacing and height of the joint affects the heat transfer coefficient and heat transfer area, so the rate equation, on the basis of establishing spacing, height and heat transfer coefficient and heat transfer area of the relationship, on the basis of the cylinder and cuboid, respectively through solving each fin spacing and fin height under the corresponding heat dissipating capacity, finally calculated when the shape of cuboid, fin spacing is 38 mm, When the fin height is 52mm, the heat dissipation reaches the maximum value. Secondly, for the optimization of the selection of materials and the depth of the container at the bottom of the sea, we first conduct preliminary screening from the aspects of corrosion resistance, water resistance, heat dissipation, compression resistance and price, and select five materials with good performance in these aspects, and then establish a fuzzy comprehensive evaluation model for further screening. Taking elastic modulus, yield strength, tensile degree, water absorption rate and reference to SCE seawater point as factor set, taking good medium poor four grades as evaluation set, using entropy weight method to give the weight of factors, finally according to the comprehensive evaluation results, the inductance cast iron material has the best comprehensive performance. For the optimization of seawater depth, the corrosiveness of seawater and the pressure of materials are considered, and the optimized seawater depth is determined by establishing a heat dissipation strength-cost model.

Key words: Integer Linear; Programming Model Fuzzy Comprehensive Evaluation; Entropy Weight Method; Sustainable Development

1. INTRODUCTION

Inland data center is a major construction at present, and particularly its shortcomings, take up a lot of land,

consume large amounts of electric energy on cooling, and water resources, the construction cost is larger, and so on, to promote the construction of the undersea data center project, the server is installed on the cooling container, facilities through seawater for heat transfer and heat dissipation, Not only save the land resources but also save energy, have low delay, the characteristics of low cost, high reliability, high safety, but for underwater data center, how to in limited volume for the largest number of server and ensure the normal order of the server to the water in the process of work fast heat dissipation is a need to be we solve the problem.

2. ANALYSIS OF THE INFLUENCE OF FIN SPACING AND HEIGHT ON HEAT DISSIPATION PERFORMANCE

In the process of heat exchange between data container and seawater, there are many factors restricting the heat transfer efficiency. Because the gas side of convection heat transfer coefficient is very small, so the gas side heat resistance became the main controlling factors of the heat exchange process, at this point to realize the maximization of the cooling effect of it is necessary to increase the gas side of the convection heat transfer area, need on the gas side of the container shell, the medial set fin, this not only increases the gas side heat transfer area, and to enhance the degree of the turbulent motion of the gas, The thermal resistance of the gas side is reduced, so as to improve the heat transfer coefficient of the gas side, which greatly improves the heat dissipation effect of the data container.

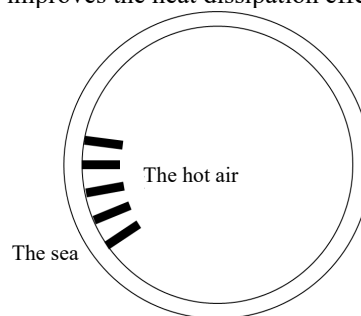


FIG. 1 Simple effect of fin

Since the addition of fins will increase the cost of equipment, a reference to the data shows that it is economically reasonable to use fins only when the ratio of the convective heat transfer coefficients of the two fluids exceeds 3:1. Through consulting related books, the convection heat transfer coefficient of the gas between 5 ~ 25, the convection heat transfer coefficient of water

between 200 ~ 1000, although this is only a rough range, there are many factors that can influence the convection heat transfer coefficient, but similar to the water environment of convection heat transfer coefficient is about 50 times of gas, therefore, equipped with fin on the economic benefit is reasonable.

In this paper, the convective heat transfer process of fins is calculated by means of numerical simulation, and the influence law of fin spacing and fin height on surface heat transfer coefficient is analyzed emphatically, and the change of heat dissipation during the change of fin spacing and fin height is simulated and analyzed.

2.1 HEAT TRANSFER RATE EQUATION

The mechanism of heat transfer between the cold and hot fluids on both sides of the container shell in the data center is a series process of "convection-conduction-convection". The local temperature boundary layer and degree distribution of this series process are shown in the figure below.

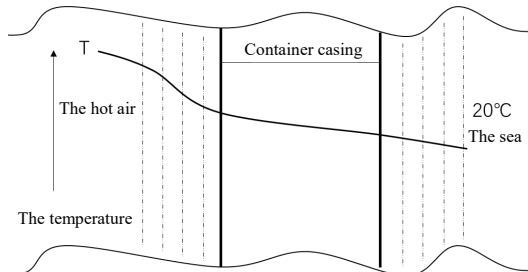


FIG. 2 Schematic diagram of heat transfer process

Referring to relevant professional data, it can be seen that for steady-state heat transfer process, the basic calculation formula of heat transfer rate equation is:

$$Q = KS\Delta t_m$$

Where, Q is the heat loss per unit time, W ;

K -- Heat transfer coefficient, $W/(m^2\cdot^\circ C)$;

S -- The cooling area, m^2 ;

Δt_m -- Average heat transfer temperature difference between hot and cold fluids, $^\circ C$;

According to the formula, when Δt_m is certain, the influence of temperature difference on heat loss is also determined. Therefore, we assume that the temperature t_2 of the hot air inside the container is $40^\circ C$ and the temperature t_1 of the sea water is $20^\circ C$.

$$\Delta t_m = \frac{t_2 - t_1}{\ln \frac{t_2}{t_1}} = \frac{40 - 20}{\ln \frac{40}{20}} = 28.85^\circ C$$

2.2 RELATIONSHIP BETWEEN FIN STRUCTURE AND HEAT DISSIPATION EFFECT

In the application of the fin due to constraints, the thickness of the fin often set to a fixed value, this article will fin thickness of 0.1 mm is assumed, only consider the effect of fin spacing and fin length, in the structure of a certain situation, with the decrease of the spacing, fin, the increase in the number of heat dissipation area also increased, but when the distance between a hour, The mutual interference between the two fins becomes more and more serious, leading to the decrease of the heat transfer coefficient on the fin surface, which greatly weakens the effect of increasing the fin area.

Similarly, with the increase of fin length, the heat

dissipation area increases, but when the fin length is too long, the heat dissipation effect is weakened, resulting in the decrease of heat transfer coefficient. Therefore, it is necessary to seek appropriate fin spacing and fin height.

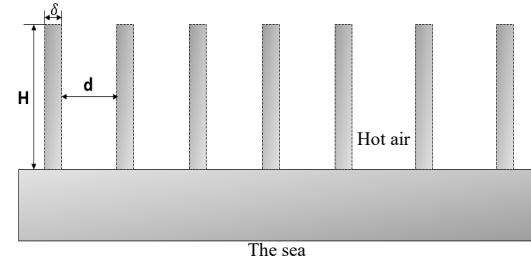


FIG. 3 Schematic diagram of fin details

(1) The relationship between fin structure and heat transfer coefficient K

Since the convective heat transfer coefficient on the gas side is the key factor restricting the total heat transfer coefficient K , the addition of fins will change the convective heat transfer coefficient on the gas side. The smaller the spacing, the smaller the heat transfer coefficient, and the longer the length, the smaller the heat dissipation coefficient. Therefore, the convective heat transfer coefficient of the gas is revised, and the formula is defined as follows:

$$\frac{1}{K} = \frac{1}{\alpha_g \cdot \frac{10d}{H}} + \frac{1}{\alpha_l}$$

Among them, α_g -- Convective heat transfer coefficient of hot air, $W/(m^2\cdot^\circ C)$;

α_l -- Convective heat transfer coefficient of seawater, $W/(m^2\cdot^\circ C)$;

According to the data, the convective heat transfer coefficient of hot air is about $45 W/(m^2\cdot^\circ C)$, and that of seawater at $20^\circ C$ is about $2600 W/(m^2\cdot^\circ C)$.

(2) the relationship between the fin structure and S of the heat dissipation area

Expand the container and its fins to calculate the total heat dissipation area. Schematic diagram of expansion:

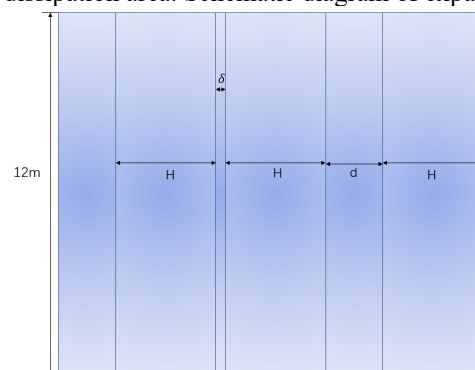


FIG. 4 Container expansion diagram

The calculation formula of heat dissipation area is as follows, where L is the perimeter of the cross section of the container. When the shape is cuboid, the perimeter is $4m$. When the shape is cylinder and the circumference is π , the two cases are discussed separately and the optimal solution is obtained.

$$S = 12 \cdot \left(\frac{2HL}{0.1 + d} + L \right)$$

(3) Result calculation

In MATLAB, the spacing D was set as 0.5mm as the initial value, 0.1mm as the step length, and the maximum value was 500mm. The initial length is 5mm, the step length is 1mm, and the maximum length is 500mm. The heat dissipation of each value under the structure of cylinder and cuboid was calculated.

According to the final calculation, when the shape is cuboid, the fin spacing is 38mm, and the fin height is 52mm, the heat dissipation reaches the maximum value, as shown in the figure:

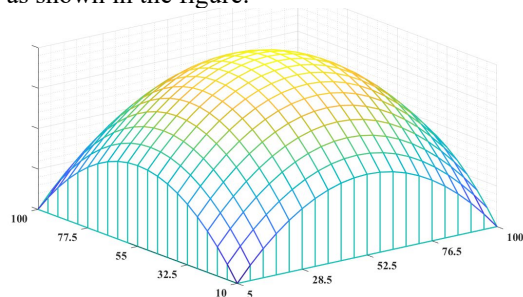


FIG. 5 Ergodic diagram of fin spacing and height

3. ANALYSIS OF THE INFLUENCE OF MATERIALS ON HEAT DISSIPATION PERFORMANCE

3.1 CHOOSE APPROPRIATE MATERIALS

In order to select materials with better comprehensive performance, we first need to conduct preliminary screening of the materials given, from the six aspects of specific gravity, compressive resistance, heat dissipation, corrosion resistance, water resistance and price, select materials with better performance, and remove those that do not meet the requirements, so as to carry out the specific selection of materials in the next step.

(1) From the point of view of the specific gravity of the material

Because the container is placed at the bottom of the sea, consider its buoyancy effect, the proportion of material must be greater than 1, through the material property sheet shows the proportion of metal materials were greater than 1, and the proportion of less than 1 of non-metallic materials of polyethylene, polypropylene, butyl rubber, natural and synthetic rubber and wood, need to eliminate these materials.

(2) from the perspective of waterproof material

According to the material properties of the table, we on the table of material waterproof according to excellent, good, poor divided into three grades. It can be seen that metal materials, rubber, concrete and glass, fiber reinforced plastics and most polymers have good waterproof performance, while epoxy, nylon, concrete and wood have poor waterproof performance, so these four materials are removed.

(3) From the point of view of corrosion resistance of materials

According to the material property table given and access to relevant information, we can divide the corrosion resistance of the material in the table into three grades: excellent, good and poor. Obtained from the table above, aluminum alloy, copper alloy, titanium alloy, zinc and gold and other metals and polymers, rubber, elastomers and fiber reinforced plastic and good anticorrosive property, and the nickel in the metal material is magnesium alloy,

stainless steel, and the three kinds of metal and nonmetal material of anticorrosive wood is poor, so the anticorrosive for optimal retention of the material.

(4) from the perspective of the heat dissipation of the material

In the analysis of the problem, we choose the material is alloy, its coefficient of thermal conductivity is 18.4, due to the internal structure of metal and nonmetal differences make metal materials thermal conductivity is obvious better than non-metallic materials, so in order to optimize the cooling effect, we need to choose coefficient of thermal conductivity is greater than 18.4 of coefficient of thermal conductivity of metal materials and higher nonmetallic material. Only the thermal conductivity of titanium alloy is less than 18.4, excluding this metal material, silver, copper and alloy, gold, zinc, aluminum alloy have strong thermal conductivity.

(5) From the point of view of the compressive property of the material

The deeper the water gets, the cooler it gets, so deepening the container's position on the seafloor speeds up the heat dissipation, but as the depth increases, the pressure increases, so the material has to be strong.

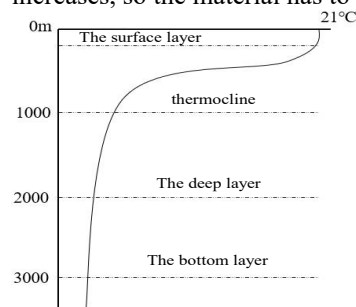


FIG. 6 Relationship between depth and temperature

By establishing the relationship between temperature and depth, we can see that the temperature decreases as the depth increases. The first known ocean temperature is 20°C, and the ocean depth is 117 feet, or 36 meters, which corresponds to the above picture.

And according to the liquid pressure and depth of the relationship between available $P = \rho gh$, easy to know the pressure of the container, as a threshold, the optimization of the compressive properties of the material to be greater than this value, the material properties of metal materials in the table given to yield level and the degree of non-metallic materials tensile representing their compressive strength, we are going to give material excellent pressure resistance is divided into three levels, According to the size of the relevant values, the material with strong compressive resistance is finally selected.

Commercial pure magnesium, zinc, lead, gold, platinum, concrete and wood have poor compressive properties. If these materials are removed, nickel alloy, iron and steel, titanium alloy, stainless steel and fiber reinforced plastic (FRP) have better compressive properties.

(6) From the point of view of material cost

In practical application, the cost is not to be ignored, the topic request as far as possible to reduce costs, so we select material cannot blindly consider only the optimal performance, but also considering the cost of material,

must be ruled out material price too high, increase the feasibility plan, only good performance and low cost of the material is the best choice, So you need to get rid of precious metals like gold and silver.

Based on the above analysis, through the elimination of materials with poor performance and screening of materials with good performance, we finally selected a total of 5 materials with good performance in all aspects.

3.2 ESTABLISHMENT OF FUZZY COMPREHENSIVE EVALUATION MODEL

Through the above analysis, the materials with good waterproof performance, good corrosion resistance, heat sink, strong compressive resistance and low price are roughly screened out. Since there are many screened materials, in order to further determine the materials with the best performance, a fuzzy comprehensive evaluation model is established. The material was comprehensively evaluated by referring to the five indexes of elastic modulus, tensile degree, yield degree, water absorption rate and sea water point of SCE, and the comprehensive evaluation result was selected as excellent material

Step1: determine the factor set

We select elastic modulus, yield degree, tensile degree, water absorption rate and reference to SCE seawater point to form the evaluation index system set, that is, the factor set. Denoted as $U = \{u_1 \setminus u_2 \setminus u_3 \setminus u_4 \setminus u_5\}$, u_1 is the elastic modulus, u_2 is the yield degree, u_3 is the tensile degree, u_4 is the water absorption rate, and u_5 is the seawater point of SCE. The material is further selected according to five indicators.

Step2: Determine the comment set

The selected five indicators are assigned four grades: excellent, good, medium and poor, denoted as $= \{v_1 \setminus v_2 \setminus v_3 \setminus v_4\}$, respectively representing excellent, good, medium and poor, and each grade represents the good or bad degree of the indicator.

Step3: determine the weight of each factor

Since each factor plays different roles in the comprehensive evaluation, it is necessary to determine the weight of each indicator. The traditional analytic hierarchy process is very subjective, so we choose the entropy weight method to determine the weight of each indicator, and finally calculate the weight of each indicator as follows:

Table 1 Weight distribution table

indicators	u_1	u_2	u_3	u_4	u_5
weight	0.162	0.315	0.263	0.154	0.106

The weight of each index is obtained by entropy weight method, and counted as $A = \{W_1, W_2, W_3, W_4, W_5\}$, which is suitable for the i th w_i weights of indicators, and $\sum_{i=1}^5 w_i = 1$.

Step4: Determine the fuzzy comprehensive evaluation matrix

The evaluation of index u_i is denoted as $R_i = [r_{i1}, r_{i2}, r_{i3}, r_{i4}]$, and each index is evaluated and matrix synthesis operation is carried out. Finally, the comment with the largest value is taken as the result of comprehensive evaluation. For the material with the same result grade, the numerical size of fuzzy vector is compared, and the material with the largest value is taken

as the optimal material. After further screening, through the fuzzy comprehensive evaluation of the five materials initially selected, the final evaluation result of inductive cast iron is excellent and the score value is the largest, indicating that the comprehensive performance of this material is the best, so we choose the optimized material as inductive cast iron.

4. ANALYSIS OF THE INFLUENCE OF DEPTH ON HEAT DISSIPATION PERFORMANCE

Above, entropy weight method and fuzzy comprehensive evaluation were adopted to comprehensively evaluate the metal material with high scores under five indicators, such as elastic modulus, yield degree, tensile degree, water absorption rate and seawater point position. On the basis of this material, we began to study the impact of appropriate seabed depth on container heat dissipation, and consider the cost and service life.

Firstly, the relationship between sea water depth and temperature has been established above. With the increase of sea water depth, the temperature also decreases, and the heat loss of the container will increase accordingly. And with the deepening of water depth, the salinity of sea water and oxygen levels will have different changes, and these two characteristics index directly affects the corrosive performance of seawater, thus further influence the use fixed number of year of material and cost of replacement, so we will be affected by the depth indicator are divided into two aspects: the pressure of sea water corrosion resistance and materials.

4.1 STUDY ON SEAWATER CORROSIVENESS

There are four factors that affect the corrosion of sea water: salt content, dissolved oxygen content, temperature and Marine organisms.

4.1.1 SALT

Salt content refers to the ratio of all dissolved solids in seawater to the weight of seawater, which affects the conductivity and oxygen content of water. Almost all the salts in seawater are ionized, which makes seawater a highly conductive electrolyte solution. In addition, there are a lot of chloride ions in seawater, which play a destructive role in the passivation of metal, so it has a great influence on corrosion. Since sea water is chemically a solution of a uniform, stable mixture, there is no direct relationship between salinity and depth, but there is a direct relationship between salinity and latitude, as shown in the figure below:

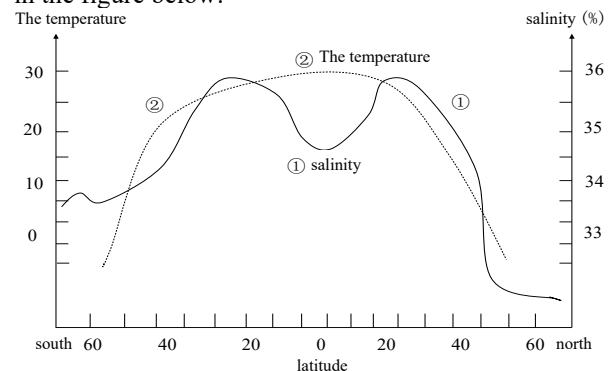


FIG. 7 Oxygen content and temperature variation

As can be seen from the figure above, the earth's gravitational acceleration changes with different latitudes,

and so does its salt content. Due to the influence of regions and the selection of sea areas, the selected latitude is 23.6 degrees North latitude. At the same latitude, the salinity of sea water is 35.4%.

4.1.2 DISSOLVED OXYGEN

Because oxygen dephasing corrosion is the main formation of seawater corrosion, the content of dissolved oxygen in seawater is the main factor affecting seawater corrosion. As salinity increases and temperature rises, dissolved oxygen content decreases. At the surface of the sea, there is enough oxygen in the atmosphere to dissolve into the sea, and the corrosion in the sea is reciprocal to the oxygen content. However, when the oxygen content in seawater reaches the saturation level needed for the diffusion process, the change in oxygen content is not enough to have a significant effect on corrosion. Therefore, we established the relationship between logarithmic oxygen content and corrosion degree:

$$cor_i = \ln(\varepsilon_2 * O_{con})$$

4.1.3 TEMPERATURE

The temperature of seawater affects the diffusion rate of oxygen. The higher the temperature is, the faster the diffusion rate of oxygen is, the higher the conductivity of seawater is, and the reaction between anode and cathode is accelerated, that is, corrosion is accelerated. According to the relationship between the temperature and the depth of sea water, we can determine the value of temperature by the depth of sea water, and the influence coefficient of temperature on its corrosion is ε_3 .

4.1.4 SEA CREATURES

There are many kinds of animals, plants and microorganisms in the ocean, their life activities will change the state of metal --- seawater interface and the properties of the medium, and have a significant impact on corrosion. The attachment of Marine organisms will cause corrosion of oxygen concentration cells inside and outside the attachment layer. The growth of certain sea creatures can destroy protective coatings such as paint on metal surfaces. We assume that the degree of influence of Marine organisms on corrosion is ε_4 .

4.2 STUDY OF SEABED PRESSURE

The pressure of seawater on the container will make the container under constant pressure, which will have a long-term impact on the shell structure and thus affect the service life of the container. Under the condition that the depth of the liquid level is H, the pressure on the container is

$$P = \rho gh$$

Through the study of the above-mentioned two aspects, the pressure and the degree of corrosion on the material has a certain influence, in order to consider two respects of material use fixed number of year, its weight division, when more than apply fixed number of year, will be made for its artificial replacement and the increasing cost, in order to take into account the cost problem, we established the thermal dynamics - cost model.

4.3 HEAT DISSIPATION STRENGTH-COST MODEL

4.3.1 COST CALCULATION

The increase in the cost of container server mainly comes from the above two aspects: pressure and seawater

corrosivity. If the weight of the influencing factors of pressure is set as α , then the weight of seawater corrosivity is $(1-\alpha)$. In addition, considering the four influencing factors of seawater corrosivity index, the replacement cost can be expressed as follows:

$$\begin{cases} W_{cost} = \alpha * \gamma * P + (1 - \alpha) * cor \\ cor = \varepsilon_1 * C_{salt} + cor_i + \varepsilon_3 * T + \varepsilon_4 \end{cases}$$

4.3.2 DETERMINATION OF SEAWATER DEPTH

The calculation formula of cost of replacing container shell was established above. Next, we began to study the relationship between depth and heat dissipation. Through the research curve of depth and temperature and the calculation formula of heat conduction, the expression formula of heat transfer and depth was obtained

$$Q = 2\pi L \lambda \frac{t_1 - f(h)}{\ln(r_2/r_1)}$$

Among them, the depth and temperature function is expressed by $f(h)$, t_1 represents the maximum temperature that the server can bear. In order to consider its cost and heat dissipation demand, a heat dissipation strength-cost model is established. The formula is as follows:

$$F = \frac{Q}{W_{cost}} * 100\%$$

The formula calculates the amount of heat lost per unit cost, which allows us to evaluate the model by taking into account two factors: maximum heat lost and relatively small replacement costs, namely that seawater is less corrosive at this depth. The seabed depth under the maximum score is calculated as a more appropriate seabed depth.

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Exploration on the "Evaluation Mechanism of Reaching Graduation Requirements" for Water Conservancy Majors under the Background of Engineering Education Certification

--Take the Water Conservancy Engineering Major of North China University of Water Resources and Electric Power as an example

Zhang Hongyang

North China University of Water Resources and Electric Power, Zhengzhou, Henan, China

Abstract: In engineering education certification, the evaluation of graduation requirements is an important step, and it is an important evaluation mechanism to evaluate whether college students meet the graduation requirements. To explore the evaluation mechanism of graduation requirements for water conservancy graduates, the analysis and summary of the evaluation process of water conservancy majors of North China University of Water Resources and Electric Power during the graduation process can provide an important reference for the training model of water conservancy professionals.

Keywords: Engineering Education Certification; Water Conservancy Majors; Evaluation Mechanism

1. INTRODUCTION

Our country joined the "Washington Agreement" in June 2016, which signifies that the quality of my country's engineering education has been recognized by the international engineering education community, promotes the convergence of my country's engineering education talent training model with the international, and promotes my country's engineering majors to the world [1-3]. In recent years, China's engineering education certification has made obvious progress, and more and more colleges and universities have practiced the educational philosophy of "student-centered" and "continuous improvement". The undergraduate major of Water Conservancy and Hydropower Engineering of North China University of Water Resources and Electric Power reached the requirements of the Chinese Engineering Education Certification Standards in January 2019, in line with the "Washington Agreement" international mutual recognition conditions and was awarded the China Engineering Education Certification Certificate. Based on the talent training mechanism of water conservancy majors, combined with the engineering education certification and evaluation work of the water conservancy majors of the College of Water Conservancy in recent years, this paper explores the evaluation mechanism of the achievement of graduation requirements for the water conservancy majors of the college and has the ability to promote the training mechanism of water conservancy talents. Important

reference value [4-5].

2. EVALUATION MECHANISM FOR THE ACHIEVEMENT OF GRADUATION REQUIREMENTS

North China University of Water Resources and Electric Power has established a goal-oriented training model based on graduation requirements in order to meet the social requirements for the cultivation of water conservancy and hydropower engineering professionals. At the same time, it effectively supervises the quality of the training process. According to the engineering education certification standards and related requirements, it has formed a suitable training model. The evaluation mechanism of the degree of achievement of graduation requirements for water conservancy majors [6]. The evaluation mechanism consists of five parts, which are evaluation principles, methods and processes, evaluation cycles, evaluation persons in charge, evaluation basis and rationality judgment, and evaluation result feedback.

2.1 Evaluation principles, methods and processes

According to the content covered by the graduation requirements and the source of the evaluation data, based on the principle of combining direct evaluation and indirect evaluation, and combining quantitative evaluation and qualitative evaluation, the method of combining direct evaluation and indirect evaluation is used to evaluate the achievement of the graduation requirements of this major Evaluation [7].

The evaluation of the degree of achievement of graduation requirements is carried out according to the following process. First, the index points of graduation requirements are decomposed and weighted. Then check the rationality of the evaluation basis, for the teaching link, the relevant teachers will implement and formulate a plan, formulate the evaluation cycle, determine the participants, select the appropriate evaluation method, determine the standard, etc. On this basis, collect the data needed for evaluation, conduct the direct evaluation of course achievement, and indirect evaluation of graduate questionnaire survey. Finally, the achievement degree evaluation result is determined, and the evaluation result is analyzed. The specific process is shown in figure 1.

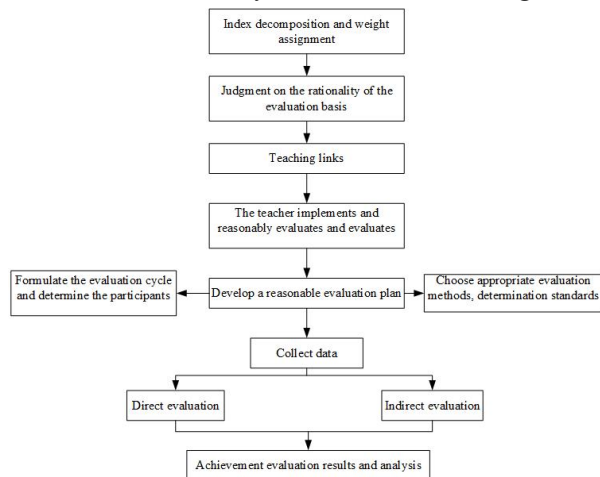


Figure 1 Evaluation process diagram of graduation requirement achievement degree

(1) Direct evaluation method: including curriculum achievement evaluation, corresponding index points, and graduation requirements. The evaluation of curriculum achievement degree refers to determining the evaluation value by giving the weight value to the curriculum and reasonably analyzing the evaluation basis.

The degree of achievement of graduation requirements refers to the evaluation value determined by integrating the degree of achievement of each index point of graduation requirements [8].

The setting of course weight value: Based on the decomposition of index points required for graduation, determine the support strength of the course to the index points according to the type and arrangement of the courses at the index points, and set the sum of the support weight values of each index point to 1. In the process of determining the curriculum weight, if some optional courses are not opened in a certain year because the number of courses selected cannot meet the requirements of the school (less than 20), their weight will be classified into similar courses and then evaluated after adjustment according to the principle of proximity.

The rationality of the evaluation basis: the rationality of the evaluation basis of the degree of achievement is analyzed and confirmed by the full-time teachers and management personnel of the profession before the evaluation starts.

Curriculum achievement evaluation: According to the results of various assessments of students, a reasonable evaluation of the achievement of graduation requirements index points is made.

(2) Indirect evaluation method: the evaluation is conducted in the form of a questionnaire survey. Based on the questionnaire survey, the evaluation is conducted by obtaining the opinions of recent graduates, former graduates, and employers on graduation requirements. In the content of the questionnaire, grade 1 indicates that "the degree of recognition of the importance of core competence" is very disapproving, and "the performance of graduates" is very disapproving. Grade 2 indicates that they do not agree with the importance of core competence and are not satisfied with the performance of graduates. Grade 3 indicates "recognition of the importance of core

competencies" and "performance of graduates". Grade 4 means "recognition of the importance of core competencies" and "performance of graduates". Grade 5 indicates a high degree of agreement on the importance of core competencies and a high degree of satisfaction with graduates' performance.

2.2 Evaluation cycle

By setting the evaluation period of graduation requirement achievement as two years, each graduation requirement and each class of students can be evaluated within a period. The evaluation cycle of course goal achievement is set as one year, and the evaluation cycle of the graduate questionnaire survey is set as one year. The specific evaluation activities within an evaluation cycle and the schedule of evaluation are shown in table 1.

Table 1 The specific responsibilities of the institutions and personnel involved in the evaluation

serial number	Evaluation of activity	Evaluation of time
1	Combined with the last round of evaluation process, the rationality of graduation requirements index point decomposition is reviewed	Early year 1 of the evaluation cycle
2	Combined with the last round of evaluation process, determine the supporting teaching links of each index point	Early year 1 of the evaluation cycle
3	Develop and review evaluation methods based on the previous evaluation process	Early year 1 of the evaluation cycle
4	Review supporting rationality and identify data collection sources	At the end of each term
5	To collect data	At the end of each year
6	Perform evaluations, analyze data and write reports	By the end of the second year of the evaluation cycle
7	Work that needs improvement	By the end of the second year of the evaluation cycle

2.3 Person in charge of evaluation

The evaluation agency for the degree of achievement of graduation requirements for this major is the Water Conservancy and Hydropower Engineering Professional Graduation Requirements Evaluation Working Group. The professionally responsible person serves as the team leader. The members include professional teachers, basic course teachers, and teaching management personnel. The professionally responsible person appoints teachers or specialized personnel to carry out evaluation work according to different evaluation activities, as shown in table 2.

Table 2 Specific responsibilities of institutions and personnel involved in the evaluation

Serial number	Evaluation activity	person in charge
1	Review the rationality of the decomposition of graduation requirements	Achievement Evaluation Agency
2	Determine the supporting teaching links of various index points	All teachers, achievement evaluation institutions

Serial number	Evaluation activity	person in charge
3	Review the rationality of support and determine the source of data collection	Professional teacher
4	Develop and review evaluation methods	Achievement evaluation institutions, professional teachers
5	Conduct assessment and collect data	Professional teachers, achievement evaluation institutions
6	Analyze data and write reports	Achievement Evaluation Agency
7	Improve work	Professional teacher

2.4 Evaluation basis and rationality judgment

Use the assessment materials for each course and the graduate survey materials as the basis for evaluation. According to the actual setting of each course of water conservancy and hydropower engineering, the evaluation basis for graduation requirements is different. Course assessment materials: different types of course assessment methods and assessment materials are also different, including test scores, course essays, homework quality, laboratory reports, course discussions, and peacetime performance, etc.; graduate survey materials: refer to recent graduates each year, previous years A questionnaire survey conducted by graduates and employers on the achievement of various abilities required for graduation [9]. Judgment of the rationality of the evaluation basis: the evaluation work team for the degree of achievement of the graduation requirements of this major will judge the rationality of the evaluation materials of each course according to the relationship between the course and the evaluation index points, the course syllabus, etc. before the degree of achievement evaluation, and proceed from the following three aspects determination. Appraisal content rationality: whether the overall evaluation difficulty and score value of graduation requirement index points and whether the coverage is extensive; Appraisal form rationality: on the basis of the final exam, whether the graduation design report, calculation book, and other forms are used to assess students. The ability of the assessment result is reasonable: whether there is an unreasonable test paper or a situation where the score is too high or too low. According to the judgment result, fill in the "Evaluation Form of Reasonableness of Course Achievement Degree Evaluation Basis". The judgment result "reasonable" or "unreasonable" should be clearly stated.

2.5 Feedback on evaluation results

The eligibility criteria for the degree of achievement of graduation requirements: The evaluation of the degree of achievement of graduation requirements of this major is determined by the consultation of all teachers of this major based on combining the school's graduation requirements for different types of courses [10].

Direct evaluation: The sum of the evaluation value of each course is the evaluation value of the index points required for graduation. The course evaluation threshold is determined to be 70%, that is, the evaluation threshold for each indicator included in each graduation requirement is 0.70. The minimum value of each graduation requirement

including the evaluation value of the index is regarded as the evaluation value of the achievement degree of the graduation requirement. Therefore, it is finally determined that the qualified standard value of the graduation requirement of this major is 0.7. Indirect evaluation: through a questionnaire survey of the subjective opinions of graduates, past graduates, and employers on graduation requirements. The questionnaire survey includes very agree/very satisfied, basic agreement/basic satisfaction, general agreement/general satisfaction, and basic disapproval /Basically dissatisfied, very disagree/very dissatisfied with five levels, the graduate questionnaire survey achievement evaluation threshold is determined to be 0.70, when it reaches "general agreement/general satisfaction", it is judged that the graduation requirement is "achieved".

The result of evaluation: Integrate the three tables of "Course Achievement Evaluation Table", "Course Score Table" and "Graduation Requirements Achievement Evaluation Table" to give a clear conclusion on whether the graduation requirements are "achieved".

3. CONCLUSION

North China University of Water Resources and Electric Power University's water conservancy professional graduation requirements achievement degree evaluation mechanism meets the requirements of the water conservancy and hydropower engineering professional training model under the background of Chinese education certification. It is an important exploration of our school to cater to the professional certification of colleges and universities. This evaluation mechanism is scientific and objective, and covers a wide range. It can not only provide a basis for the development and improvement of the water conservancy major of this school, but also can be used as a reference for graduates of other water conservancy colleges and universities to explore their graduation requirements.

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Optimization of Student Loss Rate in Online Learning

Jin Zhang, Ping Li, Jin Lai

Henan Normal University, Xinxiang, Henan, China

Abstract—In the post epidemic era, online learning has become one of the main ways for students to learn. The course completion rate of students' online learning is the key to ensure the learning success rate. This paper aims to study the influencing factors of students' online course completion rate. Taking 325 online learning participants as the research object, the 16 influencing factors of course completion rate are divided into learning motivation, learning content, external influence, students' ability and others. By analyzing the factors affecting student turnover, particle swarm optimization model is used to predict it, and it is found that the fitting degree is good. Based on the model results, this paper puts forward some strategic suggestions to improve the course completion rate of online learning students, in order to stimulate the potential value of online learning and improve the course completion rate of online learning students.

Key Words—Online Learning; Influencing Factors; Learning Behavior Analysis; Particle Swarm Optimization

I. INTRODUCTION

In the 'Internet +' era, online learning is applied at all stages of education, which has become an indispensable way of learning for learners. Online learning is more flexible than traditional learning methods because it is not affected by space and time[1]. The characteristics of refinement, fragmentation and reauthorization in the information age are more prominent. The autonomy and flexibility of online learning make learners' curriculum completion rate affected by many factors. The curriculum completion rate of learners' online learning is highly correlated with these influencing factors. Under the background of 'Internet +', big data is rapidly flooding all walks of life, and education is no exception. With the development of learning analysis and artificial intelligence technology, it has become an irresistible trend to evaluate students' learning performance and learning success rate by using students' online learning curriculum completion rate to provide better services for students. Data mining has become an important method to deeply explore the curriculum completion rate of online learning and its related data.

II. HYPOTHESIS

Considering the reality, this paper has the following assumptions:

- Assuming that the data provided is true and reliable ;
- Assuming that the deleted variables will not have a significant impact on the results ;

- Assume that individual missing data onto the dataset does not have a significant impact on the results

III. STATEMENT OF SYMBOLS

Table 1. Statement of symbols.

Symbolic	Meaning
P_b	Optimal position of particles after subiteration
P_g	Global optimal position of particles after k iterations
V_k	Current velocity of particles
P_{best}	Extreme value of individual particle
g_{best}	Optimal Value in Group Search History
C_1, C_2	Learning factor of particle swarm algorithm, adjustable change size

IV. MODELS

A. Particle swarms optimization algorithm

Particle swarms optimization (PSO) is a bionic optimization algorithm, which is inspired by birds foraging [2]. PSO algorithm is a kind of evolutionary algorithm, which is similar to genetic algorithm. It starts from the random solution, finds the optimal solution to iteration, and evaluates the quality of the solution to fitness. This algorithm has attracted the attention to academia for its easy implementation, high precision and fast convergence, and shows its superiority in solving practical problems.

The basic idea of PSO algorithm is as follows : in the optimization problem, for its solution space, a group of particles are randomly initialized as the feasible solution to the objective function, and the fitness function is defined to describe the advantages and disadvantages of each solution. Then each particle moves randomly in the solution space, and the motion position of the particle is determined by the speed of the particle. The optimal solution found by the particle itself and the optimal solution found by the particle swarm will affect the speed of the particle. All particles are gradually searched in this way to find the optimal solution in the solution space.

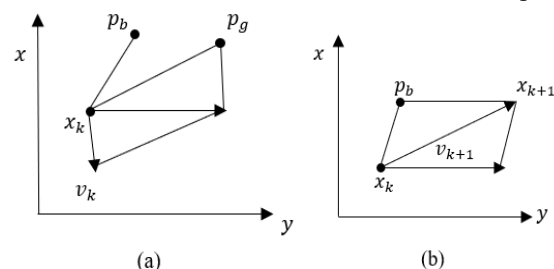


Figure 1. Particle state diagram between particle swarm iterations.

Figures 10 (a) and 10 (b) show the state change of particles between the second iteration and the first iteration. The sum of the graph represents the optimal position of the individual and the global optimal position of the group

after the second iteration respectively. Represent the current velocity of particles. Vector, jointly determine the particle position.

The above process can be described in the following mathematical language : Define the D-dimensional search space, the position matrix of each particle ; the velocity matrix of each particle of the current state. The position matrix of particles also exists on N-dimensional space. The position matrix in searching D-dimensional space is defined as the extreme value of individual particles, which is the optimal value of the group search history. When the $k + 1$ iteration, the position update method of each particle is as follows :

$$x_{id}^{k+1} = x_{id}^k + v_{id}^{k+1} \quad (1)$$

Among them, c_1 and c_2 are the learning factors of particle swarm optimization algorithm, which can adjust the change of p ; Rand () is a random function whose value is a random number between [0, 1]; The value of d is [1, D]. Equation (1) can be divided into three parts: the search results of the previous generation of particles, their own search results and the search results of groups. This formula embodies the information sharing mechanism of particle swarm optimization algorithm, and the introduction of its own search results avoids the group from falling into the local optimal solution.

According to the above, the PSO algorithm flow is shown in Figure 2.

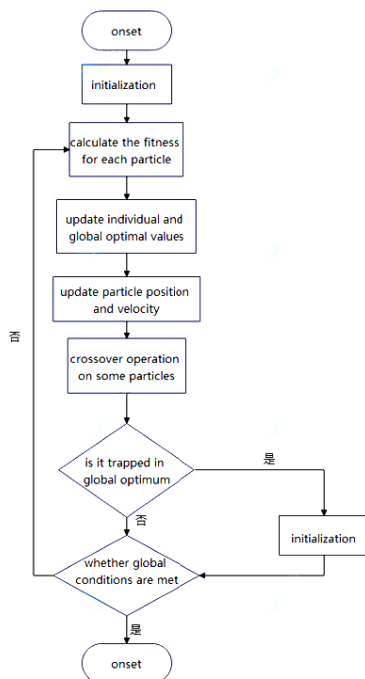


Figure 2. PSO algorithm flow chart.

B. Model solving

In this paper, 16 variables affecting the course completion rate are divided into five categories: learning motivation, learning content, external influence, student ability and others[3-5]. The specific classification is shown in Table 2.

Table 2. Variable classification.

category	Variable name
----------	---------------

Learning motivation	Interest\ hobbies
Learning Content	Science, Philosophy, Literature, Content Difficulty
External influence	Games, novels, families, schools
Students ' ability	Students ' foundation, understanding ability, self-control and attention
Other	Time factors, uncontrollable factors

Finally, the software is used to solve the model to find out the sample of students whose curriculum completion rate is less than 70 %. Through observation and analysis, we find that :

- There is a positive correlation between students ' learning motivation and curriculum completion rate, that is, the stronger the motivation, the higher the curriculum completion rate, then the probability of curriculum loss is relatively small ;

- There is a negative correlation between the difficulty of students ' learning content and the completion rate of the course, that is, the harder the learning content is, the lower the completion rate of the course is, the higher the probability of curriculum loss is ;

- There is a negative correlation between games and curriculum completion rate, that is, the greater the impact on games on students, the lower the curriculum completion rate, then the probability of curriculum loss is relatively large ;

- There is a positive correlation between students ' learning foundation and curriculum completion rate, that is, the more solid the foundation is, the higher the curriculum completion rate is, then the probability of curriculum loss is relatively small ;

- There is a positive correlation between the time factor and the curriculum completion rate, that is, the more time invested in the curriculum, the higher the curriculum completion rate, then the probability of curriculum loss is relatively small ;

- Attention and curriculum completion rate was positively correlated, that is, the more focused attention, the higher the curriculum completion rate, then the probability of curriculum loss is relatively small ;

- Learning content categories has little to do with student attrition.

C. Model results

The comparison between the predicted results after variable optimization and the real data is shown below.

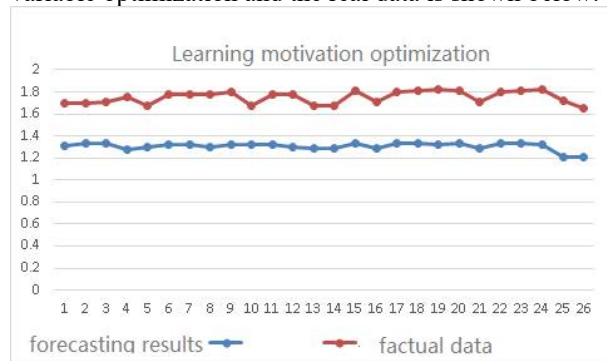


Figure 3. Comparison before learning motivation optimization.

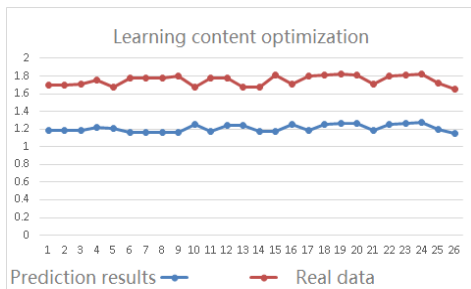


Figure 4. Comparison after learning content optimization.

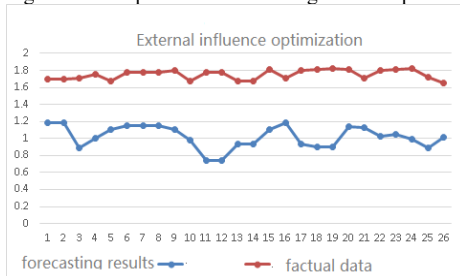


Figure 5. Comparison after optimization of external influence.

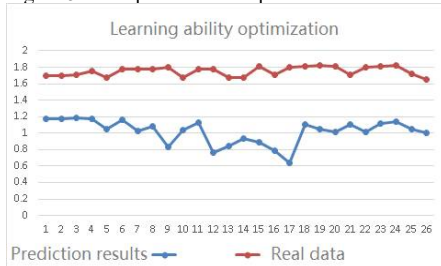


Figure 6. Comparison after optimization of students' ability.

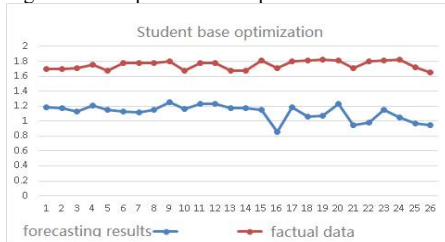


Figure 7. Comparison after students' basic optimization.

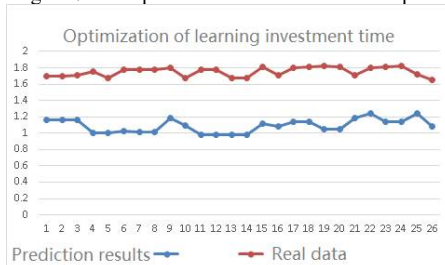


Figure 8. Comparison after students' input time optimization

V. MODEL EVALUATION

The particle swarms optimization algorithm does not have crossover and mutation operations, and relies on the particle speed to complete the search. In the iterative evolution, only the optimal particles transmit information on other particles. The search speed is fast, and it has memory. There are fewer parameters to be adjusted, and the structure is simple and easy to implement. However, the particle swarms algorithm lacks the dynamic adjustment of speed and is easy to fall into local optimum,

which leads to low convergence accuracy and difficulty in convergence, and cannot effectively solve discrete and combinatorial optimization problems.

VI. CONCLUSION

This paper uses the particle swarm optimization model to optimize the course completion rate of students' online learning, and analyzes the influencing factors of low course completion rate, so as to improve the course completion rate of students' online learning. The results show that the fitting of the model is good, which can be used in online learning to reduce the student turnover rate. According to the results of the model, the following optimization suggestions are put forward: improving learning motivation, improving students' attention, improving students' time into the course and the difficulty of adjusting learning content.

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Investigation And Analysis of Obesity and Common Diseases Among Primary School Students in A Town of Taizhou City From 2018 To 2021

Lin Qin

School of Medicine and Pharmaceutical Engineering, Taizhou Vocational and Technical College, Taizhou, Zhejiang 318000, China

Abstract: Objective To analyze the prevalence of common diseases among primary school students in Taizhou, and to provide countermeasures for the prevention of adult chronic diseases. Methods Primary school students who participated in the physical development survey in a town of Taizhou from 2018 to 2020 were selected as the research subjects. Physical examination items included weight, height, vision and teeth. Results The main problems of primary school students in Taizhou from 2018 to 2020 were dental caries, poor vision, malnutrition, overweight and obesity. There were significant differences in caries rate and low vision rate between genders and different years ($P < 0.05$). There was a statistically significant increase in the overall trend for overweight and obesity, especially among boys. Conclusion The incidence of poor eyesight, dental caries, obesity and overweight among pupils in a town of Taizhou is increasing. There has been a marked improvement in malnutrition. Health and disease control departments should actively take targeted measures to reduce the incidence of common diseases in order to improve the health level of local primary school students.

Keywords: Caries; Poor vision; Malnutrition; Overweight; Obesity

INTRODUCTION

The growth and development of children is a continuous and progressive dynamic process with different growth and development rates in different age stages. From the beginning of primary school to pre-adolescence for school-age, adolescence is the second growth peak of children's growth and development, primary school stage across school-age and adolescence. Disease prevention and health promotion are particularly important at the primary school level. In order to understand the physical health status of local primary and secondary school students, according to Zhejiang Weifa [2010] No. 83 on the issuance of Zhejiang Primary and Secondary School health examination management implementation measures, 2018-2020 Taizhou a town on primary and secondary school students physical development survey, now the physical examination results are analyzed and compared, the report is as follows:

1. Data and Methods

1.1 General Information

Physical development survey report of all primary school

students in a town of Taizhou from 2018 to 2020.

1.2 Survey methods

Every year in the specified time, according to the Ministry of Education "primary and secondary School students health examination management measures" in the provisions of the project. Physical indicators: height, weight (using a standing weight scale, take off shoes, hats and coats when measuring, the measurement result is accurate to one decimal point); Internal medicine routine examination: heart, lung, liver, spleen; Ophthalmic examination: vision, trachoma, conjunctivitis; Dental examination: teeth (teeth are checked and recorded one by one in cross notation), periodontal examination; Surgical examination: head, neck, chest, spine, limbs, skin, lymph nodes; Physical function index examination: blood pressure. Check the summary data. Comprehensive evaluation and analysis were made on students' physical development and common diseases.

1.3 Diagnostic Criteria

(1) Overweight and obesity: Overweight refers to weight 10%-19% above standard weight (standard weight (Kg) = $\text{age}^2 + 8$). Mild obesity is more than 20%-29%, moderate obesity is more than 30%-49%, severe obesity is more than 50%, and the secondary obesity caused by genetic metabolic diseases or endocrine diseases should be excluded [1]. (2) Malnutrition: Mild malnutrition refers to weight less than 15% to 25% of the standard body weight; Moderate malnutrition is below 25 to 40 percent; Less than 40% of body weight in heavy nutrition. (3) Dental caries: According to the dental caries diagnostic criteria of the 2014 National Student System and Health Survey Implementation Plan. (4) Visual acuity: standard logarithmic visual acuity chart light box is used for visual acuity examination. Far visual acuity less than 5.0 is considered as low vision [2].

1.4 Statistical Analysis

SPSS25.0 software was used for statistical analysis. The detection rate of obesity and the rate of dental caries were described by component ratio (%), and the change of physical examination over the years was trend $\chi^2 P < 0.05$ was considered statistically significant.

2 RESULTS

2.1 General Conditions

In 2018 and 2020, a total of 10,402 primary school students in a town of Taizhou participated in the physical development survey. The prevalence of dental caries was

56.16%, the prevalence of poor vision was 19.36%, the overweight was 4.33%, and the prevalence of obesity was 1.15%. (See Table 1)

Table.1 Total incidence of common diseases among primary school students in a town of Taizhou in 2018 and 2020

The project content	The number of	Dental caries	Low vision	malnutrition	overweight	obesity
In 2018,	6143	3395	1119	269	225	80
In 2020,	4259	2447	895	209	225	40
A combined	10402	5842	2014	478	450	120
incidence rate	/	56.16%	19.36%	4.6%	4.33%	1.15%

2.2 Comparison of nutritional status of primary school students in a town in Taizhou city in 2018 and 2020

By comparing the differences of malnutrition, overweight and obesity rates between different genders in 2018 (one year before THE EPIDEMIC) and 2020 (one year after the epidemic), the overweight and obesity rates of male students were significantly higher than those of female

students (see Table 2 and 3), while the malnutrition rates of female students were higher than that of male students (see Table 4). One year after the outbreak, the overweight rate of male students (see Table 3) and malnutrition rate of female students (see Table 4) increased significantly, $P < 0.05$, which was statistically significant.

Table.2 Comparison of obesity rate among primary school students in a town in Taizhou city in 2018 and 2020

gender	year	Monitoring the number	Number of undetected persons	Check out the number of	Detection rate	χ^2 value	P values
male	2018	3322	3266	56	1.69%	0.72	0.40
	2020	2286	2254	32	1.40%		
female	2018	2821	2797	24	0.85%	3.47	0.06
	2020	1973	1965	8	0.41%		
A combined	2018	6143	6063	80	1.30%	2.91	0.09
	2020	4259	4219	40	0.94%		

Table.3 Comparison of overweight rate among primary school students in a town in Taizhou in 2018 and 2020

gender	year	Monitoring the number of	Number of undetected persons	Check out the number of	Detection rate	χ^2 value	P values
male	2018	3322	3183	139	4.18%	17.82	< 0.001
	2020	2286	2132	154	6.74%		
female	2018	2821	2735	86	3.05%	1.11	0.29
	2020	1973	1902	71	3.60%		
A combined	2018	6143	5918	225	3.66%	16.00	< 0.001
	2020	4259	4034	225	5.28%		

Table.4 Comparison of malnutrition rate among primary school students in a town of Taizhou city in 2018 and 2020

gender	year	Monitoring the number of	Number of undetected persons	Check out the number of	Detection rate	χ^2 value	P values
male	2018	3322	3194	128	3.85%	0.74	0.39
	2020	2286	2208	78	3.41%		
female	2018	2821	2680	141	5.00%	5.84	0.01
	2020	1973	1842	131	6.64%		
The total	2018	6143	5874	269	4.38%	1.60	0.21
	2020	4259	4050	209	4.91%		

2.3 Comparison of other common diseases among primary school students in a town of Taizhou in 2018 and 2020

Compared with 2018 (one year before the epidemic) and

2020 (one year after the epidemic), the rates of male caries (table 5) and low vision (Table 6) in 2020 were significantly higher than 2018, with statistical significance ($P < 0.05$).

Table.5 Comparison of dental caries rate among primary school students in a town of Taizhou city in 2018 and 2020

gender	year	Monitoring the number of	Number of undetected persons	Check out the number of	Detection rate	χ^2 value	P values
male	2018	3322	1542	1780	53.58%	7.77	0.01
	2020	2286	975	1311	57.35%		
female	2018	2821	1206	1615	57.25%	0.05	0.82
	2020	1973	837	1136	57.58%		
The total	2018	6143	2748	3395	55.27%	4.90	0.03
	2020	4259	1812	2447	57.45%		

Table.6 Comparison of low vision rate among primary school students in a town in Taizhou city in 2018 and 2020

gender	year	Monitoring the number of	Number of undetected persons	Check out the number of	Detection rate	χ^2 value	P values
male	2018	3322	2768	554	16.68%	11.40	< 0.001
	2020	2286	1824	462	20.21%		
female	2018	2821	2256	565	20.03%	2.59	0.11
	2020	1973	1540	433	21.95%		
The total	2018	6143	5024	1119	18.22%	12.62	< 0.001
	2020	4259	3364	895	21.01%		

3 RESEARCH AND DISCUSSION

Obesity is a global problem, which seriously endangers human health. The number of obese adolescents is increasing day by day. In China, the proportion of obese adolescents is also increasing. There are many researches on adult liver disease in modern medicine, but there are limited researches on childhood obesity and non-alcoholic fatty liver. The overweight and obesity of middle and low age group students are higher than that of high age group students, which is related to the improvement of living standard and the characteristics of growth and development in adolescence, and may be related to the incorrect cognition and control of body weight in adolescence[3]. Peng Shanshan et al. showed that the proportion of children with non-alcoholic fatty liver disease increased and BMI was high, and obesity was the majority. With the rapid development of global economy, the number of overweight and obese children is increasing year by year, as is non-alcoholic fatty liver disease in children. At present, there is no safe and effective treatment for non-alcoholic fatty liver disease in children. China currently has no guidelines for the treatment of non-alcoholic fatty liver disease in children, and the latest expert consensus indicates that lifestyle interventions are preferred[4].

Taizhou a town of all primary school students in October to November every year to organize a physical development survey. The time is relatively fixed and the investigation items are consistent, which can accurately and objectively reflect the growth and development level and health status of local primary school students. By analyzing the survey results of primary school students in a town in Taizhou in 2018 and 2020, it can be found that the growth status and development trend of primary school students in a town in Taizhou is good. To evaluate the physical growth and development of primary school students every year, we can know the status quo and long-term development trend of their physical growth and development, and timely take intervention to the primary school students whose physical growth and development deviate, so as to promote their healthy growth. Malnutrition and obesity do great harm to the growth of pupils. The results show that the overweight rate and obesity rate of boys are higher than that of girls, and the malnutrition rate of girls is higher than that of boys. Considering that girls in primary school are more picky about food, and girls develop earlier than boys, their early demand for nutrition is large, and there is a relative lack of nutrition intake. Boys tend to have some bad eating habits, such as liking meat and fried food and eating fast,

which are the causes of overweight or obesity in boys, consistent with the study of Su Lu et al[5]. In addition, the time and intensity of outdoor exercise decreased during the epidemic period, which also contributed to the increase of overweight and obesity rates among boys one year after the epidemic. Obesity in primary school students is mostly simple obesity, which is closely related to over nutrition and reduced physical activity. Obesity will bring a series of problems, students will appear certain psychological disorders, affect the healthy development of body and mind. In the future work, girls focus on preventing and treating malnutrition, boys focus on preventing and treating obesity. At present, schools begin to pay attention to obese students, requiring regular physical measurement and evaluation. At the same time, health education for students and parents should be actively carried out, such as reasonable diet and strengthening physical exercise, so as to avoid obesity and other diseases caused by weight gain in subsequent adults. This study also found that the detection rate of dental caries and poor vision was on the rise, especially in boys before and after the epidemic. Compared with developed countries, the caries rate of children in China is at a relatively high level[6]. In addition, tooth decay affects appetite and digestion, leading to nutritional deficiencies and even affects health[7]. Previous investigations have found that the rate of dental caries in girls is higher than that of boys in childhood, which is related to girls' habit of eating sweets. The caries rate of boys in Pengjie Primary school was high, especially after the epidemic, which was related to the bad habit of brushing teeth and the increase of snack intake. In particular, the consumption of bedtime snacks further increases the incidence of dental caries and also increases the incidence of obesity. But other studies have shown no correlation between tooth decay and obesity. Myopia is mainly due to a long time of unreasonable use of the eye, ciliary muscle and eye muscles in a high state of tension. Other domestic studies have found that the low vision rate of girls is higher than that of boys, which is inconsistent with this study[8]. It may be related to the heavy learning burden of primary school students and less outdoor activities, especially during the epidemic period, when restrictions on going out caused more boys to reduce the time for exercise and use more electronic products such as computers and ipads to play electronic games. First of all, students should be encouraged to learn proper posture and eye usage habits, avoid long-term sitting, and spend more time outdoors[9]. The "Healthy China 2030" plan Outlines that to promote the building of a healthy China, prevention should be the

priority, a healthy and civilized lifestyle should be promoted, and the incidence of diseases should be reduced. We will strengthen guidance and intervention on healthy lifestyle for families and high-risk individuals, and carry out special actions such as healthy weight and healthy mouth. We should actively promote the disease prevention work during primary school students according to the program outline.

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Based on Hisilicon 3518E_V200 Video Codec and Video Transmission

Yannan Yu^{1, 2*}, Junliang Lin¹, Dahan Li¹, Jichi Yan¹

¹ Guilin University of Technology, Guilin 541006, China;

² Heilongjiang University of Science and Technology, Heilongjiang 150027, China

*Corresponding Author.

Abstract: In recent years, video surveillance has developed rapidly in smart city, security field, Internet of everything and other large network transmission projects. This paper is based on Linux embedded device development, using the monitoring system with Hisilicon 3518E_V200 as the main controller, based on Hisilicon MPP architecture, completed the video recording and video codec functions, H.264 codec decoding, video transmission, video output pre-processing, by optimizing MPP routines, The communication mode based on RTSP protocol is realized. Compared with the original ORTP protocol, the advantages are less frame loss and low delay. A lightweight device with the video monitoring function of WiFi, AP and code stream superimposed on OSD is completed.

Keywords: Video surveillance; Linux embedded devices; Video codec; Hisilicon 3518; Hisilicon MPP architecture

1. INTRODUCTION

At present, light embedded security equipment has gradually become the mainstream of the market because of its high system stability, low energy consumption, software functions in line with everyone's needs and other characteristics. On the basis of realizing traditional video monitoring functions, embedded monitoring terminals can also realize video content analysis, automatic alarm and other functions by virtue of their own performance, which greatly improves the intelligence level of video monitoring terminals [1]. This research meets the actual development needs of enterprises, and completes a set of video acquisition, video transmission, video playback and other programs. In the traditional security monitoring scheme is through the preprocessing of video files and then transmitted to the PC. By using an embedded audio and video codec chip from Hisilicon, the complex coding part is compiled and deployed on the chip, thus reducing the server-side stress. It solves the situation that the data volume is very large and the demand for network bandwidth is very demanding, and effectively avoids data frame dropping.

2. SYSTEM HARDWARE FRAMEWORK

In this design, Hi3518E_V200, a processor produced by Hisilicon Semiconductor in 2015, has the advantages of integrating DDR and DSP inside the chip, simplifying the external circuit, and the full load frequency of the processor is 540MHz, with the simultaneous parsing of multi-channel code stream, supporting H.264 coding, which meets the requirements of video encoding and decoding. After selecting the main control chip, we need to design the hardware according to the original chip

manual and the actual development direction. The basic hardware block diagram is shown in Fig. 1 below. 3518E_V200 integrates DDR internally, and opens SPI Flash interface for users to facilitate storage extension. Many GPIO ports are developed for developers to expand functions. OV9732 is used in its Sensor interface, and DSP is also integrated internally. Low power consumption, excellent performance, sensor area is about a quarter of an inch. It offers the full functionality of a single 720P(1280×720) and VGA(640×480) camera. It transmits image information through Sensor serial control bus and MIPI interface. Its open USB 2.0 is connected to RLT8188EU WiFi chip, and external signal amplification antenna is connected to ensure the stability of transmission rate. The FMC expansion card is connected to the expansion of 64M SPI Flash to ensure sufficient storage space and make the system run more efficiently.

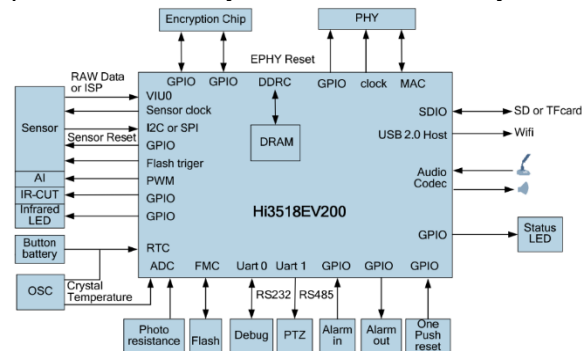


Figure 1. Hardware interface

2.1 Main chip clock and RTC circuit design

The clock of the main chip system is connected to a 24MHz crystal, which requires the load capacitance to match the crystal. The maximum deviation of clock frequency of the 24MHz system is 30ppm[2].

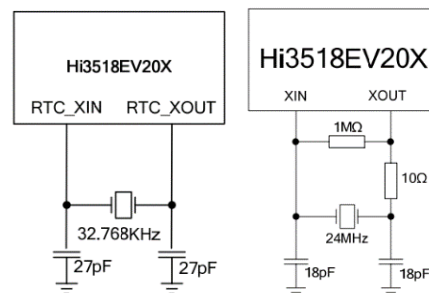


Figure 2. RTC and crystal oscillation circuit diagram

2.2 DDR circuit design

Hi3518E_V20X VDDR part VDDIO_DDR (1.8V for Hi3518E_V200 and Hi3518EV_201, For Hi3516CV_200,

it is 1.5V/1.35V) power supply for the number and capacitance of the filter capacitor, as well as the layout of the full copy of the corresponding Demo board PCB design [3]. Hi3518E_V20X DDR_Vref power supply is obtained from VDDIO_DDR divider through two resistors in series. It is recommended to use a divider resistor with a resistance value of 1K and accuracy of $\pm 1\%$ to ensure voltage accuracy [3]. The processing mode of AVDD_DDRPLL power supply of Hi3518E_V20X is consistent with the processing mode requirements of system PLL [3].

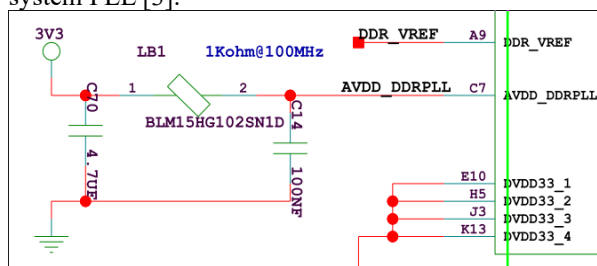


Figure 3. AVDD DDRPLL circuit design

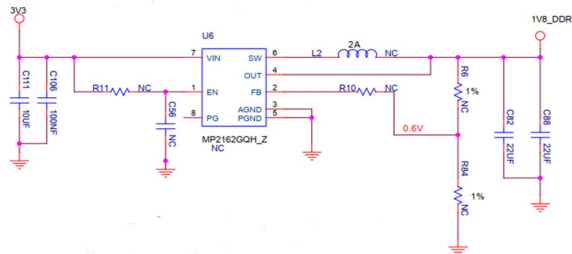


Figure 4. DDR power supply diagram

2.3 SPI Flash circuit design

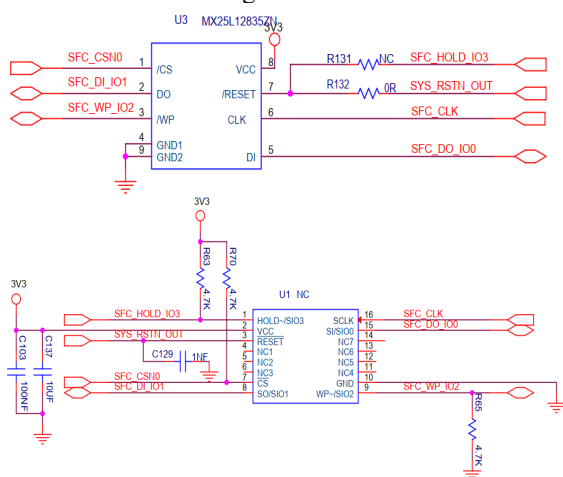


Figure 5. SPI Flash pin diagram

By default, the main chip boots from the SPI Flash (with Uboot) connected to the SFC_CSN0 pin. CS0, HOLD signal uses 4.7K resistance pull up, WP signal uses 4.7K resistance pull down, it is recommended to select SPI FLASH with reset function [4]. The I/O level of SPI Flash connected to Hi3518E_V20X should be consistent with that of DVDD3318_EMMC power supply [4].

3. SYSTEM SOFTWARE DESIGN

3.1 Process of media processing platform

The main tasks of Hisilicon media processing platform are video recording, video data coding and video preprocessing [5]. Step 1: Get the size of the Sensor,

PIC_HD720; Then set the number and size of blocks for the buffer pool. Step 2: initialize the MPP system, using the reflection structure initialization, and then again. Step 3: Start recording, set and start hi_mipi; Initialize white balance, exposure, start ISP image signal processing thread, start setting screen details, wide dynamic properties, set recording channel properties and enable. Step 4: the size of the image, start video preprocessing module belongs to the group, get and set the noise reduction | start belongs to the group and then recorded and channel number binding, set video preprocessing system of channel properties and binding the corresponding group. Step 5: The video coding module works. Start the video coding, obtain the image size, create channels and bind the video pre-processing module to start receiving images. Step 6: Get video stream, thread create and start thread function, get channel properties, get file number, query interrupt count of recording channel, average frame rate and other information, get file stream and save, release file stream-related data structure. Step 7: Stop the stream fetch. Details: Release the stream fetch thread.

3.2 Video data collection based on OV9732

The image data collected by the OV9732 camera used in this project is an analog signal, and then the analog signal is transmitted to 3518 through the VI interface opened by the Hisilicon chip. This process requires instructions to be sent to OV9732 through the I2C bus before controlling and reading the data. The SDK has a set of underlying read and write drivers to control the device through i2C_read/i2C_write files[6].

`g_fd = open("/dev/ gpioi2c_ex ", 0),` Open file fd;
Pass parameters to the ioctl (`g_fd, I2C_SLAVE_FORCE,` Sensor_i2c_addr).

Initialize the Sensor in three steps by specifying file fd and then operating cmd to write data.

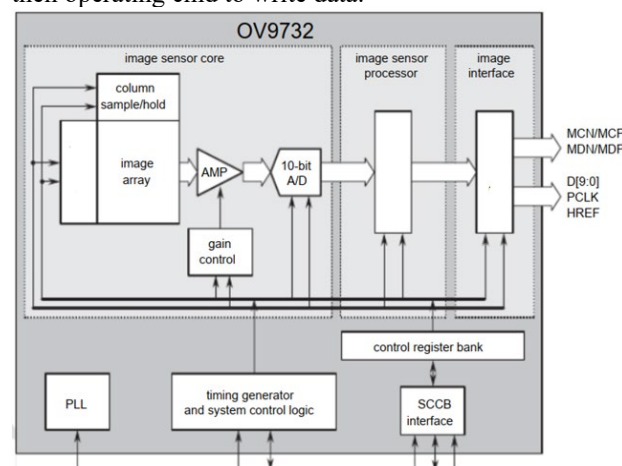


Figure 6. Flow chart of OV9732

3.3 Configuring the VI Module

VI module of media processing platform, also called Video input module (Video In). This module can carry out a series of processing for the video screen transmitted in, such as clockwise rotation 270 degrees, picture cutting, video screen shaking, etc. 3518E has a single Chn0 video physical channel, up to 16 analog channels, to meet the design requirements of this topic.

4. EXPERIMENTAL DEBUGGING

Based on RTSP protocol, this paper completes the video transmission function from embedded device to PC. First of all, the PC and embedded device should be connected to the same WiFi to ensure that they are in the same network segment.

```
/mnt #
/mnt #
/mnt #
/mnt #
/mnt # ls
System Volume Information  sample_venc3          stream_chn2.h264
kernel                    sample_vio            wlan.ko
rootfs_uclibc_8888k.jffs2  scripts              zhu?sample
sample_venc               stream_chn0.h264
sample_venc2              stream_chn1.h264
/mnt # ./sample_venc3
```

Figure 7. Command line input

```
/mnt # ./sample_venc3
Usage : ./sample_venc3 <index>
index:
0) 1*1080p H264 + 1*VGA H264.
1) 1*1080p MJPEG encode + 1*1080p jpeg.
2) low delay encode(only vi-vpss online).
3) roi background framerate.
4) Thumbnail of 1*1080p jpeg.
5) svc-t H264
/mnt #
```

Figure 8. Selecting a mode

```
/mnt # ./sample_venc 0
MPP Ver  HI_VERSION=Hi3518EV200_MPP_V1.0.3.0 B040 Release
RTSP:----Init Rtsp server
s32ChnNum = 1
=====SAMPLE_COMM_VI_SetMipiAttr enWDRMode: 0
linear mode
=====
=====ominivision ov9732 sensor 720P30fps(Parallel port) init success!=====
please press twice ENTER to exit this sample
```

Figure 9. Program starts successfully

Then copy the sample file made in the MPP routine of Hisilicon SDK to the SD card, and enter./sample_venc3 in the command line, as shown in Fig. 7; Remind the need to add parameters in index to select the playback mode, as shown in Fig. 8; Enter./sample_venc 0, as shown in Fig. 9.



Figure 10. Schematic diagram of high exposure



Figure 11. Schematic diagram of medium exposure

5. CONCLUSION

This design has realized the basic video monitoring function. First, configure the PC compiler environment, then transplant the Linux system, complete the video codec and wireless transmission based on RTSP protocol, and transplant WiFi driver, WPA and UDHCIP programs. Wpa_supplicant.conf and udhcp.conf configuration files were added to enable WiFi communication and AP enablement. OSD code flow overlay.

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The Contrast Writing of Katherine's Image

Ning Jiaqi

School of Foreign Languages, Henan University, Kaifeng, Henan, China

Abstract: *Henry VIII*, one of Shakespeare's English history plays, has been attracted by domestic and foreign scholars for many years. Actually, Henry VIII was a controversial king in English history, and his divorce with Katherine of Aragon who was the first queen as well as his once sister-in-law led his reign to the great social upheaval in England. In the drama, Shakespeare portrayed Katherine as a foreigner roughly, benevolent and vulnerable, being inferior in her relationship with her husband Henry VIII, but such descriptions above are quite different from the historical image of Katherine. This essay intends to make a contrast analysis of Katherine's "fictional image" in the script and "nonfictional image" in history, which is an attempt to demonstrate a more realistic queen's image from the contrast writing.

Keywords: *Henry VIII*; Katherine Of Aragon; Contrast Writing

1. INTRODUCTION

Universally being regarded as a drama of joint authorship, *Henry VIII* was written by William Shakespeare in collaboration with another outstanding dramatist John Fletcher, which was the last one included in Shakespeare's English history play series. Primarily, the author narrated the judgements of three prominent men throughout the play including one patrimonial nobleman, Duke of Buckingham, and two remarkable courtiers, Cardinal Wolsey and Archbishop of Canterbury, all of them working for Henry VIII, the king of England. Moreover, the play separately gave the descriptions of two marriages of Henry VIII sequentially, from Katherine of Aragon to Anne Boleyn who was the waiting lady of the former one. From academic perspective, most of the critics prefer making analysis of Anne Boleyn to Katherine, for which Anne was individualized and fashionable compared with the vast majority of English women living in the royal court. And especially for the faithful Catholic believer Katherine, Anne was both advanced and supportive to the Reformation initiated by Henry VIII. Usually being neglected by the commentators, Katherine actually was a queen who could have made achievements through the battles like a veritable warrior beyond people's expectation. This essay will discuss the image of Katherine of Aragon both fictionally and historically and the partial contrast writing of her.

2. THE CONTRAST WRITING OF KATHERINE'S IDENTITY

On November 14th, 1501, Katherine, just fifteen years old then, was chosen as the wife of Prince Arthur who was the real succession of Henry VII by England royal

family. More than 1,600 kilometers away from the Spanish gorgeous court, Katherine hardly spoke in English, coming along with her servants and began her changeably uncozy life in England. Because the arrangement of this marriage was designed to help Henry VII and his fledgling Tudor dynasty to be allied with the most powerful royal family among European countries at that moment for the consolidation of England royal court's status. But unfortunately, the beautiful marriage was not the guarantee of expecting life filled with happiness for Katherine.

In the play *Henry VIII*, Shakespeare did not make any detailed description of Katherine's personal situation and her experience in the former marriage. Instead, until act II, scene IV, when Henry VIII and Katherine appear in a hall in Black-Friars for the adjudication of their marriage together, Katherine makes her remarkably touchable defense and utilizes her foreigner identity as prologue "For I am a most poor woman, and a stranger, born out of your dominions; having here no judge indifferent, nor no more assurance of equal friendship and proceeding."^[1] And after the unpromising meeting, in act III, scene I, at the Bridewell Palace, two great cardinals Wolsey and Campeius intend to persuade Katherine on the matter of private separating, Katherine responses to them in an unassailable way with integrity for which she knows her particularity of identity as the England queen from the Spanish court. Wolsey says something in Latin while Katherine replies "I am not such a truant since my coming as not to know the language I have liv'd in: a strange tongue makes my cause more strange, suspicious; Pray, speak in English: here are some will thank you."^[2] When Wolsey continues to do more consolation to Katherine "Madam, you wrong the king's love with these fears: Your hopes and friends are infinite".^[3] But Katherine has a definitely clear perception of her identity "Nay, forsooth, my friends, they that must weigh out my afflictions, they are my trust must go to, live not here: they are, as all my other comforts, far hence in mine own country. Lords."^[4] All of the claims pronounced by Katherine revealed her stranger identity, a poor woman as well as a suffering queen.

Nonetheless, Katherine was something connected with the Tudor family according to her pedigree. Katherine of Aragon was the youngest daughter of Isabella I, queen of Castilla and her cousin-husband Ferrando II, king of Aragon. Besides, Katherine's grandfather was Juan II whose mother as well as the daughter of the first Duke of Lancaster, John of Gaunt with his second wife Constance of Castilla, referring to Catherine, queen of Castilla; Moreover, Katherine's grandmother

Isabella of Portugal whose grandmother was also the daughter of John of Gaunt with his first wife Blanche of Lancaster, named Philippa, queen of Portugal. Both Catherine, queen of Castilla and Philippa, queen of Portugal were the daughters of John of Gaunt and the descendants of Edward III. To be more explicitly, Katherine of Aragon was the distant relatives of the Tudor family. For her combination of the first two wives' series of John of Gaunt, she was universally recognized as the most appropriate choice for Arthur Tudor to be her noble queen.

Furthermore, from another perspective, Katherine was much more legitimate than her father-in-law Henry VII on the accession of sovereign, for which Henry VII originated the third wife of John of Gaunt named Katherine Swynford whose lineage was not legitimized until 1397 after Constance of Castilla's death. Therefore, as the most influential royal family throughout the European land, Henry VII should make full use of such connections by marriage to make England popularly accepted by more and more countries under the dominance of Catholic monarch. Additionally, if this young couple Arthur and Katherine could succeed in producing an heir, which undoubtedly can help the Tudor family to enhance the legitimacy of succession. Therefore, it can be inferred that Katherine was tightly contacted with England royal family instead of being a poor foreign woman who was friendless and helpless in an alien land.

3. THE CONTRAST WRITING OF KATHERINE'S CHARACTERISTICS

According to *Aspects of the Novel* written by Edward Morgan Forster, the characters can be divided and defined as "flat character" and "round character" separately. "Flat character" is usually shaped on the basis of the stereotype concept or some typical feature while "round character" shall have the changeable characteristics throughout the plot development. Likewise, it is suitable to the characters in the drama. Undeniably, as a round character, the image of Katherine is multidimensional in *Henry VIII*, vulnerable and devout, meanwhile, doughty and rebellious under some situations. Shakespeare once stressed Katherine's mercy and her absolute justice no matter whom she contests with and depicted a real mother to the whole nation, even after Cardinal Wolsey's death, Katherine makes comments on his indiscreet conduct before but still "may he rest; his faults lie gently on him!"^[5]

However, Katherine is comparatively inferior in relationship with Henry VIII, the king of England. In act III, scene I, Katherine still defends herself and announces her suffering to the two cardinals Wolsey and Campeius, "He has banish'd me his bed already, his love, too long ago! I am old, my lords, and all the fellowship I hold now with him is only my obedience. What can happen to me above this wretchedness?"^[6] From above, it can be inferred clearly what kind of queen Katherine acts when she associates with Henry

VIII. As the conflict becomes sharper, Henry is still extremely determined to divorce without any hesitation, so the doughtiness beneath Katherine's weakness is aroused because of the mercilessness revealed by Henry to their marriage and relationship, which can be demonstrated in her self-vindication. Queen Katherine firstly makes justification depending on her highly qualified role as "wife", "Bring me a constant woman to her husband, one that ne'er dream'd a joy beyond his pleasure, and to that woman, when she has done most, yet will I add an honour, a great patience."^[7] And then she denounces her current living situation in the England court truthfully and touchingly "Shipwrack'd upon a kingdom, where no pity, no friends, no hope; no kindred weep for me; almost no grave allow'd me. Like the lily, that once was mistress of the field and flourish'd, I'll hang my head and perish."^[8] What mentioned above was a part of Katherine's life in history actually.

Seemingly, Katherine acted passively in her marriage with Henry VIII at the very beginning, and she once made a struggle and efforts greatly for this connection. In December, 1501, the newly-weds Henry's brother Prince Arthur and Katherine moved to Shropshire where Arthur should be instructed as king of England in order that he could rule the country with the help of Katherine someday. Unfortunately, Arthur and Katherine were stuck in Shropshire that was dampened, drafty and quite far away from London. Such a cold and dank castle they lived had destroyed this royal couple's health, more than worse, on April 2nd, 1502, the mysterious illness finished the life of Prince Arthur while Katherine was made up of strong stuff so that she could survive. Prospectively, Henry inherited the throne from his deceased brother and he was arranged to take Katherine as his wife according to his father Henry VII's will. In July, 1503, Henry, only an eleven boy, contracted with 17-year-old Katherine of Aragon and they reached a consensus that they would be married in two years. However, unlucky for Katherine, recovering the position of her new marriage was not going to be successful in accordance with expectations. The extra condition of her second marriage was that her father Ferrando of Aragon should provide a hundred thousand kronor, jewels and coins as dowry. Worse still, something more awkward happened on Katherine, for which there was a stalemate between Katherine's father and Henry VII suggesting that there was no dowry fleeing to England court, equally, there was no expected wedding being prepared. Then Katherine reached her twenties unconsciously and her household was involving into a debt. Full of desperation, she wrote to her father that she was in the greatest trouble in the world, and she owned only two chemises so she had to sale some bracelets in order to buy a robe of black velvet because she was almost naked. Besides, she poured out that she had no money for food, which was a ridiculous situation. This standoff continued more than three years and Henry

VII spent nothing on her and made no promise about her future. Relying on her admirable fortitude and overwhelming determination, she finally got the turning point when King Henry VII died because of tuberculosis so that his good-looking and accomplished son Henry VIII was free to choose his own bride who was supposed to bring glory for him to the whole England. Apparently, Katherine of Aragon met his requirement so she eventually became the queen after tasting dozens of heart-break and hardship within many years.

Additionally, Katherine also revealed her remarkable intrepidity and ambition in national affairs. Probably instructed and influenced by her mother Isabella of Castilla, the most powerful woman on the European land, Katherine encouraged her husband's ambition spiritually and was appointed as regent in the Dover Castle on June 30th, 1513 when Henry decided to start the war against France. Only after two months when Henry was stuck in the battle, James IV, king of Scotland, led thirty thousand Scottish troops to invade England and capture three English castles, which was the most damaging crisis that Katherine encountered. As a commander, she took actions as response immediately and prepared to defend her husband's throne to the death. Providentially, her victory was thorough and without the attendance of King, she acted sturdily and forcefully like a man.

More than that, Katherine was the combination of "devotion" and "rebellion". She was an absolutely devout Catholic both historically and fictionally. For one thing, she behaved in accordance with Catholic doctrine strictly and was committed to Catholicism and their traditional culture determinedly; For another thing, she resolutely opposed the Reformation as much as possible, in another word, she embraced her existing belief meanwhile she had great resentment towards the conducts which may threat the legitimacy of the Catholic church.

4. THE CONTRAST WRITING OF KATHERINE AND HENRY VIII'S RELATIONSHIP

Through the plot designed by William Shakespeare, he mainly discussed mono-directional and disparate emotion on this royal couple. Katherine shows her humble love to Henry while the king demonstrates the feeling of respect dominantly instead of the conjugal love for his intentional disguise. In Act 2, Scene 4, Katherine is first judged officially, and she confides something relevant to her adoration and meticulousness to her husband "Heaven witness, I have been to you a true and humble wife, At all times to your will conformable; Ever in fear to kindle your dislike. Yea, subject to your countenance, glad or sorry as I saw it inclin'd." [9] However, Henry VIII makes comment on Katherine considering her throne as a queen more basically, "If thy rare qualities, sweet gentleness, Thy meekness saint-like, wife-like government, Obeying in commanding, and thy parts sovereign and pious else, could speak thee out, -The

queen of earthly queens. She's noble born; And, like her true nobility, she has carried herself towards me."

[10] And then Henry makes explanation of his motivation for utilizing the debate of a marriage between Katherine's daughter Mary and the Duke of Orleans with the French ambassador deliberately. Therefore, Katherine's private queen life with Prince Arthur before is mentioned again when Henry VIII is ready to get divorced with her. The most significant point of their contention focuses on "whether Katherine really have sexual behavior with Henry's elder brother Prince Arthur and whether the marriage between Henry and Katherine is legitimate or not according to the Bible". This argument also can be traced within the history. Henry VIII made adoption of a passage from Chapter 20, Verse 21 of *Leviticus* suggesting that "If a man marries the wife of his brother, it is repulsive. It is the nakedness of his brother that he has uncovered; they shall remain childless." [11] as his justification for divorce. Actually, Henry's reference was more inappropriate because all the excuses he employed just worked for his determination of separating from Katherine and his aspiration for an heir to the throne. It seems that his situation was more inclined to *Deuteronomy* inferring "If brothers are living together and one of them dies without a son, his widow must not marry outside the family. Her husband's brother shall take her and marry her and fulfill the duty of a brother-in-law to her." [12] Partly opposite to the fictional play, the linkage between Katherine and Henry was so tight that Katherine undoubtedly adored her handsome, athletic and vigorous husband, equally, Henry was also attracted by her. To fulfill their mission as England royal members, Katherine became pregnant just a few months after their new marriage, which was supposed to be a happiness but became a sorrow eventually. The baby, their fruit of love was aborted nearly eight months unpredictably so that Katherine of Aragon suffered heavily and she felt it as an inauspicious premonition consequently. Meanwhile, Henry held his gentleness and supports to Katherine and kept silent to this wretched misbirth although he was in great disappointment and depression as well, which was the best illustration inferring that Henry in history presented his genuine obsession with his first wife indeed. But what was worse, on the eve of the new year, the queen labored again and she desperately wanted to give Henry a health son-heir to continue the Tudor line. And on the first day of 1510, Katherine delivered a precious boy, and the public rejoiced especially Henry who cosseted Katherine much better than ever before. But theatrically, she lost her second son within eight weeks after the new birth, which had torn Katherine and Henry apart harshly. And after that, the third boy tragically died in 1513 and in the following autumn, another son deceased with sadness, which seemed to be a circle grief for Katherine. Simultaneously, her infertility might provoke massive unsatisfaction of

Henry so that their marriage was in jeopardy. Therefore, it should be stressed that this royal couple was once intimate enough that they could have five babies constantly within 18 years in history. The appearance of their marital incompatibility could be deduced from an inaccessible male heir who was ought to be labored and nourished by Katherine successfully according to Henry VIII's expectation instead of their originally unsteady spousal relationship as rumor.

5. CONCLUSION

The image of Katherine of Aragon in the fictional drama is quite dissimilar from the real figure in history. The reasons why Katherine's impression can make such difference and even be a total contrast can be deliberated from the following aspects. From the perspective of history, the author William Shakespeare mostly lived in the dynasty governed by Queen Elizabeth I, the daughter of Henry VIII and his second wife Anne Boleyn who was also a debatable queen historically as well as the waiting lady of the original wife Katherine. Easily being understood, Katherine was in the opposite position of Anne. And considering the supremacy of the ruling queen, Shakespeare might create some literature published plausibly so that he should cater to the dominator's aesthetic without any doubt, which was also demonstrated in the drama according to the majority of the descriptions of Anne Boleyn in an almost perfect way designed by the author purposefully. Furthermore, from the perspective of literary creation, the timeline of *Henry VIII* was primarily in conformity with the real chronicle events happened on King Henry, which suggested that

the developments of either play or history could go smoothly or dramatically. But the most striking thing is that what the author can do to leave the most extraordinary impression on the readers within limited text, so he must make arrangements of the details of the characters by eliminating or exaggerating them intentionally to convey his objective. Such image-building can be regarded as the author's conscious act, for which the writer just demonstrates characteristics of the roles to the readers not completely rather than their real personalities.

To be concluded, rewriting the historical figure in literature could be discussed more profoundly. Either adhering to the real history strictly or appropriate artistic embellishment, the most rational way is to make their combining and seek for a balanced adaptation between these approaches, which is also applicable to the modification of some historical events. And one thing for sure, the artistic techniques Shakespeare employed brilliantly can enlighten the rewriting nowadays.

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The Gap between Historical Narration and Textual Writing in Shakespeare's *King John*

Zhao Xin

College of Foreign Languages, Henan University, Kaifeng, China

Abstract: Most studies on Shakespeare's historical plays focus on two tetralogies, but quite few pay attention to *King John*. Through a close examination of *King John*, this paper tries to clarify its historical context, analyse the similarities and differences between history and the drama and try to dig out Shakespeare's intention.

Keywords: *King John*; William Shakespeare; Historical Narration; Textual Writing

1. INTRODUCTION

As Shakespeare's only play that touched on the religious issues and the conflict between the English monarch and the Pope, *King John* was first published in 1623 as *The Life and Death of King John* in the first edition. However, the exact date of *King John* was uncertain. But judging by its style, *King John* was written at the same time as *Richard II*, *A Midsummer Night's Dream* and *The Merchant of Venice*. E. M. W. Tillyard mentioned in *Shakespeare's History Plays* (1944) that *King John* was written between two tetralogies. In terms of writing time, *King John* was possibly completed between 1596 and 1597, the second year after the completion of *Richard II*.

According to historians, the main events in *King John* were based on British historian Raphael Holinshed's *Chronicles*⁴, John Foxe's *Acts and Monuments of Martyrs*, and *The Troublesome Raigne of John King of England* which is an anonymous play and may be written in 1591. In *Narrative and Dramatic Sources of Shakespeare*, Geoffrey Bullough points out that *The Troublesome Raigne of John King of England* should be a little earlier, somewhere between 1590 and 1591. Shakespeare rewrote *King John* in 1596, retaining the plot of the original play but changing the focus of the story, making it more topical and reducing the length of the original 3,081 lines to 2,715. British scholar E. K. Chambers even believes that Shakespeare had a copy of *The Troublesome Raigne of John King of England* at the time of writing and found that about 150 words and phrases in *King John* came from *The Troublesome Raigne of John King of England*.

On the basis of close reading of texts and the British history books and research data, this paper attempts to clarify the history context, focuses on different presentations of historical figures in historical events in the chronicle and in the drama, and dig out Shakespeare's meaning.

2. THE GAP BETWEEN HISTORICAL NARRATION AND TEXTUAL WRITING

The differences between historical plays as literature and chronicles as history produce artistic tension when describing King John and his events, and this tension is concentrated on the dramatist's treatment and use of historical materials. In order to compare scripts and historical materials more clearly, it is necessary to clarify some historical facts. Based on *Chronicles*, *The Troublesome Raigne of John King of England* and other sources, the gap between the dramatic action described in *King John* and actual historical events is analyzed as follows:

First, in 2009, UNESCO added *Magna Carta* to its Memory of the World Register, calling it "the cornerstone of British liberty, law and democracy"⁸. Being one of the most famous documents in English history, only four original copies of *Magna Carta* remain in Lincoln Castle. *Magna Carta* was the barons' response to Henry II's efforts to secure the power of the Plantagenet dynasty by concentrating power in the hands of the monarch, and John's abuse of royal power showed the dangers of unregulated royal power. Although some of the provisions seemed mundane, such as the level of inheritance tax, John used this royal power to enrich himself. The signing of *Magna Carta* was of great importance to England and to the world: it made capricious tyrants subject to rules and this rule was successfully written into law, and prevented the private desires of the monarch from encroachment on the rights of the people protected by law. It is no exaggeration to say that the life of King John is the background of *Magna Carta*, but Shakespeare's *King John* never mentioned *Magna Carta*. The speculation is that: *King John* is supposed to be written between 1592 to 1594, and it was just a period of anxiety, restlessness and uncertainty when Queen Elizabeth's long reign was clearly coming to an end, and the last years of her reign were fraught with difficulties for the island. There were at least three main issues that constantly tested English patience and fortitude: fear of invasion, religious disputes and the question of Elizabeth's successor. First, the long and costly war with Spain did not end with the defeat of the Armada in 1588. The threat of Spanish invasions was still excited. On July 21, 1594, Sir Walter Raleigh received information that the Spanish fleet was ready to attack England at any time, including huge ships capable of carrying large numbers of soldiers. On July 26, 1595, Spanish soldiers landed in Cornwall and burned three towns. Englishmen began to fear a Spanish invasion

when they learned that their old enemy was preparing a fleet even larger than the one of 1588. Second, religious disputes were as intense in these years as they had been throughout Elizabethan times. Elizabeth's father, Henry VIII, had fallen out with the Pope in the early 16th century, and by the time Shakespeare's plays were written, Elizabeth was still struggling with the Pope. Pope Pius V excommunicated Elizabeth in 1570 and absolved English Catholics of all allegiance to her. Under English law at the time, it was considered treason for any Catholic priests to enter England. In 1591 the English government even declared that anyone hiding a Catholic would be considered an accomplice of traitors. Rumors of an imminent Spanish invasion frightened the British people, who feared that the invasion would lead to a Catholic rebellion. By this time Rome had also begun a campaign to assassinate Elizabeth and publicly attack her legitimacy as a queen. At the same time, extreme Puritan factions were causing problems for Elizabeth. Patriotism aroused hatred of Rome and a strong love of Calvinism, while the Queen's compromise with Rome was despised by the public and led to distrust of the Elizabethan Church. For true Puritans, any compromise with Rome would endanger the future of Protestantism. In addition, the Puritans did not approve of Elizabeth's marriage to any foreign prince, and even intended to replace Elizabeth on the throne with lady Catherine Grey, a firm Puritan. Puritan writers also believed that Kings who did not work for the welfare of their people could be forcibly removed from office, and puritanism constantly clashed with Tudor absolutism. Elizabeth took an increasingly aggressive approach to non-believers in the Church of England. She finally appointed John Whitgift as Canterbury archbishop in 1583. Whitgift actively opposed the Puritans and established the Court of High Commission which was an organization that could act quickly and secretly without being hindered by legal process. The court can gather evidence, call witnesses and then pass sentences or fines without appeal. In the spring of 1589, the court summoned a number of important Presbyterian leaders. They refused to take the oath and were imprisoned in 1592. By the end of 1580, the archbishop had effectively curbed the Puritan power. They could not, however, remove the resentment and belief that the seeds of dissent would blossom under the Stuarts. Third, after the execution of Mary Queen of Scots in 1587, there was no direct claim to the throne, and there was no universally supported possible successor, and Elizabeth banned discussions of the succession. Civil war seemed inevitable, and memories of the Wars of the Roses and a series of twists and turns that followed Henry VIII's death added to the anxiety of the British public and Elizabeth. For all these reasons, though, the queen's navy defeated the Spanish Armada in 1588, but a re-enactment of the barons forcing John to sign the *Magna Carta* just three years later might have stung her further. In addition,

Shakespeare may just based on *The Troublesome Raigne of John King of England* and *Magna Carta* is not mentioned in the original play.

Second, Arthur, Geoffrey's son, was ahead of John in the line of succession. In the first scene of Shakespeare's *King John*, the French ambassador Chatillon was ordered by the King of France to pay tribute to the Tyrant king of England. "Philip of France, in right and true behalf Of thy deceased brother Geoffrey's son, Arthur Plantagenet, lays most lawful claim To this fair island and the territories, To Ireland, Poitiers, Anjou, Touraine, Maine, Desiring thee to lay aside the sword Which sways usurpingly these several titles, And put the same into young Arthur's hand, Thy nephew and right royal sovereign."⁹ John's mother, Eleanor also confessed that "Your strong possession much more than your right, Or else it must go wrong with you and me;"⁹ According to *Chronicle*, one night in 1203 when John was drunk, he killed Arthur himself, tied his body to a large stone and sank it into a river. In *King John*, Arthur does not die at the hands of John, but jumps to his death from the ramparts of the castle where he is being held. As had a legal right to claim the throne, Arthur's death is of great significance. But in *King John*, Shakespeare did not arrange King John kill Arthur himself, instead of letting Herbert blind Arthur. In order to make the tension last longer, Herbert did not follow John's orders because of a burst of benevolence and Arthur's begging. The scene in which John orders Herbert to blind Arthur and then blames Herbert for not stopping him has profound meanings. When Herbert challenged him, "Here is your hand and seal for what I did."⁹ "Hadst not thou been by, A fellow by the hand of nature mark'd, Quoted and sign'd to do a deed of shame, This murder had not come into my mind; But, taking note of thy abhor'd aspect, Finding thee fit for bloody villainy, Apt, liable to be employ'd in danger, I faintly broke with thee of Arthur's death; And thou, to be endeared to a king, Made it no conscience to destroy a prince."⁹ The image of a deceitful king popped out, and the audience must have resented John already.

Third, Shakespeare's play begins with the fictional role of a bastard: the Coeur de Lion's illegitimate son Faulconbridge. Shakespeare probably introduced him into the play for comic effects, but it also suggests that the true English spirit still stood up, even in the midst of the crisis of the time. Watkiss Lloyd suggested that the character of Faulconbridge was based on a brash, thoughtless master named Faukes de Brent. He won favour with King John and served in the Welsh Border wars and the Civil War, winning many castles for his bravery, including Bedford⁴. He was released in 1224 and exiled. One year later, he was poisoned on his way back to England from Rome. Faulconbridge in *King John* is a far cry from this archetype, but the archetype remains as John's loyal and skilled follower. In *King John*, the romantic hero Faulconbridge is active from the beginning to the end. For example, he speaks with

strict words of justice and encourages John to fight bravely with his opponents. He took up the baton when he felt powerless, defended John to the nobles, and could inspire people at critical moments with just a few words: "Cry 'havoc!' kings; back to the stained field, You equal potents, fiery kindled spirits! Then let confusion of one part confirm The other's peace. Till then, blows, blood, and death!"⁹ In Act II of the play, King John and the French King make eloquent speeches to win the trust of the people of Angiers, but the citizens of Angiers make it clear that the gates will be open only to the victors. The British and French armies fought with each other, and both sides reported victory to the citizens of Angiers, but the gates remained closed. Faulconbridge proposed that the two armies capture the city first. The citizens of Angiers are unwilling to support any party before the result of the battle is clear, and they are afraid of annoying both sides and they bring up with a proposal that forged a royal marriage between John's niece, the Spanish Blanche with Prince Louis of France, then the two countries will make peace. In order to secure the throne, John agreed to marry Blanche to Louis. And the French king immediately accepted John's terms and broke his alliance with Arthur. Here's how Faulconbridge reveals the nature of the Anglo-French reconciliation: "Mad world! mad kings! mad composition!"⁹ Like a breath of fresh air in a script, Faulconbridge is one of the cleaner, more sober characters in a dirty world. "Now these her princes are come home again, Come the three corners of the world in arms, And we shall shock them. Nought shall make us rue, If England to itself do rest but true."⁹ Finally, Shakespeare's play ends with the church monks poisoning King John. In fact, the fact that he was poisoned by monks is not a historical fact but a dramatic fiction. This episode is probably a reference to the Lopez Affair of 1594. Lopez, a Jew, was found guilty of attempting to murder Queen Elizabeth by poisoning her, and was sentenced to death. This caused a great deal of reaction among the people and triggered a wave of anti-Semitism. Meanwhile, the poisoning of John by a monk in the play may have been caused by John's intention to raise the price of bread. The famine of 1596 caused bread prices to skyrocket and led to riots². But Shakespeare could not and would not speak positively of an event that would tarnish Queen Elizabeth's honor.

Perhaps because both Holinshed and Bell portrayed King John in a less positive light, Shakespeare's King John was portrayed as weak and bad-tempered. Because John's reputation is so notorious that the descendants of Kings in the United Kingdom have never been named after "John", only this unique "King John". But was the real John in history really so notorious or useless? Having ruled England for more than twenty years, John was by no means a complete lothario. In 1195 King John attacked and besieged Evreux, and then arranged the defence of Philip's invasion of Normandy. The following year, John led a

cavalry raid to 80 kilometers from Paris and captured the bishop of Beauvais alive³. So Richard gave John his guard back and made him Earl of Mortain again, all of which proved that John had considerable military and political capability. The historical critics' assessment of King John also underwent several shifts in the 1590s⁵. Since most medieval chroniclers are religious, the overall bad opinion of King John has its roots in John's resistance to the Pope and his heavy taxation of monks at all levels. But the Chronicle of Radulph of Coggeshall shows a different assessment of King Lion-heart and John by an Eastern Anglican monk. The Protestant John Foxe also praised John's resistance to the Pope and called John a martyr for being poisoned.

3. CONCLUSION

In order to show the complete plot and action, Shakespeare often compresses several years of actual historical events into a specific time frame, sometimes use a single sentence to summarize them or even delete them altogether. For example, the plot of Louis leading the army to attack England is simply relayed by the bastard. In Act V of the play, King John handed over the crown to Pandulf, who conferred the crown on John on behalf of John to regain the honor and power from the hands of the Pope. This extremely simplified process left out John's process of making peace with the Pope. Therefore, It can be seen that *King John* combines many characteristics of Shakespeare's mature history plays, such as coherent and compact plots, profound and clear themes, vivid characters and so on, and can profoundly reflect Shakespeare's creative intention and humanistic thoughts. "In fact, *King John* is unarguably Shakespeare's play that best reflects the national spirit of England."¹ As an independent play, its ideological and artistic value is no less than that of two tetralogy⁶. However, the study of this play still needs further attention to explore its deeper meanings.

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The Application and Research of Fuzzy Comprehensive Evaluation Method in Higher Mathematics Teaching Reform

He Lin, Meng Ge

School of Statistics and Big Data, Zhengzhou College of Finance and Economics, Henan, Zhengzhou 450000, China

Abstract: This paper aims to establish the model of Fuzzy Analytic Hierarchy Process, which is used to evaluate the project-driven teaching method by three aspects: supervisory evaluation, teacher evaluation and student self-evaluation. Based on the data collected from the same college but different majors, the investigator develops the comprehensive evaluation model through implementation of project-driven teaching method in teaching. The results show that project-driven teaching method not only improve students' learning enthusiasm, but also help schools effectively transform theoretical knowledge and improve applied skills.

Key words: Project-Driven Teaching Method; Fuzzy Analytic Hierarchy Process; Evaluation Index System

1. BACKGROUND

Higher mathematics is a public basic course for freshmen offered in undergraduate institutions, through which the course can lay a good analytical foundation for subsequent professional courses. Because the course itself is highly theoretical and the foundation of students when entering school, it is difficult for the traditional classroom teaching methods to achieve the goal of talent training. In the basic classes of freshmen, the failure rate of higher mathematics has remained high for many years, becoming a major problem troubling schools and teachers. Based on this current situation, many experts in the industry have carried out different forms of teaching reform research on the choice of curriculum teaching content, the innovation of teaching means, and the transformation of teaching concepts. Min Lan and Chen Xiaomin ^[1] proposed to reform the teaching of higher mathematics through other four aspects, including good clue course, attaching attention to the humanistic value and educational function of higher mathematics, paying attention to the practical application of mathematics and promoting the sustainable development of students. Zhang Weifeng and other ^[2] proposed to organically combine the teaching of higher mathematics with the majors that students have learned, and adjust the teaching mode, teaching content and teaching resource allocation of higher mathematics according to their professional needs. Huang Yonghui ^[3] proposed to integrate "MOOC" into the reform of higher mathematics teaching and create a reasonable and orderly online and offline synchronous teaching and management mode. Cao Yusong ^[4] proposed to reform the higher mathematics teaching from the aspects of teaching concept, teaching content, teaching methods, teaching means and other aspects to improve students' weariness.

Mao Lixia ^[5] proposed to combine Matlab mathematics experiment as the platform of higher mathematics teaching content with Matlab mathematics experiment to improve students' enthusiasm for learning higher mathematics. He Wansong and Cui Yan ^[6] analyzed the advantages and disadvantages of the flipped classroom teaching mode on the higher mathematics teaching reform, and put forward the specific measures for the higher mathematics teaching reform under the flipped classroom teaching mode. This paper aims to improve students' application ability, and carries out the teaching design by combining classroom teaching and project drive, focusing on the combination of theory and practice. By setting up a student team, project-oriented teaching, allowing students to read literature, collect materials, project analysis and thesis conclusion, so as to improve students' ability to analyze and solve problems.

2. CURRICULUM REFORM AND TEACHING EVALUATION

The key to curriculum reform is how to evaluate the effect of an innovative model. Therefore, how to establish an evaluation system, according to the teaching effect of different professional students is particularly key. The purpose of theoretical research is to carry out practical teaching reform, so through experimental data tracking and analysis, quantitative research results on the effect can be given of curriculum reform, and reasonably explain the feasibility and class extension of reform, used to further guide the course teaching of higher mathematics.

The objective world has uncertainty, and people's understanding of the objective existence has individual differences, so the evaluation results given by different evaluation subjects for the same object are facing uncertainty. The evaluation of teaching effect should take into account the principle of overall optimization and coordination, so the multi-standard evaluation system is more objective. With the help of the AHP hierarchical analysis method (The analytic hierarchy process) proposed by Professor T.L. Saaty in the mid-1970s, this paper comprehensively evaluates the project-driven teaching method from three aspects: supervision and education evaluation, teacher mutual evaluation and student evaluation.

2.1 ANALYTIC HIERARCHY PROCESS

Hierarchical analysis method is a qualitative and quantitative combined, systematic, and hierarchical analysis method. It is a complex multi-goal decision problem as a system, the target decomposition into multiple goals or criteria, and then decomposed into

multiple indicators (or criteria, constraints) of several levels, through the qualitative indicators fuzzy quantitative method to calculate the hierarchical single ranking (weights) and total ranking, as targets (multi-index), multi-scheme optimization decision system method. The following steps are taken:

2.1.1 Establish a hierarchical structure model

Decision goals, decision guidelines, and decision objects are divided into high, middle, and low levels to draw a hierarchical diagram according to their relationship. First, the highest layer is determined by clarifying the problem to be solved, the decision purpose, second, the middle layer is determined by considering the decision criteria, and finally, the lowest layer is determined by finding alternatives.

2.1.2 Constructing judgment matrix

By making pairwise comparisons between the factors at each level, Constructing judgment matrix $A = (a_{ij})$. a_{ij} indicates the comparison results of the importance of the first i element and the first j element.

factor i / factor j	quantification value
coordinate with	1
a little more important	3
strong and important	5
strong and important	7
extreme importance	9
Intermediate values of the two adjacent judgments	2, 4, 6, 8

2.1.3 Determine the rating level

From this evaluation scale, qualitative problems can be quantified as quantitative levels of 1-9.

2.1.4 Consistency check

The consistency indicator is defined as: $CI = \frac{\lambda - n}{n - 1}$, and

λ represents is the maximum characteristic root of n order positive array A . If, and only if, the array A is the consensus matrix. The smaller the CI , the better the consistency; the larger the CI , the worse the inconsistency. At that time $CI = 0$, the statement had a complete consistency.

2.1.5 The random consistency index RI

To measure the size of the CI , the random consistency indicator RI was introduced, which

$$RI = \frac{CI_1 + CI_2 + \dots + CI_n}{n}$$

The random consistency index RI is related to the order of the judgment matrix. In general, the larger the matrix order, the greater the possibility of a random deviation of consistency, and the correspondence is shown in Table 1.

Matrix order	1	2	3	4	5	6	7	8	9
RI	0	0	0.58	0.9	1.12	1.24	1.32	1.41	1.45

Table 1 The mean random consistency index RI standard values

2.1.6 The test coefficient CR

$$CR = \frac{CI}{RI}$$

If $CR < 0.1$, the judgment matrix was considered to pass the consistency test, otherwise no satisfactory consistency.

2.1.7 Hierarchical total ranking

Calculate the weights of all factors for the highest level and determine the judgment results.

2.2 CONSTRUCTION OF THE PROJECT-DRIVEN TEACHING METHOD EVALUATION INDEX SYSTEM

Combined with the actual situation of the research unit, when formulating the questionnaire, by visiting the experts and consulting the literature, we gave the weight of an evaluation project and the score of the evaluation criteria at all levels, as shown in Figure 1. The evaluation criterion includes three secondary indicators: supervision and education evaluation, teacher evaluation, and student self-evaluation. Among them, the supervision and evaluation is divided into four three-level indicators: student credit evaluation, student to class rate, the effect of classroom learning, and students' ability to complete problems. Teacher evaluation is divided into three tertiary indicators, such as mastery of frontier knowledge, innovation ability and ability to apply mathematics to solve practical problems. Students' self-evaluation is subdivided into four three-level indicators: the interest in higher mathematics courses, the reading literature and writing ability, the ability to complete the phased problems of the project independently, and the ability to conduct extracurricular extended learning.

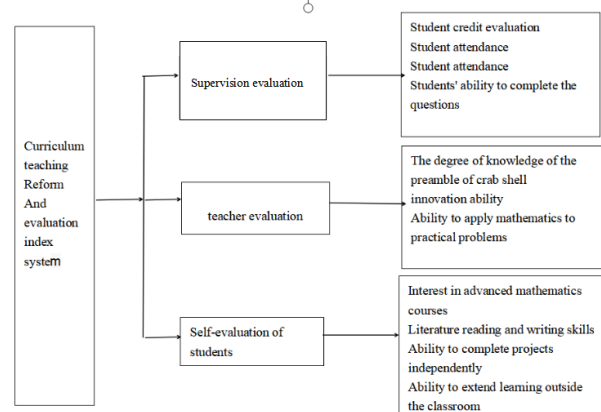


Figure 1-Curriculum teaching reform and evaluation index system

The establishment of the above index system fully takes into account whether the goal of teaching reform can be achieved through the project-driven teaching method, whether students' enthusiasm for learning higher mathematics can be improved through this new learning method, and enhance the ability of combining theory and practice. This new teaching method overcomes the disadvantages of the traditional "cramming" teaching, greatly increases the students' participation in the classroom, and fully extends the classroom teaching. The use of group paper assessment method is helpful to the objective evaluation of students' ordinary results.

2.3 Project-driven teaching evaluation based on AHP

Since 2017, the project-driven teaching reform has been conducted for higher mathematics courses in different majors. Combined with the annual mathematical modeling competition for college students, the corresponding teaching resource base and problem case

database have been established. The semester opened for higher mathematics is for freshmen, so we selected three different majors for pilot reform research. At the beginning of the semester, the enrollment level of the students was assessed, and the research subjects were divided into several discussion groups combined with the students' interests and specialties. Each discussion group is given the determination of the research direction and the guidance of the research methods, so that the students can collect various theories related to the topic in class, after class and on the network, and put forward the preliminary solution at the end of the first semester. Select the better solution through the form of group defense. The research group selected the corresponding tutors to carry out targeted problem research in the second semester. By the end of the second semester, each trial team submitted solutions to the problem in a paper or report. Achievement alignment of students participating in the pilot study at the end of each semester course. The teaching effect of students from different majors of Modern Logistics, E-commerce and Information Engineering in 2017 and 2018 (See Table 2 for the evaluation results).

Table 2 weights of evaluates the layer

first layer Assessment factors	weight	second layer Assessment factors	weight	comprehensive ranking
M_1 supervise the evaluation	0.4762	M_{11}	0.3871	3
		M_{12}	0.3145	4
		M_{13}	0.1935	7
		M_{14}	0.1048	10
M_2 teacher storytelling	0.3333	M_{21}	0.5217	1
		M_{22}	0.3043	5
		M_{23}	0.1739	9
M_3 student self- evaluation	0.1905	M_{31}	0.4412	2
		M_{32}	0.2868	6
		M_{33}	0.1765	8
		M_{34}	0.0956	11

which $M_i (i=1,2,3)$ indicates the second layer of evaluation index supervision, teacher evaluation, school evaluation and student evaluation, with the corresponding weights of 0.4762, 0.3333 and 0.1905 respectively. M_{ij} indicates the third layer of evaluation index and N_i represents the evaluation value for the partially sampled student learning effects of grades 2017 and 2018. Compared the first and second layer of the above index system by the questionnaire survey and expert visiting the judgment matrix M, M_1, M_2, M_3 are established, and assigned the elements in the matrix by the 1-9 scaling method.

Step 1: Establish a judgment matrix

$$M = \begin{bmatrix} 1 & 2 & 2 \\ 1/2 & 1 & 2 \\ 1/2 & 1/2 & 1 \end{bmatrix} M_1 = \begin{bmatrix} 1 & 2 & 2 & 3 \\ 1/2 & 1 & 2 & 3 \\ 1/3 & 1/3 & 1/2 & 1 \end{bmatrix} M_2 = \begin{bmatrix} 1 & 2 & 3 & 4 \\ 1/2 & 1 & 2 & 3 \\ 1/3 & 1/2 & 1 & 2 \\ 1/4 & 1/3 & 1/2 & 2 \end{bmatrix}$$

Step 2: stratified calculation of the index weight

The index weight is equal to the sum of the rows of elements in the judgment matrix divided by the sum of all elements $\omega_i = \frac{\sum_j a_{ij}}{\sum_i \sum_j a_{ij}}$.

So the index weight of $\{M_1, M_2, M_3\}$ is to (0.4762, 0.3333, 0.1905), the index weight of $\{M_{11}, M_{12}, M_{13}, M_{14}\}$ is to (0.3871, 0.3145, 0.1935, 0.1048), the index weight of $\{M_{21}, M_{22}, M_{23}\}$ is to (0.5217, 0.3043, 0.1739), and the index weight of $\{M_{31}, M_{32}, M_{33}, M_{34}\}$ is to (0.4412, 0.2868, 0.1765, 0.0956). (The results are to see Table 2)

Step 3: The consistency test of single-layer ranking

In this paper, the maximum feature root of the matrix is calculated in Matlab, taking the M matrix as an example. The code line is labeled.

$A = [1 \ 2 \ 3; 0.5 \ 1 \ 2; 1/3 \ 0.5 \ 1];$

$v = \text{eig}(A)$

v

$mv = \max(v)$

mv

The maximum feature root of the judgment matrix M in the first layer can be obtained, which is

$\lambda = 3.0092$, coincidence indicator $CI = \frac{\lambda - n}{n - 1} \approx 0.0046$. As can be seen in Table 1 $RI = 0.58$, so

$$CR = \frac{CI}{RI} = \frac{0.0079}{0.58} \approx 0.0079 < 0.1$$

Thus the first layer of the judgment matrix passed the consistency test. Similarly, all other judgment matrices have passed the consistency test.

3.CONCLUSION

According to the above evaluation model, among the influence of project-driven teaching method on student performance, the most weight is of the cutting-edge knowledge of the discipline. With project-driven teaching method, the theoretical knowledge can be cultivated into practical application ability. Students' enthusiasm for learning higher mathematics is ranked second, which can greatly improve the students' awareness of the importance of higher mathematics and the subjective initiative of students in the classroom. Students' self-study ability and extracurricular extension ability is ranked last, which explain that the effective supervision mode should be adopted to urge students learning and self-manage in the next implementation of the project-driven pedagogy.

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AUTHOR INTRODUCTION

He Lin (1979 -), female, associate professor, applied mathematics, Zhengzhou, Henan.

Meng Ge (1995-), female, teaching assistant, computational mathematics, zhengzhou, Henan.

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Book Review of China Turns Inward: The Cultural Turn in the Two Song Dynasties

Mengzuo Zou

College of History, Culture and Tourism, Sichuan Normal University, Chengdu 610068, China

ABSTRACT. Liu Zijian's views in the book "China Turns Inward" had stirred up a lot of waves in the historiography trend. His viewpoints provided a new direction for the study of Song History, allowing us to obtain inspiration for further exploration in the process of reading. However, there are still some doubts about his views that need to be discussed.

KEYWORDS: Liu Zijian; Song Dynasties; Cultural transformation

1. BOOK INTRODUCTION

In 2012, Liu Zijian's work "China Turns Inward: The Cultural Turn between Two Song Dynasty" translated by Zhao Dongmei was republished by Jiangsu People's Publishing House. The book is divided into three parts. The first part, "From the Southern Song to the Northern Song", believes that the way that modern historians divide Chinese history by dynasties according to the tradition of Chinese historical materials has set a trap for us to correctly understand the Song Dynasty. Therefore, more historians focus on the great division between the Tang and Song Dynasties, while ignoring the difference between the Southern Song and the Northern Song. As the Zhao family dynasty between the Southern and Northern Songs, the continuation of the overall system is only a superficial phenomenon, and the core of politics, economy and culture has undergone an important transformation between the Southern and Northern Songs. This transformation not only gave the Southern Song Dynasty a completely different appearance from the Northern Song Dynasty, but also shaped the image of China in the subsequent centuries. And Liu Zijian demonstrated the great changes between the 11th and 12th centuries from Song Dynasty academics (literature, classics, history, and Confucianism). In the second part "The Twelfth Century" Liu Zijian first discussed the three important stages of the transition from the 11th to the 12th century. The shock and impact caused by the Jurchen invasion made the scholar-officials begin to think, finally, they blamed the demise of the Northern Song Dynasty on the reforms in the late Northern Song Dynasty. As a result, the door of reform is closed, Intellectuals shifted their attention from politics to morality, and the Southern Song Dynasty turned to internal. Political power was concentrated by the emperor, and it rose from autocracy to autocracy. Secondly, he discussed the relationship between the emperor and the prime minister under the autocratic system. Under the unstable political situation, the emperor tended to change the prime minister frequently. When the political situation is stable, the emperor tends to share power with the prime minister (Qin Hui), then the dictatorship continue to expand. The expansion of authoritarian regimes has given

intellectuals a desire for the establishment of a moral society. The third part discusses the development process of the Southern Song Neo-Confucianism from controversy to heresy to orthodoxy under the influence of politics.

2. THE ACADEMIC BACKGROUND OF THE SONG DYNASTY TRANSFORMATION THEORY

In 1922, Naito Hunan officially published his article *A General View of the Tang and Song Dynasties* and proposed the famous "Naito Hypothesis" He divided Chinese history into three periods with different natures: "Early Antiquity", "Middle Antiquity" and "Modern Age". The ancient period moved from Pan Geng to Yin to the middle Eastern Han Dynasty, the Middle Ages from the Eastern Jin and Southern and Northern Dynasties to the middle of Tang Dynasty, and the modern times from the Song and Yuan Dynasties to the Ming and Qing Dynasties. Therefore, Naito Hunan believes that the Tang Dynasty is the end of the Middle Ages, and the Song Dynasty is the beginning of modern times. In 1955, Edward A. Kracke published the paper *Sung Society: Change within Tradition*. He pointed out that: China has undergone dramatic and rapid changes from the 10th century to the 13th century^[1]. He discussed the economic development caused by population migration during this period, and a series of social changes caused by economic development. He clearly pointed out that the initial population migration may have started several centuries before the Song Dynasty, but it was not until the Song Dynasty that significant social changes began to occur. The publication of this article made European and American Song History scholars turn their research perspectives to the changes in Song Dynasty. The book *China Turns Inward* was first published in the 1980s, but the views in the book were formed in several papers published by Liu Zijian in the 1970s. For example, *Southern Song Monarchs and Supervisors*, at the beginning of the chapter emphasized that: from the Southern Song Dynasty to the Northern Song Dynasty, the supervisors have changed quite a lot. It can be seen that in the 1970s, Liu Zijian had put the focus of Song history research on the changes in the Northern and Southern Song Dynasties.

3. THE VALUE AND DEVELOPMENT OF THE THEORY: TRANSFORMATION IN THE SONG DYNASTY

Under the above academic background, Liu Zijian published the book *China Turns Inward*, and put forward the Song Dynasty Transformation Theory. On a macro perspective, from the interaction of politics and academics, the book discusses the transition between the Southern and Northern Songs. In his opinion, Song Dynasty in China cannot be measured by the European and American's

modern standards. Therefore, certain achievements of the Song Dynasty, which were regarded as the beginning of modern times, did not lead to the development of later modern times. These achievements are just the same as modern times in the true sense. Therefore, the book *China Turns Inward* explores the changes in Song Dynasty itself through the interactive mode between China's political development and cultural development in the 12th century. Secondly, *China Turns Inward* established the research pattern of "Transformation of the Two Songs". Liu Zijian made a new stage based on the characteristics of Chinese history, which provided a time period basis for later studies of American Song history. Liu's theory reduced the influence of the "Tang and Song Transformation Theory" and made the dividing line of transformation fall between the two Songs. This is constructive for the research at that time and for subsequent studies. In the 1880s, Robert Hartwell proposed his model in his thesis *China's Demographic, Social, and Political Changes in 750-1550*. On the basis of the transformation of the two Songs, the "Tang-Northern Song-Southern Song Transformation" was proposed in his thesis [2]. Robert Hartwell's student Robert P. Hymes discussed the different aspects of the transition from the Northern Song to the Southern Song, which to some extent made up for Liu Zijian's lack of concern for the cultural and political differences between the two Songs and ignoring economic, social, and religious changes. On the basis of Liu and Robert Hartwell, Peter K.Bol further found a breakthrough in the transformation of ideology and culture. He believes that the ideology and culture of the Song Dynasty allowed literati to assert that scholars were able to understand the Tao independently of the political power. It created a bond to connect society and politics, as well as the self-sustaining local elites and self as the foundation of society. Restrictive, inactive government [3]. This kind of turn based on the "mind and cultural view" proposed by Peter K.Bol coincides with Liu Zijian's so-called turn to the inner. In addition, there are also those who oppose and question the views put forward by Liu Zijian. Liu believes that in the Southern Song Dynasty, "the intellectuals turned their attention from system to morality, and closed the door to comprehensive reform or change [4]. Yu Yingshi pointed out in his work *Zhu Xi's Historical World: A Study of the Political Culture of Scholar-officials in the Song Dynasty* that Southern Song Neo-Confucianists such as Zhu Xi and Lu Jiuyuan mainly prepared for the realization of "Outer Kings", so they believed "Outer kings" must first be built on the basis of "inner sage", so they pay attention to morality in order to optimize the political system more effectively [5].

4. THE EXTENSION OF THE BOOK

From the above description, it can be seen that Liu Zijian's views in the book *China Turns Inward* have caused a lot of waves in the trend of history. At the same time, Liu Zijian's exquisite thesis also has something worthy of our careful scrutiny and thought-provoking. First of all, Liu Zijian proposed a new hypothesis about the relationship between the emperor and the prime minister: The total amount of court power gained by the emperor plus the

prime minister and the total amount of state power owned by the government are both variables. State power usually increases with the strengthening of organization, centralization, and social control. In the court, the personal power of the head of the Song government, the emperor or the prime minister can be increased in two ways. It can grow by sacrificing the power held by prime ministers. It can also gain growth by expanding the power of the state. These two processes promote each other. By granting the prime minister more power than the general prime minister, and by granting his own power to the prime minister, the emperor created an individual strong enough to exercise highly organized and centralized power in the state apparatus, which means the total amount of state power Tremendous growth. This increase in the total amount of state power remains after the death or resignation of the power minister. In addition, if the emperor transfers all the power of the prime minister to himself, his own power or the total power of the court can also be increased accordingly. The power of the autocratic monarch and the rights granted by him nurture each other and grow together [6]. Regarding this hypothesis, Liu Zijian used an example to illustrate. The emperor give Prime Minister Lu Yihao the power to act as he sees fit to strengthen the control of the central government to illustrate the correctness of the above hypothesis. Thus he concluded that during the Southern Song Dynasty, the power of the autocratic monarch and the power granted by autocratic monarch nurtured each other and grew together [7]. From this, he explained the argument he made at the beginning of the chapter "During the transition period of the Song Dynasty, the interaction between the monarchy and the prime ministers made the dictatorship in the Southern Song Dynasty risen to dictatorship." However, Deng Xiaonan pointed out in his paper *Moving towards a Living System History* that so-called "live" not only refers to a lively writing method, it refers to a research paradigm that starts from reality, focuses on development and changes, and focuses on mutual relationships [8]. The relationship between the emperor and the power is not constant, nor is the relationship between the power and the scholar-officials. In the actual policy operation, the emperor has given great power to the ministers, can it really make the imperial power and the relative power grow together? In Wang Huayu's research, he pointed out that some prime ministers would some prime ministers will mislead the emperor when he asks himself for advice, so as to achieve his own personal goals. For example, In the first year of Shaoxing (1131), Jiangxi's Appease Ambassador Zhu Shengfei wrote a memorial to the throne to discuss thieves in the Southeast. Fan Zongyin was the prime minister at that time. He had never served as an official in a prefecture or county. He did not know the suffering of the people and hated bad things. Therefore, Fan Zongyin omitted the bad things that Zhu Shengfei had said, and gave orders according to his own opinions [9]. In this situation, the power of the emperor was misappropriated and possessed by the prime minister to satisfy himself, can it be said that the power of the imperial power and the power of the prime minister have grown

together? If not, then in Liu Zijian's so-called three variable relations of imperial power, relative power, and government organization power, under what circumstances, which variable presents an upward trend, and under what circumstances Downward trend? These questions are worthy of our further research and study on top of his research.

Secondly, Liu Zijian proposed that politically, the imperial power of the Southern Song Dynasty rose from autocracy to autocracy. "From the Northern Song to the Southern Song, the power originally shared was concentrated by the emperor and overpowered prime ministers, and there was almost no room for bureaucrats to participate in politics ^[10]. Liu Zijian's exposition to prove his argument only took the emperor and the power as the main research object, separated from the political system and other scholar-bureaucrats. The emperor's rule not only relies on the emperor himself and his power, but also requires the coordination of the political system and the structure of social groups^[11]. Liu Zijian ignored the influence of the political system and other literati and officialdom groups on politics. In this way, can we include the political system and the literati group into the discussion system, and then re-examine the transformation of the Song Dynasty. In this case, we may be able to draw richer and more three-dimensional conclusions.

Finally, in terms of culture, Liu Zijian believes that the intellectuals in the Southern Song Dynasty opposed change, and they shifted from focusing on the political system to the cultivation of internal morality. Reading through the whole book, it can be found that Liu Zijian used the intellectuals represented by Zhu Xi's Confucianism as the research object to prove his conclusion. On page 40, he clearly pointed out that the "New Confucianism" discussed in the article specifically refers to Zhu Xi's Confucianism. At the same time that Zhu Xi's Confucianism was formally formed, there was still Lu Jiuyuan's "Mindology" school, as well as the Zhedong Shigong School, which advocates the application of the world, advocates political innovation and actively advocates the application of research knowledge. If Zhu Xi's Neo-Confucianism can be discussed together with the Eastern Zhejiang School,

which stands opposite to it, perhaps the cultural transformation of the Song Dynasty can be presented more concretely.

To sum up, Liu Zijian's book *China Turns Inward* is a very constructive work that puts forward new perspectives and provides new directions for the study of Song history, allowing us to gain inspiration in the process of reading.

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An Analysis of Conversational Implicatures in The Joy Luck Club

Xuejing Zhu

School of Foreign Languages and Literature, Yunnan Normal University, Kunming 650500, China

ABSTRACT. The Joy Luck Club is one of Amy Tan's masterpieces. There are numerous domestic and foreign studies on this book. However, most of these studies are done from the perspective of cultural conflicts and mother-daughter relations, which ignores the rich dialogue materials in this book. In communicative events, the conversational implicature of a speaker is subject to specific context, and the speaker is supposed to observe cooperative principle. But in order to avoid conflicts and embarrassment, he deliberately violates the conversational maxims to produce an implicature. Hence, this paper attempts to analyze the abundant conversational implicatures contained in the fictional dialogues from the angle of pragmatic, analyzing some classic dialogues selected from The Joy Luck Club in terms of mother-daughter relationship, language characteristics, marital life as well as cultural difference. In the fictional dialogues, participants deliberately violate the maxim of quantity, maxim of quality, maxim of relation and maxim of manner, shaping different characteristics such as conservative, hyperbolic, satirical, etc. As a result, it delivers unique language styles, special implied meaning and pragmatic effects.

KEYWORDS: The Joy Luck Club; Cooperative Principle; Conversational Maxims; Pragmatic Effects

1. INTRODUCTION

As a second-generation immigrant of American Chinese, Amy Tan, the prestigious writer, is greatly influenced by mainstream American culture. She excels at describing subtle emotions between Chinese mother and American daughter who face not only the issues of racial identity, but also the cultural gap. Her novels are studied by many scholars from the angle of literature. It's worth mentioning that literature is closely linked to linguistics, in particular, the conversational materials within the novel.

Thanks to Tan's detailed observance, her first novel, *The Joy Luck Club*, has seized enormous readership since it came out in 1989 and were widely favored as "bestseller" on *New York Times*. In this novel, four stories are included: *Furthers from a Thousand Li away*, *The Twenty-six Malignant Gates*, *American Translation*, *Queen Mother of the Western Skies*, along with them are stories about four mother-daughter pairs. These mothers suffered a lot in old China and then came to America to live a new life. They took a page from the traditional Chinese values and created a four-family mah jong group-joy luck club, which implied their expectation for a long, plentiful and sweet life. Paradoxically, they wanted their daughters to speak perfect English with the understanding of Chinese conceptions. Whereas, what the mothers did could not gain the daughters' acceptance. One of the mothers, Lindo,

talked about Waverly: "It's my fault she is this way. I wanted my children to have the best combination: American circumstances and Chinese character. How could I know these two things do not mix? [1]" Although unable to get the daughter's approval, the mothers took pride in the oriental elements within them. At the end of this novel, the daughters and their mother stroke a balance between staying in the United States and returning to China on their way to seek in-between commonalities. They finally realized that no matter how far away they are from the East, they always have oriental blood in their veins; no matter how deep the generation gap is, the day when the minds integrate will eventually come.

2. LITERATURE REVIEW

Both domestic and western scholars are keen on the study of this novel. For domestic researchers, this novel is usually analyzed in two aspects: mother-daughter relationship and feminism. While for foreign ones, they prefer to interpret from the perspective of cultural difference and Orientalism. The advent of conversational implicature theory and other pragmatic theories has influenced the development of pragmatics. Academicians began to turn their eyes onto the pragmatic interpretation of literature work

2.1 Studies on The Joy Luck Club

As a traditional novel written by Chinese-American writer, it is a crystal of the cultural differences between two countries. Living in America, the so-called melting pot, the two generations would inevitably misunderstand each other. "For Chinese mothers, getting married means choosing a family while for American-born daughters, getting married means choosing a partner to live with" [2]. The daughters have discrimination to Chinese culture, but in the end, they have truly understood their mothers' good intentions. According to Harold Bloom [3], the formation of multiculturalism is to lift the cultural barriers, people from various background in the novel are moving towards integration. Although the world culture is converging, cultural conflicts are inevitable. While maintaining cultural independence and cultural self-confidence, it is a must to correctly understand American culture and usher in a new era of cultural development in deep-level exchanges.

Over the past few years, significant headways have been made in *The Joy Luck Club* from the perspective of Orientalism. "Many descriptions in *The Joy Luck Club* embody this phenomenon, for instance, the Chinese mothers in this novel suffered a lot in their motherland, Chinese males like Wu Qing and Lin Xiao were shaped as devils" [4]. Influenced by Orientalism, Amy Tan depicts Eastern world as a world brimming with regress, brutality and indifference. She looks at Chinese culture from the

angle of westerners in order to merge into American society. Whereas, the world depicted in Orientalism where cultural elements and objects are created through Western context has almost nothing to do with the real Eastern world. Just like the four mothers in the novel, if they want to get rid of their miserable fate, they have to immigrate to the United States. This is how China is understood under Orientalism and expected by white Americans [5]. Domestic scholars' study on *The Joy Luck Club* came relatively later than that of their Western counterparts. Chinese researchers have explored this novel mainly in two aspects: mother-daughter relationship and feminism. The four mothers persevered in the traditional Chinese way to educate their daughters, however, the possessiveness, control and expressions of love have met with varying degrees of resistance from their daughters. To some extent, the daughter's self-consciousness is affected by their capability to voice themselves properly as well as being heard by their mothers [6]. The bond between mothers and daughters exerts great influence on themselves during lifetime, no matter how they hurt each other, the story still comes to a good ending. "The emotional connection between mother and daughter with blood thicker than water can transcend the age gap and cultural barriers, and finally achieve spiritual consistency and integration" [7].

On the other hand, Amy Tan constructs the novel from a feminist standpoint. It is like a feminist manifesto, telling about the misfortunes that four Chinese mothers and their American-born daughters have suffered and finally generated awakening sense of resistance. In the old Chinese society, women were mostly obedient wives in the family and had long been subordinate to their husbands. They were excluded by mainstream culture as "others" and once lost themselves [8]. "However, the two generations have regained their self by adjusting the relationship between themselves and Chinese culture form which they draw spiritual support. They find their own place and avoid the fate of being completely marginalized by mainstream society" [9].

2.2 Studies on conversational implicature theory

The theory of conversational implicature was first floated by American linguistic philosopher H. P. Grice during his lecture *Logic and Conversation* at Harvard University back in 1967. He points out that "communication between participants is not a series of unrelated utterance combinations but is subject to certain conditions" [10]. In order to comprehend and collaborate with each other to make the conversation go well, people all consciously or subconsciously adhere to a certain principle of cooperation, which is named the cooperative principle (CP for short). The CP which includes the four conversational maxims is of great importance to analyze the conversational implicatures occurred when people flout the four maxims to express intended meaning [11].

With the developing and perfecting of theory on pragmatics, the neo-Gricean theory of conversational implicature has also emerged. In 1984, Horn simplified the four maxims into Q-principle and R-principle which are originated from the maxim of quantity and maxim of

relevance respectively. Later, Levinson [12] proposed his three principles, i.e. Q-principle, I-principle and M-principle in 1987. He admitted that he re-explains the quantity maxims and manner maxims of Gricean conversational implicature theory. However, what influences Grice's mechanism of pragmatic inference most is Sperber and Wilson's Relevance Theory [13].

It is Hu Zhuanglin, who first introduced the CP to China in his article *Pragmatics* in 1980. He mentioned the CP and its four maxims for the first time [14]. In 1983, the publishing of *Gricean Conversational Implicature and Related Discussions* created by Cheng Yumin is regarded as "the most comprehensive and faithful introduction of the cooperative principle" [15] at that time. Since then, the study on the CP and its maxims are burgeoning and some scholars like Xu Shenghuan, He Ziran and He Zhaoxiong have found fame in this field. In China, the cooperative principle has been successfully applied to the following five fields, translation, EFL teaching, comedy, advertisement and study of literature.

3. THEORETICAL FRAMEWORK

3.1 The definition of Implicature

It is apparent that more often than not in people's daily conversation they feel like expressing more than they say. The meaning added to or diverse from the meaning delivered by the linguistic expressions on their own are called implicatures. The word "implicature" is derived from the verb "imply", which is originated from the Latin verb *plicare*, meaning to "to fold something into something else". Hence, whatever the implied meaning is, they have to be unveiled in order to get the real message. Paul Grice, the prestigious Oxford philosopher and linguist, was the first one to propose the conversational implicature theory. In the year of 1961, Grice published a paper *The Casual Theory of Perception* with conversational implicature involved in. Later in 1967, he delivered a chain of speech that is directly related to conversational implicature. He gave an example:

A: How is C getting on in his job?

B: Oh quite well, I think; he likes his colleagues and he hasn't been to prison yet.

Under such circumstances, A might wonder what B really means. A perhaps thinks that C is a sort of person who succumbs to the temptation provided by his position in the bank or C's colleagues are uneasy to get along with. Thus, B's words are not exactly the same as his real meaning. According to this, Grice introduced the idea of implicature, which indicates what B actually intended to express here. This embodies that the conversational implicature cannot be derived from the ordinary meaning of the sentence. The speaker hinted at this in another way. The listener can express this information vocally by calling for rules for successful dialogue interaction [16].

In daily conversation, people often express the conversational implicature by the way of implicit meaning of an utterance. The interlocutors of a dialogue are supposed to be cooperative. The hearer must have pervasive knowledge or mutual understanding shared by the speaker and himself can the conversation undergo successful.

3.2 Cooperative principle and its four maxims

Implicature can be categorized as propositions or assumptions that are not encoded, completely or incompletely, in what is really said. With regard to the interpretation of them, Grice affords an endeavor, which is listed as the cooperative principle. The cooperative principle is viewed underlying conversation, making hearer clear about what is intended to express, whether it is explicit or implicit.

Successful dialogue is the target that all the conversational participants endeavor to. Grice suggests that, in order to achieve this goal in linguistic intercommunication acts, there is a common interest between the addressor and the addressee, which he calls cooperative principle, one of the most influential accounts of implicature. Initially, it was constructed as an interpretation of conversations; gradually, it can be extended to other dialogue content as well. In order to carry along a conversation, participants have to produce utterances that relates to one another in the same direction or in achieving the same general purpose. In doing this, participants will assume that they cooperate with one another in a communicative event, observing the same conversational principle. Grice introduces the principle as follows:

“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” [11].

The cooperative principle does not state exactly what is required of a conversation contribution by each participant. For the sake of accounting for the systems by which people interpret conversational implicature, Grice introduces four conversational maxims under the cooperative principle in Logic and Conversation.

“The Quantity maxim:

Make your contribution as informative as required (for the current purpose of the exchanges).

Do not make your contribution more informative that required.

The Quality maxim:

Do not say what you believe to be false.

Do not say that for which you lack adequate evidence.

The Relation maxim:

Be relevant.

The Manner maxim:

Avoid obscurity of expression.

Avoid ambiguity.

Be brief (avoid necessary prolixity).

Be orderly.” [17]

Generally speaking, these four maxims are used to flesh out the cooperative principle, to specify what participants have to do for the efficiency, rationality and cooperation of the talk.

4. AN ANALYSIS OF THE CONVERSATIONAL IMPLICATURE IN *THE JOY LUCK CLUB*

The Joy Luck Club abounds in conversational implicature. Amy Tan uses a large number of metaphorical discourses to reveal the communicative intentions, character relationships, and personality characteristics of both sides of the discourse, while conveying cultural values.

Nevertheless the conversations in it cannot be easily understood sometimes. In order to catch the implied meaning, the theory of conversational implicature is applied.

4.1 The violation of quantity maxim

The violation of quantity maxim can be divided into two kinds: providing less information and providing more information than is required.

4.1.1 Providing less information

For some reason, the speaker often provides less information than needed. Therefore, if the speaker wants to cover up or hide something without providing enough information, he will violate the quantity maxim and the conversational implicature will follow.

Once June begged her mother, Suyuan, to buy her a transistor radio, but Suyuan refused her and told her a different Kweilin story in order to remind June of cherishing the life now. This time, the story goes beyond June's imagination because Suyuan says she owns nothing when she arrives in Chungking, including the two babies. (1) June: “What do you mean by everything? What happened to the babies?”

Suyuan: “Your father is not my first husband. And you are not those babies.”(p.26)

In this conversation Suyuan told June what she had experienced before she came to America. When it comes to the babies she gave birth to in China, she does not provide enough information facing June's inquiry. She violates the first sub-maxim of quantity maxim for she avoids talking about the babies. For Suyuan, she is reluctant to say more about the babies she has abandoned in China in that the babies have always been a scar in her heart. Under the desperate circumstances at the time, she could only put the babies on the side of the road with her heart full of remorse. And Suyuan's true intention here is that she does not want to talk about the two babies. Also, she wants to tell June that her past in China is suffering and every time she thinks about that, she feels the pain of it. This shows the indirectness of traditional Chinese people. She successfully achieved her goal of communication because June stops delving into her past. For a mother, the abandonment of children is thought to be unforgivable. That is the reason why Suyuan places great expectations to June and wants her to be a genius, which paves the way for forcing June to take piano lessons. (2) Ying-ying: “What is this writing?”

Lena: “Oh, nothing really. Just things we share.”(p.161)

In the third part of this novel, *Rice Husband*, Ying-ying comes to Lena's house for a short stay until the electricians are done rewiring her building in San Francisco. Lena and her husband, Harold, split the bill for almost everything they buy in daily life for the so-called “fair”. When Harold is out for dinner, Lena starts to water the plants, Ying-ying is peering at a list stuck at the refrigerator door. It is a sharing list that records what Lena and Harold bought and what they share. For Ying-ying, she asks Lena what the list is, in fact, she is asking why they do this. And for Lena, she feels embarrassed when she realizes that her mother might have sensed the problems in her marriage. She always believes that her mother has the ability to see the

bad parts of a thing, and what annoys her is that what her mother says is always true. Here what she says is an understatement for she doesn't want her mother to realize the seriousness of the problem. Ying-ying doesn't give a response after she hears Lena's reply, which is, exactly what Lena wants.

4.1.2 Providing more information

It refers to the speaker providing more information than necessary in order to better support his point of view. The speaker violates the quantity maxim and there occurs conversational implicature.

(3) June: "My sisters are sending me money?"

Aunt Lin: "No, no. Every year we save our mah jong winnings for big banquet at fancy restaurants. Most times your mother win, so most is her money. We add just a little, so you can go Hong Kong, take a train to Shanghai, see your sisters. Besides, we all getting too rich, too fat."(p.40-41)

This conversation happened after Suyuan's death. The aunts in the joy luck club hope that June could take the money to accomplish her mother's wish. But Lindo's answer provides more information than is required. It is too full, because she not only tells June that the money was not given by the Chinese sister, but also tells her the source of the money to save her face. June would not take the money from her sisters but will take the money from her mother because what she will do is her mother's last wish. It would take a lot of money for June to return China to meet her sisters, so the aunts hope she accepts the money. By saying that, the aunts fulfill their wishes and June takes the money at the end of this conversation.

(4) Lindo: "You must go in October. This is the best time. Not too hot, not too cold. I am thinking of going back then too. Of course not with you!"(p.184)

Waverly's mother, Linda, said the above to her daughter and daughter-in-law who are about to go to China for a honeymoon. The last sentence violates the maxim of quantity. She has already hinted at her inner will before that she is thinking of going back too, which indicates that she also wants to go back to China with the children, but she uses the last sentence to hide her true thoughts. Although she is eager to go out with her daughter and daughter-in-law, she is embarrassed to say so. As a result, she uttered such a sentence to express her inner feeling. This is typical of Chinese parents. They are always too careful to show real thoughts. In this novel, the conflicts between Lindo and Waverly top the list among all. But in this conversation, it could be sensed that the gap between mother and daughter is narrowing.

4.2 The violation of quality maxim

If the speaker provides some unsubstantiated remarks, he violates the quality maxim and the conversational implicature follows. Some rhetorical techniques can lead to violations of quality maxim, such as metaphor, irony, and hyperbole.

4.2.1 Metaphor

Metaphor is a common rhetorical figure of speech, and it is used to express some additional meanings that are different from literal meanings. It generates conversational implicature by violating quality maxim.

The following is a case from *The Joy Luck Club* to explain this phenomenon.

(5) Suyuan: "Tss! Why you listen to her? Why you want to follow behind her, chasing her words? She is this crab. Always walking sideways, moving crooked. You can make your legs go the other way."(p.208)

This dialogue appears at the end of fourth chapters, the last story, *Best Quality*. Suyuan prepares a feast to welcome the Lindo's. At the dining table, she asks everyone to pick crabs by themselves. Waverly first chooses the biggest and best crabs. When it is June's turn, she wants to pick the bad one and leaves the only good one to her mother. But her mother refused and did vice versa. After dinner, Waverly laughs at June because of her haircut and advertisements. When June goes back to the kitchen and washes the dishes with her mother, she receives the jade pendent from her mother but she thinks that Suyuan gives this to her as a comfort because of what Waverly said. This is Suyuan's reply. Suyuan and Lindo have compared their daughters for many years, and it seems that Lindo wins most of the time. But this time, Suyuan decides to tell her daughter the true thoughts.

"She is this crab." violates the maxim of quality. This sentence is obviously wrong for people cannot be crabs. Suyuan is indicating that Waverly has the characteristics of crabs such as arrogance and haughtiness. But in her mind, her daughter, June, has the best quality because she always considers other's needs first. Jade, in traditional Chinese values, is the symbol of purity and virtue, which overlaps June's image in the mind of Suyuan. So she gives June the jade pendent. This is the first time June has realized she received the approval of her mother.

4.2.2 Irony

Irony is a figure of speech, which is a subtle form of humor that involves saying things that are the opposite of what you really mean.

Lindo is good at saying things with irony. When Lindo's daughter, Waverly, tries to tell her that she is about to get married with Rich, she is interrupted by her mother every time she wants to say it. And this time, she takes her boyfriend to Lindo's to express her thoughts and help Rich to leave Lindo a good impression. Prior to dinner, she feels like making pinch for Rich in front of Lindo, the conversation is as follows:

(6) Waverly: "So what do you think of Rich?"

Lindo: "So many spots on his face."

Waverly: "They're freckles. Freckles are good luck, you know."

Lindo: "Oh?"

Waverly: "Yes, the more spots the better. Everybody knows that."

Lindo: "Maybe this is true. When you were young, you got the chicken pox. So many spots, you had to stay home for ten days. So lucky, you thought."(p.177)

In fact, the mother and daughter aesthetics about "freckles on the face" are quite different. Americans reckon that freckles on the face are commonplace and they are regarded as symbol of luck, which can be accepted and praised by people. But in Chinese culture, people prefer clean and flawless face, which can be considered as

beautiful. Representing the culture of each side, the conflict between the mother and daughter is turbulent. But taking into account the daughter's face, the mother made an insincere answer. On the one hand, it protects her daughter's sense of identification with American culture. On the other hand, she subtly shows her dissatisfaction with her future son-in-law. It is through the answer that the mother violates the quality maxim to protect her daughter's face that reveals the gap between mother and daughter because of different cultural views. By describing mother and daughter's different aesthetic feelings of American son-in-law, the novel highlights the difference in values between Chinese and American cultures, and further illustrates the negative impact of cultural conflict on mother-daughter relationship.

4.2.3 Hyperbole

If someone uses hyperbole, they say or write things that make something sound much more impressive than it really is.

(7) Lindo: "She bring home too many trophy. All day she play chess. All day I have no time do nothing but dust off her winnings. You lucky you don't have this problem."

Suyuan: "Our problem worsen than yours." (p.141)

This happens when Lindo chats with Suyuan. They two like to compare their daughters since daughters were born. Clearly, Lindo violates the maxim of quality for what she says is not the truth. She says that she does not have time to do other things except dusting off her daughter's trophies, which exaggerates the truth. In Chinese culture, people are too conservative to show off explicitly. Lindo wants to say that Waverly has good chess skills and this brings much honor to her. The last utterance of Lindo can be regarded as irony which actually implies that Suyuan does not have such good luck to tidy up the chess board for the champion daughter. Suyuan completely understands the conversational implicature in Lindo's words, and she refuses to admit being inferior. "Our problem worsen than yours" is a powerful strike back. This phenomenon of saying irony is with strong Chinese color.

4.3 The violation of relation maxim

The relation maxim requires that the words spoken by people have relevance to the topic. In some occasions, for some reason, the speaker intentionally misplaces the discourse relationship or provides discourse information that lacks contact, which will convey some "extra meaning".

(8) Harold: "Who's ready for dessert?"

Lena: "I am full."

Ying-ying: "Lena cannot eat ice cream."

Harold: "So it seems. She is always on diet."

Ying-ying: "She never eats it. She does not like."

Lena: "It is true. I have hated ice cream almost my life." (p.162)

The economic income and expenditure in Chinese families does not need to be so intuitive, but in American culture, go Dutch is a ubiquitous phenomenon and it is a manifestation of the equality of men and women in the family economic status. Out of respect for American culture and recognition of the daughter and son-in-law in

the family system, Ying-ying politely violated the relation maxim in the conversation, gently pointed out the unfairness of it, hoping that the son-in-law could consider the cost sharing issue more objectively to achieve true equality between husband and wife. Ying-ying and Lena could understand the implied meaning in the utterances but Harold is a man of individualism so that he may not get the conversational implicature. He just thinks that Ying-ying and Lena doesn't want to have ice cream. The mother worries that the economic unbalance between her daughter and son-in-law would affect the intimate relationship between the husband and wife and undermine family harmony. Therefore, she implicitly pointed out the problems of the family expenditure AA system. This also shows the cultural difference between China and America.

4.4 The violation of manner maxim

People always violate the manner maxim in order to avoid unpleasantness or embarrassment, so that conversational implicature is produced. In this case, both the speaker and the listener can grasp the implied meaning of the conversation based on the current context.

(9) Ying-ying is having a rest upstairs. When Lena and Harold are arguing over their marriage, they suddenly hear the sound of broken glass upstairs, and Lena hurries up to see what happened.

Ying-ying: "Fallen down."

Lena: "It doesn't matter. I knew it would happen."

Ying-ying: "Then why you don't stop it?" (p.165)

Here "it" has ambiguous meaning which can refer to both the vase and the marriage. The superficial meaning of the words is that Lena knows that the vase would break eventually, and the mother accuses her daughter of not taking precautions. In fact, both Lena and her mother understand the implied meaning in each other's words. The mother and daughter are discussing their daughter's marriage in a subtle way, and both realize that Lena's marriage is like this fragile vase. Ying-ying is a mother deeply influenced by Chinese feudal thought, her first response is that her daughter is supposed to make concession to save this relationship. Although Lena notices the problem of marriage from the beginning and clearly foresees the future, she refused to take measures to save it for she has grown in America when the female consciousness is rising. But later in this novel, Ying-ying tells her daughter about her past in China and wants her daughter to be strong and energetic like a tiger, pursuing her own happiness. This is a mother's sincere love for her child.

(10) Anmei: "He is American."

Roes: "I'm American, too." (p.117)

Ted goes to Rose's house for the first time, and Anmei warns her daughter that he is an American. Traditionally, marriage in China is allowed by parents, introduced by matchmakers. Although Anmei has moved to American and affected by the wave of free love, she thinks that her daughter should marry a Chinese. Rose deliberately uses the multiple meanings of "American" to violate the maxim of manner, expressing that the marriage under the influence of mainstream American culture is a personal matter. This conversation shows that Rose believes herself

is more of an American than Chinese. But after she gets married with Ted, she acts in a Chinese way of being an obedient wife, everything is decided by Ted. This is the trigger of her shaky marriage. When she is bewildered by the divorce, her mother persuades her to speak for herself. Chinese and American cultures meet and merge against culture shock. Not only does she successfully save her marriage, her relationship with her mother becomes intimate.

5. CONCLUSION

Conversational implicatures in *The Joy Luck Club* reveal the communicative intentions the participants attempt to convey due to the deliberate violation of the cooperative principle, and how the hearers capture the implied meaning relied on the context. The conversational implicatures achieve pragmatic functions such as euphemism, obscurity, satire and exaggeration. In the conversation with daughters, mothers are prone to violate the conversational maxims on purpose. The immediate reason is that they are aware of the cultural difference between two countries, they have to make use of conversational strategies to indirectly express the true intentions while respect the cultural difference. Another involves that they hope their daughters will always remember they are deep-rooted in China though grown up in America. The generation of conversational implicatures promotes the mother-daughter relationship, moreover, it highlights the theme of collision and blending of two kinds of cultures in this novel. The ideological differences between Chinese and American cultures in terms of education, aesthetics, family and marriage are observed. It can be seen that the analysis of the communication implicature in the dialogue can not only help readers to refine the theme of the work, grasping the distinctive personality of the characters but also contribute to the appreciation of the language art in this novel.

The cooperation principle provides readers a new angle to appreciate *The Joy Luck Club* dialogue and helps readers better understand it. From the perspective of pragmatics, this article uses Grice's theory of cooperation principle and its four conversational maxims to analyze the conversational implicature in *The Joy Luck Club* dialogue, so that readers can clearly see the conflicts between mother and daughter due to cultural environments, which deepens the reader's exploration of the novel.

Limitations still exist. More developments can be made in the studying of this novel from the perspective of pragmatics. For instance, the classification of some dialogues is not clearly categorized because sometimes the same utterance violates more than one maxim. And the factors that influence the interpretation of the conversational implicature may as well be connected with the social factors, human cognitive competence and so on.

If cooperated with politeness principle and face theory, the analysis would be more comprehensive. Being a classic literature work, *The Joy Luck Club* provides plentiful conversational materials to further study from the perspective of pragmatics.

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English Translation of Chinese Characteristic Terminology--Viewed from “the Belt and Road Initiative”

Yan Jingqi

Yunnan Normal University, Kunming, 650500, China

Abstract: In September and October 2013, President Xi successively proposed a major initiative to jointly build the “Silk Road Economic Belt” and the “21st Century Maritime Silk Road”, which received high attention from international communities. The two are collectively referred to as “the Belt and Road Initiative”. Translations of it have also caused heated discussion at home and abroad. Among myriad translation versions, some adopt a literal translation strategy to translate it into “One Belt. (and) One Road”, referred to as “OBOR”, and even “The Belt and Road Strategy”. In addition, others choose the liberal translation method with the aim to make it convenient for target readers to understand, translating it as “the land and maritime Silk Road policies”. Appropriate translations can not only help readers better understand, but also effectively achieve translation’s purpose, and promote mutual acceptance and absorption of the two cultures. It is a vital part of the work of external publicity. This essay will concentrate on English translation methods of terminology with Chinese characteristics, translation concepts and connotations of each translation of “the Belt and Road Initiative” and the remaining problems of external publicity.

Keywords: The Belt and Road Initiative; Chinese characteristic terminology; Foreign language translation; Translation method

1. INTRODUCTION

1.1 LITERATURE REVIEW

Terms are the by-products caused by the development of politics, economy and culture in each country during different historical periods. They symbolize the spiritual outlook of the country at a certain time and represent its overwhelming wishes for future. Since the policy of reform and opening up, all aspects have undergone earth-shaking changes in this country, accompanying with myriads of new things and new terms. Furthermore, these terms contain quite a lot Chinese characteristics.

A few years ago, President Xi proposed the idea to build a wider range of network of economic and cultural exchanges with more participating countries according to the references of Ancient Silk Road, so that the concept of “the Belt and Road Initiative” has emerged. In the past few years, this initiative has promoted friendly cooperation and strengthened bilateral dialogues among countries along the route, and built economic corridors such as the China-Russia-Mongolia Economic Corridor, the New Eurasian Continental Bridge, and the China-Central Asia Economic Corridor. Thus, it has resulted in a profound

impact on the development of contemporary social economy and culture.

In September and October 2013, President Xi proposed a major initiative to jointly build the “Silk Road Economic Belt” and the “21st Century Maritime Silk Road”, which received great attention from the international community. The two were collectively referred to as “the Belt and Road Initiative”. The question about how to translate it adequately and accurately has also caused heated discussion at home and abroad. By now, scholars have paid much attention to various aspects in discrepant translation versions of “the Belt and Road Initiative”. For example, Huang Yusheng assumed the translations contain “one” is less appropriate than others and these may trigger complicated ambiguity among Western readers, too. Furthermore, he also claimed that the translation version--“Silk Road and Belt Initiative” is a better choice compared with others.[7] Li Yuan, Li Jia and Luo Liang worked together to propose that the translation would be more impeccable if we add some necessary explanations after it to identify our intention and clarify the special cultural connotations, and they acclaimed Fu Ying’s translation version, “the land and maritime Silk Road policies”, which is believed to have reached its functional equivalent in Western countries.[9] Lu Jianfei held the statement most translation versions of “the Belt and Road Initiative” choose foreignization strategy, and among which the “New Silk Road Initiative” is likely to be the best-known between foreigners.[8]

This thesis is devoted to the study of different English translation versions of “the Belt and Road Initiative” from the following aspects: several common methods of Chinese-English translation, liberal translation and literal translation, translation versions of “the Belt and Road Initiative” from discrepant ends, the pros and cons of each translation version, and a shallow analysis of the future path of Chinese-English translation career.

1.2 LAYOUT ON THE THESIS

We have discussed about the importance of translating Chinese characteristic terminologies to English properly as well as the origin and influences of “the Belt and Road Initiative” above. And on the second chapter, we will talk about three common approaches to Chinese-English translation and provide examples of their practical usage, that is, literal translation, liberal translation and transcription. Besides these, we will connect each translation version of “the Belt and Road Initiative” to the first two approaches accordingly as well as analyzing each one of them. Then, discussing translation versions from

other perspectives to work out the shaping reasons as well as pros and cons of each one. At last, we will talk about how to cultivate translators in the future, plus the transparent problems we have met in translation.

2. COMMON APPROACHES TO ENGLISH TRANSLATIONS OF CHINESE CHARACTERISTIC TERMINOLOGY

2.1 LITERAL TRANSLATION

Literal Translation maintains the meaning of “word-to-word”, in that way we can conclude that literal translation is a translation method that remains both the original content and the original form.

Literal translation includes translating the context literally in full terms. For example, “lěng zhàn” is translated as “cold war”, “jīng jì tè qū” is translated into “special economic zone”, and “yī guó liǎng zhì” is rendered as “one country, two systems”

However, the emergence of many terminologies with Chinese characteristics is related to the development trend of China's politics, economy, culture and etc., naturally, it is also inextricably entwined with our country's contemporary national conditions. Since these words contain strong Chinese characteristics, when translating them, we must not only pay attention to the subtlety of the usage of words, but also buoy foreign friends up who lack the background knowledge of words to better understand the meaning of it. Therefore, the form of literal translation with annotation is a solution worth our consideration, such as the English translation of “two sessions”. To assist readers further understand it, we should also put annotation --“the National People's Congress, and Chinese People's Political Consultative Conference” attached to it. In addition, the translation of the “wǔ jiǎng sì měi sān rē ài” is also a typical example. In the second volume of “Selected Works of Deng Xiaoping”, it is translated as “There are five things to stress, four things to beauty and three things to love”, and then the translator explains the inner meaning of “five stresses, four beauty, three loves” in a further way as following: “stresses on decorum, manners, hygiene, discipline and morals; beauty of mind, language, behavior and morals; love of the motherland, socialism and the Communist Party”. [5]

2.2 LIBERAL TRANSLATION

The discrepancy between “word-for-word” (i.e. literal) and “sense-for-sense” (i.e. free) translation stems back from the proposition of Cicero (first century BCE) and St Jerome (late fourth century CE), which forms the basis of commonly shared strategies of translation in centuries nearer to our own. Cicero highlighted his approach to translation as following: “I did not translate as an interpreter, but as an orator, keeping the same ideas and forms, or the ‘figure’ of thought, but in language which conforms to our usage. And in doing so, I did not hold it necessary to render word for word, but I preserved the general style and the force of language.”

In a similar way, St Jerome, the most well-known of all translators at that time, cites the authority of Cicero's approach to justify his own Latin translation. Jerome denigrated the word-for-word method because, by copying so exactly the form of the source text, it produced

a hilarious and absurd atmosphere, cloaking the sense of the original text. The sense-for-sense method, on the other hand, advocated the sense or the content of the source text to be translated. In these contradictory poles can be seen the origin of both the “literal vs. free” and “form vs. content” discussions has existed until modern times. To put the concept of target language taking over the message of the source text in a clearer way, Jerome takes an example of the military image that the original text being marched into the target language is like a prisoner by its conqueror. [2]

In contrast to the literal translation, liberal translation can also be called “Free Translation”, from where we may observe that it is a relatively freer translation method, reflected in its various form of the original text, mainly intended to convey information of the original text.

For instance, dragon has a complimentary meaning in China and is often used to symbolize auspiciousness. It is a symbol of royal family and is one of the most representative images of Chinese culture. In contrast to it, in Western cultures, especially Christian culture, it is often a symbol of demons and evils. Then, when translating the “yà zhōu sì xiǎo lóng”, we need to take heed of its meaning. The official translation of it is “Four Asian Tigers”, which replaces the “dragon”, a derogatory image in Western culture, with the “tiger”, a complimentary image. For which the intention is unchanged, which not only achieves the effect of transmitting Chinese and Western culture, but also effectively reflects its original information.

Furthermore, the character of “yìng gǔ tóu” is equal to “the problem which is difficult to solve” in Chinese. If it is translated into “hard bone” forcefully, it is very likely that this way will create an unsatisfying effect. By a slight adjustment, translating it into “tough issue”, can express the meaning in Chinese accordingly. In addition, “the jerry-built project” and “the well-off society” are also typical examples of free translation.

2.3 TRANSCRIPTION

In recent years, with the improvement of China's national strength, Chinese English has gradually been accepted by foreign countries, including words such as “paper tiger”, which is translated literally in full terms, and “Long time no see”, which stands out as a strong symbol of Chinglish. Some traditional vocabularies such as “kowtow” and “fengshui” use transliteration methods. For these Chinese-specific glossaries, it is difficult to find the appropriate equivalent or vocabulary with exactly the same meaning in the target language. At this time, transliteration can not only solve this problem, but also enable audiences to feel the pronunciation of words and its deeper meaning in Chinese culture.

In addition to traditional vocabularies, which are unique to China, some words about aviation that are taking place in society today mostly use transliteration methods. For example, “yǔ háng yuán” was translated as “taikonaut”, and this new word is currently widely used by foreign media. According to Professor Chen Hongwei, the person who created “taikonaut” is Malaysian Chinese Zhao Lijun. He transliterated “space”, together with the Greek root “naut”, created this highly synthetic Chinese word. [4]

What's more, the translation of "tiān gōng èr hào" also adopted a transliteration method, translated it as "Tiangong II".

3. DISCUSSION ABOUT SEVERAL TRANSLATIONS OF "THE BELT AND ROAD INITIATIVE"

In September and October 2013, during his visit to Central Asia and Southeast Asian countries, Chinese President Xi successively proposed a major initiative to jointly build the "Silk Road Economic Belt" and "21st Century Maritime Silk Road", which received great attention from the international community. The two are collectively referred to as "the Belt and Road Initiative". After this strategic goal was put forward, domestic and foreign media rushed to report this news. By September 23, 2015, the National Development and Reform Commission and the Ministry of Foreign Affairs and the Ministry of Commerce had standardized the English translation version of "the Belt and Road Initiative" as followed: In the official document, the English translation of the "the Belt and Road Initiative" is unified as "the Silk Road Economic Belt and the 21st-Century Maritime Silk Road", and it is abbreviated as "The Belt and Road", the English abbreviation uses "B&R"; the word "chàng yì" is translated as "Initiative" and the singular form is used. Do not use the words such as "strategy", "project", "program", "agenda" etc.; considering that the term "the Belt and Road Initiative" appears more frequently, in informal occasions, except for the first time in full English translation, the translation can be handled flexibly according to the specific situation. In addition to the "the Belt and Road Initiative", "the land and maritime Silk Road Initiative" can also be used. Other translations are not recommended.[12] Prior to this, there has been several disparate interpretations of "the Belt and Road Initiative" at home and abroad. The following sections will analyze the translation concepts, translation methods and translation effects of these different translation versions.

3.1 THE LITERAL TRANSLATION MODE

Among various kinds of versions, translations dominated by foreignization strategy account for the vast majority. Between them, the most straightforward translation is "One Belt. (and) One Road", which is abbreviated as "OBOR". This translation adopts the method of literal translation. These four words are also in the exact format with original Chinese version. In this way, words echo with words. Before the official translation was published, it was the most frequently publicized translation version used by domestic and foreign media. "One Belt. (and) One Road" is the most straightforward interpretation. Even though it is catchy to read by mouth, easy to understand in form, and quick to be accepted by the public, however, for foreign friends who lack background information, there may be such a question: which "Belt" and "Road" does the "one" refer to? In this regard, we can solve this problem by adding explanations, but at the same time, it also shows that the two "Ones" used in this translation is not accurate enough. Here we should take "the" with the special function into consideration to illustrate that the two "Ones" refer to the Silk Road Economic Belt and the 21st Century Maritime Silk Road. Except all these, in English,

"one" in the "one...one..." structure mainly conveys the meaning of quantity, containing the meaning equal to "every", "each", "an", such as "One person, One vote"; or the meaning of sameness, such as "One World, One Dream". Therefore, the translation of "the Belt and Road Initiative" into "One Belt One Road" is easy to trigger ambiguity for English readers.[7] In addition to that, the profound connotation of "yī" in Chinese culture is also quite complicated to express thoroughly by "one" in English.

Different from translations such as "One Belt. (and) One Road", "The Belt and Road Strategy", "The Belt and Road Concept", "The Belt and Road Project", "The Belt and Road Agenda", "The Belt and Road Initiative" etc. appeared in the media, too. These translations still emphasize the utmost importance of "Belt" and "Road", and also circumvent using inappropriate errors like "one" in "OBOR", but each has its own special understanding. The second interpretation of "strategy" in Collins Learner's English-Chinese Dictionary is "the art of planning the best way to gain an advantage or achieve success, especially in war".[1] It can be seen clearly that "strategy" delivers a strong military meaning. There is a sense of aggression, and gives people a forceful feeling, which means it is strenuous to obtain the recognition of foreign readers and may also cause unnecessary misunderstanding. "Concept" is not quite an equivalent to "chàng yì". It is too inconspicuous and less meaningful to translate "chàng yì" into it, nor can "concept" give "the Belt and Road Initiative" the contained emotions that China is awaiting to launch friendly cooperation with other participating countries. Furthermore, "project" and "agenda" are also far from the meaning of the "chàng yì", the appropriate meaning.

3.2 THE LIBERAL TRANSLATION MODE

Except for literal translation, free translation has become the choice of many translators. Fu Ying, chairman of the National People's Congress Foreign Affairs Committee, was invited to attend the student open forum under the framework of the first US-China Relations Forum of the University of Chicago on May 19, 2016. The way that Fu Ying spoke has received great responses from all walks of life. Her fluent English and thorough analysis won rounds and rounds of applause. She said in her speech: "For its part, China has initiated the land and maritime Silk Road policies to strengthen Asian and Eurasian connectivity, and is setting up the Asian Infrastructure Investment Bank to support them." [11] Fu translated "the Belt and Road Initiative" into "the land and maritime Silk Road policies", which was well received. She composed the Silk Road and the Maritime Silk Road into a side-by-side structure – "the land and maritime", in this way, not only facilitates reader's understanding as well as avoids causing confusion, but also directly informs readers of the exact geographic location of "the Belt and Road Initiative", which is indeed a good translation version.

Throughout the media report coverage of "the Belt and Road Initiative", there are dozens of translation versions, however, the degree of acceptance and appreciation of Western readers differs from one to another. Lu Jianfei

assumes that the “New Silk Road Initiative” and “silk road” are the most well known in the Western world.[8] It is not so strenuous for this kind of translation to issue in readers’ imagination and then be associated with others, what’s more, it is also easier to understand. The Silk Road has had a profound impact on the exchanges between Eastern and Western culture, economy and language in ancient times. Under such historical context, this kind of translation contains positive meaning to some degree. Furthermore, readers’ correct understanding and psychological acceptance will lay a good foundation for further establishment of “the Belt and Road Initiative” abroad, and also lead to a strong impetus to the development of their work afterwards. In addition to that, Canada’s Vancouver Sun mentioned in an article in mid-June: “The best way Western observers have been able to visualize Beijing’s plan is a revival of the ancient ‘Silk Road’, which linked Europe to China as a major trade route more than a thousand years ago, boosting the economies and cultural interactions of all the peoples along the way.”[9] Under such circumstances, the article proposes to consider “Silk Road” as the more suitable translation version and connect them in an explanatory way. The historical value of the Silk Road is very clear and thus convenient for foreign readers to get the hang of it.

3.3 TRANSLATIONS FROM OTHER PERSPECTIVES

3.3.1 PERSPECTIVES OF COMMUNICATION, PRAGMATICS AND THE SKOPOS THEORY

When translating the “yí dài yí lù” into English, some translators pay heed to the discrepancies in translation techniques, and some translators include the effects of mass communication into their scope of thinking. From the perspective of communication, pragmatics and the Skopos theory, Huang Yusheng proposed his recognition about the translation version of “the Belt and Road Initiative”.

Pragmatics is the analysis of the meaning and process of expressing the linguistic context. It analyzes the listener’s understanding of the language and his process of reasoning. In English translation, the translator understands the original text, and then reconstructs it. Both have the same research object in this process. At the same time, translation is not such simple as code changes, but a real language exchange. In addition, studies have shown that correctness of language expressions does not guarantee proper communication. Mastering and understanding a complete set of languages does not mean one can produce a proficient and appropriate translation. Thus, taking the perspective of pragmatics into the birth of an equivalent translation is worth of our consideration.[10]

“Skopos” is a Greek vocabulary, which means “aim”, and the Skopos theory was put forward by Hans Vermeer. This theory stresses that the intended purpose of the target text is determined by the initiator, not the author of the source text or the effect of the source text on its recipients which demonstrates the strategies and methods of translation. The Skopos theory is consist of two basic rules: the coherence rule and the fidelity rule. According to this theory, translators should take the most appropriate

translation strategy into consideration to reach the intended purpose of the target text. Furthermore, in this way, translators can be liberated from literalness.[3]

In a more detailed way, Huang provides his belief that the translation version “Silk Belt and Road Initiative” is a relatively ideal choice, the recommended abbreviation is set to be SBRIN. He also believes that this translation retains the well-known “Silk Road”, which preserves the meaning of it. Secondly, it includes the words “Belt” and “Road” that readers have accepted to facilitate the dissemination and acceptance of the translation; last but not least, he presumes to put “Belt” behind “Silk” can also detour confusion with the US translation “NewSilkRoad plan”.[7]

3.3.2 PERSPECTIVE OF DOMESTICATION

According to what we have mentioned above, among the various translations of “the Belt and Road Initiative”, translations dominated by foreignization strategy account for the vast majority, and there is solely one translation with the domestication strategy as the core – China’s Marshall Plan.

Foreignization (i.e. alienation) and domestication, the two terms, were first raised by Lawrence Venuti. Specifically, foreignization refers to a translation strategy which advocates deliberately breaking target conventions by remaining some foreignness or exotic flavor of the original text. Opposed to it, domestication paves way for a translation strategy for a transparent, fluent style aims to minimize the strangeness of the foreign text.[3]

Put it in a further way, some scholars use the term “prospective translation” to replace “domestication”. Differing from “prospective translation”, which is target reader-orientated, is “retrospective translation”, which regards the author of the source text as the most essential item.[3]

On November 5, 2014, the Financial Times of the United Kingdom proposed that the translation as “Marshall Plan” has its reflective meaning to some degree. On November 6th, Singapore’s zaobao mentioned its public opinion that classifying the “the Belt and Road Initiative” and “go global” strategies of China as “the Chinese version of the Marshall Plan” also implies the imposition of confrontation with the United States the maritime power. On November 10, Japanese the diplomat website said that the “yí dài yí lù” contains some similarities to the Marshall Plan after World War II. On that condition, the foreign media was going nearer to the version--“Chinese Marshall Plan”, adding a lot of extra color to it. Marshall Plan, officially called “For the European Renaissance Plan”, in which the United States is structuring its blueprint to assist the war-torn Western European countries on economic assistance and reconstruction after the end of the Second World War. At the same time, it also aims to curb the further expansion of communist forces in European areas. Most of scholars who studied the Marshall Plan at early stages treat it as another vividly explicit example of American generosity. From the 1860s to the 1970s, some historians believed that the United States tried to control Western Europe through this plan. Just as the Soviet Union controlled Eastern Europe, the Marshall Plan is almost

equal to the product of the Cold War between the United States and the Soviet Union. In contrast to it, the “the Belt and Road Initiative” proposed by China, of which the starting point is not to resist the United States, but with a positive attitude of developing economic partnerships with participating countries along the line. Besides these, there is no compulsion, thus cooperative countries can voluntarily join it. Translating “the Belt and Road Initiative” into “China’s Marshall Plan” will not only lead to misunderstanding, but also cause no benefit to friendly exchanges and close cooperation between countries.

4. CONCLUSION

There exist more than ten kinds of English translations of “yí dài yí lù” until now. The translation concepts and translation methods contained in each translation are far more discrepant than we have expected. There are translations with cultural effects, and translations that have misinterpreted the original text all from the start. From where we may observe that the English translation of foreign affairs in China’s characteristic terminology faces many opportunities as well as challenges on the ongoing path of its development.

Under the premise of globalization as background, China, as a populous country with a history of more than 5,000 years, “go global” strategy is a necessary stage in its developmental process, the end of it is not only to promote economic prosperity, but also to strengthen aspects such as external cultural output. In today’s society, the main content of cultural communication is the translation of international news and national culture, ideas, values, etc., which provides a wider platform for translation. In addition to that, translations of the foreign language should not only let readers accurately obtain the information that the translation intended to convey, but also play the role of publicizing the original text. To provide a suitable English translation for terminologies, it is necessary to understand Chinese and Western culture. It is the differences in language expression habits, such as logical expression, stylistic feature, meaning implied by vocabulary and so on that have issued in ambiguity among translation versions. At present, our country’s foreign language translations sometimes cause readers to have deviations in understanding. Some translations are unsatisfactory and misinterpreted. Nowadays, the prominent problems in foreign translations are mainly reflected in three aspects: merely obtaining the superficial meaning, myriads of discrepant translations and Chinglish.[6]

External translation needs to be organically combined

with theory and practice, paying attention to the study of domestic and foreign cultures, strengthening the application of translation skills, and setting up special research institutions to cultivate foreign talents and prosper cultural exchanges. In doing so, China’s foreign translation affair will take it to the next level and carry forward the Chinese culture better.

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Probe into the history education of the Communist Party of China in University Library

Liu Zongkai

Pingdingshan University Library, Pingdingshan, Henan 467000, China

Abstract: University library as the center of literature, culture, information, media and education platform, to fulfill their party history literature information highlands role and university students' party history education function. University library should make full use of space facilities, the advantage of literature resources, and aspects such as personnel, from the students' reading, writing, listening, speaking, and seeing of university students, so as to play an important role in the cultivation of university students' political literacy and ideological guidance.

Key words: Party history education; University student; University Library

1. INTRODUCTION

The year 2021 marks the centenary of the founding of the Communist Party of China (CPC) and the first year of the 14th Five-Year Plan, so it is of great significance to strengthen education in party history. General Secretary Xi has pointed out that Party members and officials should study party history and think deeply about it. We need to do a good job in young people's education, and focus on telling the story of the Party, the story of the revolution, and the story of heroes, so that the red gene and the torch of the revolution will be passed on from generation to generation^[1]. Universities are the gathering place of senior intellectual party members and young university students, as well as the important position to train successors of socialist builders and reserve cadres of the Party, so it is of great significance to study party history well^[2]. To build a strong sense of community of the Chinese nation as an important embodiment of the firm socialist direction of running schools and the main line of running schools^[3]. According to the Notice of the Publicity Department of the CENTRAL Committee of the COMMUNIST Party of China on Reading for the Whole People in 2021, the key work of reading for the whole people in 2021 is to focus on the celebration of the 100th anniversary of the founding of the Communist Party of China, fully combine the study and education of the History of the Communist Party of China, grasp the facts and do a good job in thematic reading, and promote the reading of key publications of the "four History"^[4]. University library is the document center, cultural front, information media, moral education platform and the second classroom of university students^[5], the main force of reading promotion in universities, carrying out party history education among university students has its necessity, but also has congenital advantages, which plays an important auxiliary role in party history education in universities.

2. THE NECESSITY OF PARTY HISTORY

EDUCATION IN UNIVERSITY LIBRARY

Under the background of comprehensively developing party history education, in addition to the political requirements of universities, developing party history education is also an inevitable requirement for university libraries to give full play to their own functions, develop library undertakings and do a good job in the second class of university students.

2.1 Perform library functions well

The regulation of university library clearly points out that university library is an important base of campus culture and social culture construction, and should give full play to its role in social service and cultural inheritance^[6]. Strengthening party history culture publicity and education is this year's campus culture, social and cultural construction of an important theme, from the PARTY central Committee to the local are advocating party history education, to know the history of the Party, the situation of the Party learning activities. As a cultural base, under the background of the whole sociology of party history, the university library should highlight the education theme of Party history from the aspects of information resource construction, space layout of the library, reading, promotion and publicity, give full play to the highland role of party history literature information, give full play to the function of party history information service, and do a good job in the party's historical and cultural inheritance.

2.2 Do a good job in library undertakings

The most important thing to do well in higher education is to stick to the socialist orientation in running schools^[7], to do a good job in university library is also connected with the national political requirements, so we should adhere to the direction of socialist library establishment. university library development is the core of the team construction of librarians, it decides the idea and direction of the library, do library to strengthen the idea of librarians' lead, improve librarians' literacy is important political theory, through the party history education to strengthen the cohesion and centripetal force of the librarians of university library is the development, with the time university will request; At the same time, it is also a political task that university library, as an internal institution of university, must complete to strengthen the study and education of party history and give play to the vanguard and exemplary role of library members. The construction of university library information resources also needs political orientation, which cannot be separated from the guidance of national policies, strengthening the control of ideology, eliminating cultural dregs, reserving the essence of culture, and purchasing the collection of literature resources with rich connotation and positive

energy, so as to promote the dissemination of advanced culture.

2.3 Give full play to the role of university students in the second classroom

As a position to train successors of socialist builders and reserve cadres of the Party, universities have actively explored the field of Party history education, such as party history specialized courses, elective courses and ideological and political courses. As the second classroom of university students, university library is also an important position of party history education for university students. As university students reading, self-study, leisure center, the university library should play a good party history education auxiliary functions, comprehensive build good atmosphere of learning history of the party, let more students readers in more ways, media, information resources more convenient way to contact party history class, audio-visual impact on university students and voluntarily accept party history culture, form active learning party history knowledge of the good effect.

3. ADVANTAGES OF UNIVERSITY LIBRARY TO CARRY OUT PARTY HISTORY EDUCATION FOR UNIVERSITY STUDENTS

To carry out party history education, university libraries have natural advantages, rich paper and electronic literature resources, broad audio-visual reading space, professional consulting of reading, can carry out multi-way, three-dimensional Party history education.

3.1 Advantages of information resources

Abundant literature and information resources are the foundation of party history education for university students. As a literature and information center, university libraries collect abundant party history paper books, newspapers and periodicals, network party history education database, electronic books and other paper and electronic information resources. Paper collection resources, the university library has a complete variety of party history based on the Chinese library classification education books, such as questions about China's revolution and construction (D61), political system and national institutions (D62), ideological and political education and spiritual civilization construction (D64) (D20), the party constitution, the founding theory (D21), the history of the party (perhaps), the People's Republic of China period (K27), and other aspects of the book, category complete, systemic strong, easy search; In terms of electronic resources, in addition to electronic books of party history, university libraries generally purchase special database of Party history, such as audio-visual database and online lecture hall, to provide more ways of Party history education.

3.2 Advantages of space facilities and equipment

University library modernization construction has been relatively perfect, in addition to all kinds of book storage, reading room, reading space, bookshelves and other infrastructure, most university libraries also have modern, intelligent audio-visual equipment, with advanced data mining, analysis and display system. These facilities, equipment and information management systems can assist readers to use the library better to a greater

extent^[8]. In party history education, public reading area, audio-visual reading room of university library reading space, recreational area, such as reading pavilion can bring readers a better reading experience, the waterfall flow, intelligent display screen, e-book lending facilities such as equipment can better reveal the history of the party and push the class information resource, readers can be more convenient to read, access to the information resources.

3.3 Personnel Advantages

University libraries all have professional librarians with specific business departments and clear division of labor, which constructs the document information service framework of the whole library and can provide help for the party history education of university students from different angles. The librarians responsible for the construction of literature resources control the quality from the source of literature and purchase party history literature resources which are highly recognized by university students. The librarians of the information consulting department and the Reading Promotion Department can provide suggestions for university students to read party history and guarantee the reading quality of readers. Librarians of the circulation Department can set up special shelves and counters for Party history books in prominent positions in the library and reading area to facilitate university students' borrowing. Technical department librarians can provide technical support for university students to use party history multimedia database and reading equipment.

4. PRESENT SITUATION AND PROBLEMS OF PARTY HISTORY EDUCATION IN UNIVERSITY LIBRARIES

Since this year, especially during the World Reading Day, university libraries have been enthusiastic in carrying out The history education of the Communist Party of China education for university students, and have held a variety of The history education of the Communist Party of China education themed activities, but there are also various problems.

4.1 Current situation of party history education

At present, university libraries not only carry out political study with party history education as the theme, but also carry out colorful party history education activities for university students. Tsinghua University library has launched the Characteristic database of Party history resources and digitized selected books of party history^[9]; Nankai University library has set up a special area for the study and education of Party history. There are special bookshelves, rare books display cases and e-book borrowing machines for party history education. The list of recommended books for the centenary of the founding of the Party is also published online^[10]. Shanghai Jiao Tong University library held a series of lectures on party history^[11]; The library of Shandong University held the cultural festival of "Learn party history, Know school history, Talk youth"^[12]; The Library of East China University of Science and Technology held a series of activities called "Lecture hall of Party history" and a book exhibition on party history study^[13]; The library of Henan University of Technology has launched the Party history

education micro Party course, collection book list and Party history study shelf^[14]; The library of Chongqing Technology and Business University has carried out party history education study punching, theme exhibition and recitation activities, and also launched a list of related books^[15]. Pingdingshan University Library held the "New Era of Reading" reading festival, launched the Party history study book list, mobile phone scan code reading, held a series of activities such as red literature classics recitation, red film exhibition and party history study essay contest.

4.2 Existing problems

In view of the present situation of party history education for university students in university libraries, all high libraries attach great importance to it and have made practical exploration in various aspects, but there are still some problems such as weak system, narrow coverage and poor effect. The form of party history education in most university libraries is relatively single, and the three-dimensional advantages of library space, facilities and equipment, paper and electronic literature resources are not fully brought into play. From the point of view of university library, the activity force is scattered and systematic, and there is no vertical and horizontal joint force. From the vertical point of view, the party history education activities are only part of the library's internal institutions, such as reading promotion department, reader service department, other departments participate in the low degree; Horizontally, the library rarely cooperates with the student affairs Office, the Youth League Committee and the secondary departments to jointly promote the party history education of university students. The library goes it alone, which causes the problems of insufficient coverage, low enthusiasm of university students to participate in and poor results.

5. STRATEGIES FOR PARTY HISTORY EDUCATION IN UNIVERSITY LIBRARIES

In order to do a good job in the party history education of university students, the university library should first make use of the advantages of the library, fully mobilize human and material resources, and promote the party history education of university students. Secondly, based on the characteristics of university students, the party history education activities should be carried out from various angles by combining various forms of learning. Finally, we should go all out to seek resultant force and promote the party history education of university students.

5.1 Give full play to the overall advantages of the library and make coordinated progress at multiple levels

University libraries should give full play to their advantages in space, facilities, information resources and personnel, and coordinate with each department to promote the party history education among university students. First, information resources; The most direct way for university libraries to carry out party history education for university students is to recommend books based on information resources. After screening and releasing paper books and e-book lists, each book information should contain title, author, brief introduction, call number, collection location and other contents.

Second, reading space level; In the hall of the library, the conspicuous position of the book store and the place with large student flow, set up the party history books, newspapers and periodicals special exhibition shelf, at the same time, put up the book recommendation posters, create the party history learning space. Third, facilities and equipment; With the help of the library electronic resources waterfall flow platform, e-book borrowing machine, intelligent robot, multi-functional electronic screen and other modern equipment, always display propaganda party history learning education, to create a good atmosphere of consciously learning party history. Fourth, new media platform; Dig out the paper and electronic party history literature with good reputation and large reading volume, edit and make it into multimedia information with pictures and pictures and containing TWO-DIMENSIONAL code, publish it through the library website, Weibo, wechat public account and other platforms, and push it to university students. By scanning the code, they can read it directly on the mobile phone.

5.2 Carry out reading promotion activities based on university students' reading, writing, listening, speaking and watching

In addition to giving full play to their own advantages, university libraries should also carry out party history education by holding reading promotion activities from the aspects of reading, writing, listening, speaking and reading according to the characteristics and learning styles of university students. Reading means reading literature. Party history education for university students can be carried out by holding party history literature resource reading activities. For example, the party history reading month activity is carried out to provide required reading books and guide university students to read and punch in the clock every day. Listen to the book, listen to lectures, through the be see audio, online lecture hall database held online listen to party history literature, party history lectures and other activities, at the same time with the help of the library lecture hall, invited party history experts to hold offline party history education lectures; Writing means writing experience, writing experience, through holding party history reading notes contest, essay contest and other activities to deepen the party history learning effect of university students. That is, communication, recitation, through the party history reading exchange meeting, recitation conference and other activities, so that university students to learn the history of the Party to speak out, the red classic poetry recitation out; Watching means watching videos and movies. For example, the multimedia studio of the library is used to hold red movie-watching activities for university students, and the patriotism of university students is cultivated by playing films such as The Founding of a Republic, The Founding of a Party and the Founding of an Army.

5.3 Multi-party joint, joint force

In order to improve the participation of university students, university libraries can also cooperate with other university departments and library information resource suppliers to carry out party history education, so as to enhance the restraint and interest of learning. In order to

do a good job of party history education for university students, university libraries need to unite with the communist Youth League committee, student affairs office, departments and other administrative and teaching units that have direct management and constraint functions on university students, so as to form a joint force. In addition to other departments in the university, the university library should also organize the party history education activities for university students with the database. These vendors have obligations are also willing to cooperate with the library to carry out the party history education work, such as be see network hosted the "glory to new generation one hundred" knowledge correct, photocopying of National People's Congress held a "sheer have eventful, red inheritance reflects the beginner's mind" reading activities, Zhongke education held Zhongke cup "to review history of the party in one hundred Red inheritance gene "history of the party knowledge competition as well as the party history study education activity, imagining star held a" reading at new era, elegant praise glory "essay contest, optimal valley read joint books intelligence work of institutions of higher learning in Henan province committee launched the" heart of youth to the party, recite the great new era "contest of university students' reading; These online red-themed activities of party history are rich in connotation, diversified in form and rich in prizes. University libraries can select joint database suppliers to carry out these activities and publish them through their own wechat public platform. University students can participate in these activities through their university's special port and IP number segment.

6 CONCLUSION

Through analysis, this paper discusses the necessity, advantages, present situation and problems of developing party history education for university students in university library, and puts forward various measures of developing party history education for university students in university library. To carry out party history education for university students and play a more important role in the educational process of university students is the responsibility of library as the second classroom and cultural front in universities. In the next step, how to establish a long-term mechanism to play a greater role in the cultivation of political literacy and ideological guidance of university students is also an important aspect for university libraries to take the initiative to play their advantages and highlight their role.

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Analysis of teaching practice in Higher Vocational Mathematics Modeling Based on Artificial Intelligence

Lingyan Kong

Shanghai University of Engineering Science, Advanced Vocational Technical College, Shanghai 20000, China

Abstract: In recent years, "artificial intelligence" and "big data" have gradually become important hot spots of social attention and discussion. The application of "artificial intelligence" and "big data" in life is more common. Many colleges and universities have set up artificial intelligence majors, and some higher vocational colleges have also set up artificial intelligence related majors. In fact, artificial intelligence and mathematics are interrelated and complementary. They promote each other and grow together. This paper analyzes the necessity and feasibility of artificial intelligence in Higher Vocational Mathematical Modeling, and puts forward the educational and teaching practice strategy based on artificial intelligence in Higher Vocational Mathematical Modeling, in order to provide some reference for relevant educators.

Keywords: Artificial Intelligence; Higher Vocational Mathematics; Education And Teaching Practice; Modeling

INTRODUCTION

mathematical modeling is a way to simplify the problems people see, and then rearrange and combine them with specific mathematical symbols and numbers to solve practical problems. In recent years, with the continuous advancement of the reform of colleges and universities, higher vocational colleges also put more emphasis on practicality and practicality in mathematics teaching, and gradually realized the open teaching of higher vocational mathematics [1]. Among them, the infiltration of mathematical modeling ideas and the introduction of mathematical modeling practice and teaching modeling competition provide an effective path for the development of students' mathematical thinking ability, mathematical application ability and innovation ability. Mathematical modeling is an important breakthrough and core content in modern applied mathematics. Through the effective participation of students, students can better apply mathematics, understand mathematics and love mathematics, which plays an important role in promoting the cultivation of innovative talents. Based on the analysis of the educational and teaching practice of artificial intelligence in Higher Vocational Mathematical Modeling, we can better realize the complementary advantages, enhance the application and practicality in Higher Vocational Mathematical Modeling teaching, better fit the current development status and the trend of the times, and help to cultivate students' practical ability and innovation ability.

1 ANALYSIS ON THE NECESSITY OF ARTIFICIAL

INTELLIGENCE IN HIGHER VOCATIONAL MATHEMATICAL MODELING EDUCATION AND TEACHING PRACTICE

1.1 is the requirement of the era of the rapid development of artificial intelligence

As for the application of artificial intelligence in education and teaching practice, the relevant policies can be traced back to 2017. In the relevant document notice, the State Council proposed to set up relevant courses of artificial intelligence in primary and secondary schools, which also shows that the state attaches importance to artificial intelligence [2]. In this context, the application of artificial intelligence to the education and teaching of mathematical modeling in higher vocational colleges can better fit the era background of the development of artificial intelligence and improve the era of higher vocational mathematics education.

1.2 is the practical need to promote the reform of higher vocational mathematics education

Students in higher vocational colleges generally have the problems of poor foundation and weak foundation in the process of mathematics learning. Mathematics itself requires a high degree of abstraction and strict logic, and has high requirements for students' abstract ability, application ability, reasoning ability and logical thinking ability. Mathematical modeling itself has the characteristics of strong connection with reality, wide related fields and rich cases. It can effectively fit the learning foundation of higher vocational college students. It is the best combination point to promote the common growth and progress of Higher Vocational College Students' mathematical knowledge and application ability. Promoting the effective application of artificial intelligence in higher vocational mathematics modeling can enhance students' interest in learning, improve the learning effect in mathematics modeling learning, and better meet the development needs of Higher Vocational Mathematics Education Reform [3].

1.3 it is an important measure to improve the comprehensive quality and all-round development of higher vocational students

For higher vocational colleges, the fundamental task of talent education is to cultivate high-quality skilled talents who can adapt to the front line of production, construction, management and service. Therefore, in the link of education and teaching, we should focus on the cultivation of students' ability in technology application. In terms of basic theory teaching, higher vocational colleges emphasize "must" and "enough", and emphasize

pertinence and practicability in professional course teaching [4]. In the overall teaching link of higher vocational colleges, practical teaching is emphasized and theoretical teaching is despised. Promoting the educational and teaching practice of artificial intelligence in Higher Vocational Mathematical modeling can better realize the complementary advantages, strengthen students' learning effect and better help students' all-round development.

2 FEASIBILITY ANALYSIS OF ARTIFICIAL INTELLIGENCE IN HIGHER VOCATIONAL MATHEMATICAL MODELING EDUCATION AND TEACHING PRACTICE

2.1 the mathematical modeling competition in higher vocational colleges is relatively simple

Compared with ordinary undergraduate mathematical modeling competition, higher vocational mathematical modeling competition is relatively simple in difficulty, closer to students' life reality in topic setting, and has relatively low mathematical requirements for students. Students can effectively solve most problems in mathematical modeling competition by mastering some knowledge points related to advanced mathematics, linear algebra and mathematical statistics. The main feature of mathematical modeling competition is to cultivate and improve students' ability to solve problems through the application of mathematics and computer knowledge. There is less investigation on students' theoretical basis, and more emphasis on students' application and practice ability. Promoting the application of artificial intelligence in mathematical modeling education and teaching in higher vocational colleges can play an effective supplementary and expanding role.

2.2 Higher Vocational Mathematical modeling competition gradually tends to large-scale data processing

From the competition questions of mathematical modeling competition in Higher Vocational Colleges in recent years, it can be found that its modeling questions have an obvious tendency to large-scale data processing. Whether question C in 2018 - portrait depiction of members of large department stores, or question E in 2019 - Analysis of small profits and quick turnover, students need to process a large amount of data. At the same time, the problem is also more complex. For this more complex mathematical model, if the traditional mathematical method is used, it is difficult to solve it comprehensively and accurately [5]. Promoting the application of artificial intelligence can not only better meet the development trend of mathematical modeling teaching, but also better adapt to the development demands of the current society.

2.3 the application of artificial intelligence in Higher Vocational Mathematical Modeling Education and teaching can enhance the teaching effect

Mathematical modeling originated in western developed countries. China gradually introduced mathematical modeling in the early 1980s. Later, after continuous development, we have a deeper understanding of the importance of mathematical modeling. Since then, mathematical modeling has achieved rapid development

and progress in China, and set off a learning upsurge of mathematical modeling. Mathematical modeling itself is an important branch of Applied Mathematics. It can build simple models of complex and difficult mathematical theories, which is conducive to improving students' thinking ability and innovation level. Mathematical modeling itself is closely related to life practice. Under the current background, mathematical modeling involves more fields and richer technologies. Promoting the application of artificial intelligence in mathematical modeling education and teaching practice can enhance the practicability and application of mathematical modeling and strengthen the teaching effect.

3. ANALYSIS OF EDUCATIONAL AND TEACHING PRACTICE STRATEGY IN HIGHER VOCATIONAL MATHEMATICAL MODELING BASED ON ARTIFICIAL INTELLIGENCE

3.1 integration of teaching contents

Artificial intelligence should be added to the teaching of mathematical modeling education in higher vocational colleges. At present, there are few mathematical modeling courses in higher vocational colleges. Many teachers are in the exploratory state of "crossing the river by feeling the stone" in the education and teaching of mathematical modeling. At the same time, the students in higher vocational colleges have a weak mathematical foundation. Therefore, in the teaching link, teachers should make good use of the situation and step by step, and can't act too hastily. Teachers should recognize the important value of artificial intelligence in concept and gradually introduce it in method. Infiltrating artificial intelligence into the teaching materials can specifically show the application scenarios of artificial intelligence and explain the mathematical basis of artificial intelligence. In the description of some specific contents, the specific algorithms of artificial intelligence can be used as examples for case teaching. For example, when explaining the chain rule, take BP algorithm as an example to improve the effectiveness of students' learning.

3.2 give consideration to practice and theory in teaching methods

In order to promote the effective application of artificial intelligence in Higher Vocational Mathematical Modeling Education, it needs to be combined with theoretical teaching. In addition to teaching basic artificial intelligence algorithms and software application methods, we should also improve the teaching of artificial intelligence theory. Mathematical modeling itself is highly comprehensive and can integrate mathematical theory and mathematical application. Teachers should strengthen the combination of theory and practice in the teaching process. If we only focus on application rather than theory, the learning link of students will become a simple transfer, which is not conducive to the development of students' innovative ability and creative ability. When we encounter more complex mathematical problems, we have no way to start. The application of artificial intelligence to the teaching of mathematical modeling education in Higher Vocational Colleges requires the integration of the learning characteristics and learning basis of teachers and

students in higher vocational colleges, and guide students to more deeply realize that the introduction of artificial intelligence content is to help them better solve the problems existing in mathematical modeling and improve the practical effect of mathematical modeling teaching. Teachers should enable students to stimulate their enthusiasm for learning artificial intelligence from the bottom of their hearts.

3.3 elaborate on the teaching path

In the course of mathematical modeling in higher vocational colleges, teachers should keep improving the relevant explanation contents of artificial intelligence. We can mine the content related to artificial intelligence algorithm from the mathematical modeling competition in Higher Vocational Colleges in recent years, so as to see the development trend of artificial intelligence in mathematical modeling. In the explanation of specific software or tools, the most common software can be used as an example. In teaching, teachers should focus on the contents related to artificial intelligence and mathematical modeling, and pay attention to fine lectures to make students truly understand and understand. At the same time, we should take specific cases as the starting point, so that students can really solve problems with the help of artificial intelligence technology and algorithms. Teachers can guide students to compare traditional problem-solving methods with artificial intelligence methods, so as to deepen students' understanding and attention to artificial intelligence technology and algorithms.

4.SUMMARY

Based on the application of artificial intelligence in Higher Vocational Mathematics Modeling Education and teaching practice, it is not only a practical need to meet the requirements of the development of the current era and

promote the reform of higher vocational mathematics education, but also an important measure to promote and improve the all-round development of Higher Vocational Students' comprehensive quality. In teaching practice, teachers should pay attention to promoting the integration of artificial intelligence and teaching contents in mathematical modeling teaching in higher vocational colleges, give consideration to practical teaching and theoretical teaching in teaching methods, and speak carefully in teaching links, so as to gradually improve students' attention and application level of artificial intelligence.

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Analysis of Several Cleaning Technologies of Automobile Beauty Care

Cao HaiLin

Shandong Transport Vocational College, Shandong 261206, China

Abstract: China's market economy is in continuous development at present, and this promotes the improvement of people's material living standards and the development of automobile industry. With the gradual popularization of the automobile, the automobile beauty industry has gradually expanded the development space^[1]. This paper explores several cleaning processes of car beauty care, analyzes the actual situation of cars and the problems existing in the car beauty industry, and further expounds the precautions of car cleaning and the commonly used cleaning processes in the car beauty industry, so as to provide reference for car owners on the theory of car beauty.

Key words: Automobile; Beauty; Cleaning Technology

1. THE CONCEPT OF CAR BEAUTY

At this stage, as cars are more and more popular with the public, the car beauty industry has ushered in a golden age of development, and the car cleaning process has also been paid attention to. Strengthening the research and development of professional cleaning technology with low damage to body paint is conducive to the development of Automobile beauty industry. In addition, when the car is cleaned, the use situation of the car should be carefully understood, and precautions should be taken to ensure that the cleanliness of the car has been improved, but also to ensure the running state of the car. At present, in the automotive beauty industry, the more commonly used car cleaning processes are: washing powder cleaning method, detergent cleaning method, car washing solution cleaning method, wax cleaning method and scratch free cleaning method.^[1]

The main purpose of car beauty is to keep the car body clean and brand-new, and adopt different cleaning processes for different parts of the car^[2]. With the rapid development of the automobile industry, the automobile beauty industry also develops. According to the investigation and research, the private car owners pay more attention to the external maintenance of the car, accounting for about 60%; 30% of the middle and low-grade car owners also gradually pay attention to the car beauty maintenance; some public high-end cars are also doing regular car beauty maintenance; more than half of the car owners carry out car beauty and car cleaning when they are basically familiar with the car cleaning work.^[2]

2. PROBLEMS EXISTING IN AUTOMOBILE BEAUTY INDUSTRY

2.1 Lack of normative business model

With the rapid development of social economy, cars have been popularized on a large scale, and more and more people pour into the car beauty industry, resulting in the uneven cleaning process of car beauty shops. Due to the

low requirements of professional level in the automobile beauty industry, some car beauty shops have poor car cleaning technology, lack of formal business license, and lack of professional car cleaning technology for the staff in the shop, which can not meet the standards of Automobile beauty.^[3] Therefore, the car beauty market in the car cleaning process lack of standardization and standardization, so car owners should fully understand the shop's car cleaning process, to avoid damage to the car body.

2.2 Consumers' lack of awareness of car beauty

With the continuous expansion of the automobile market, the automobile beauty industry has changed from the exploration stage to the development stage, and the automobile beauty industry is becoming an emerging service industry^[3]. Therefore, consumers' cognition of automobile beauty industry is not clear enough, which leads to consumers' insufficient attention to automobile beauty cleaning work.

2.3 Lack of professionals in automobile beauty industry

Compared with other service industries, the automobile beauty industry has higher requirements on the professional level of the staff, which requires the staff to have professional automobile beauty technology. In order to ensure the stable development of Automobile beauty industry, professional and high-quality automobile beauty talents play an important role. With the continuous development of automobile beauty industry, the demand for professional automobile beauty talents is higher and higher.

2.4 Operation of automobile beauty industry is not standardized

There are more and more automobile beauty shops in the automobile market because of the development prospect of automobile beauty industry, which leads to great competition pressure among automobile beauty shops. In order to attract customers, some car beauty shops choose to reduce the price of car beauty. In order to save costs, they often choose car beauty materials and equipment, which have problems such as low price and unqualified quality^[4]. When cleaning the car, it is easy to damage the car paint and some gold-plated parts. Due to the differences of automobile beauty process in Automobile beauty shops, it has hindered the standardization of automobile beauty market.

3. PRECAUTIONS FOR CAR BEAUTY

3.1 Automobile paint maintenance

Car paint maintenance is mainly through the use of car wax maintenance work, the effect of different types of car wax maintenance is different, there are mainly hard wax, soft wax and liquid wax on the market. Compared with the three kinds of car wax, the hard wax has strong durability,

but it has high requirements for operation technology; the soft wax has low requirements for operation technology, but its use time is relatively short. When waxing and maintaining the paint surface of the car body, the action should be consistent to prevent the dust collection due to stopping midway, which will affect the effect of automobile paint repair.

3.2 regular waxing

When the car runs to a certain time, the friction time between the car body and the dust in the air is too long, resulting in too much dust adsorption on the car paint. The car body should be cleaned and waxed to prolong the service life of automobile paint. When waxing the car body, we should pay attention to: ① it is not suitable to wax the new car; ② we should do a good job before waxing, such as cleaning the car body, and waxing should be carried out in a cool place, so as to avoid the influence of car body heating on the waxing effect; ③ we should use sponge to apply the car wax, so as to ensure the uniform waxing surface.

3.3 Automobile anti-rust protection

If the automobile is exposed in the outdoor for a long time, it will lead to the rust on the welding position of the automobile body. Therefore, attention should be paid to the anti rust protection of the automobile. In order to prevent redox reaction between car wax and car metal in the air, it is necessary to clean up the car wax left in the cracks of lamp, license plate and trunk in time.

3.4 cleaning of automobile plastic parts

When using the car, the owner should know the usage of the plastic parts in the car during operation, and clean the plastic parts regularly. In the auto parts, compared with other parts, the use time of automobile plastic parts is relatively short and the firmness is relatively poor. If the cleaning and maintenance of automobile plastic parts are ignored, it will leave hidden danger to the car operation. Paying attention to the cleaning and maintenance of automobile plastic parts will help to improve the practical function of automobile.

3.5 maintenance of gold plated auto parts

The maintenance of automobile gold-plated metal parts plays an important role in Automobile beauty work. Therefore, the following matters should be paid attention to during the maintenance of automobile gold-plated metal parts: ① select special carbon cleaning agent to evenly spray on the surface of gold-plated parts to prevent scratches caused by hard cleaning tools, and regularly wax the gold-plated parts to avoid oxidation reaction of the coating; ② select special carbon cleaning agent to spray evenly on the surface of the gold-plated parts, so as to prevent the coating from oxidation reaction. The use of brightener and electrostatic wheel on the gold-plated parts can clean the dust and oxide layer adsorbed on the paint surface of the car, and make preparation for the scratch leveling and repair work in advance; ③ use the reduction effect of chemical agents to enhance the smoothness of the car, and then improve the service life of the gold-plated parts; ④ ensure that the maintenance of the gold-plated parts is completed, which not only improves the

automobile beauty effect. In addition, the service life of gold-plated parts should be improved [5].

4. COMPARISON OF DIFFERENT CAR WASHING METHODS IN CAR BEAUTY

4.1 washing powder method

The automotive paint is alkaline, but its PH value is significantly lower than that of washing powder, so washing powder's PH value is beyond the paint tolerance. Generally, the suitable value of car paint is about 7 but the general value of washing powder is more than 10. There are a large number of inorganic salt components in washing powder, such as sodium sulfate, bubble alkali, soda ash and so on. In the process of cleaning, particles that are not easy to dissolve will be formed. In the process of car cleaning, the paint surface of the car will be damaged and small scratches will be formed [6]. In domestic washing powder brands, the main component is sulfonic acid. If it is used in car washing, it will have a significant impact on the paint surface, which will make the paint lose its original luster and show signs of whitening. This method is shown in Figure 1.



Figure 1 washing with washing powder

4.2 Detergent method

The main component of detergent is sulfonic acid, which belongs to alkaline product. Some detergents need to be different from conventional ones. They are acidic products. In the process of car washing, they will cause damage to the hands of car washing personnel, resulting in peeling and other phenomena, which will lead to serious suppuration. Even if some detergent components are neutral, they will cause injury to the hands for a long time. Through the comparison of the two methods, it is found that both detergent and washing powder are not suitable for car cleaning in car beauty, and they cannot be widely used, so it should be innovated as far as possible.

4.3 Automobile washing fluid method

After the research on the composition of car washing liquid, it belongs to the natural plant extraction. It not only does not cause damage to the car paint, but also can clean up the stains on the surface of the car, achieving a better cleaning effect. At the same time, the composition of car washing fluid can also avoid static electricity between people and vehicles. The natural wax in the composition can improve the car washing experience as much as possible. The natural wax composition not only does not affect the surface of the car, but also can increase the brightness of the car body. Moreover, it is a neutral

product, which will not damage the hands and the paint surface. At the same time, the ingredients have strong water-soluble ability, which will not cause damage to the car paint, and can enhance the anti-ultraviolet ability, play a certain protective role, and minimize the impact of light on the body. This method is shown in Figure2.



Figure 2 car washing fluid

4.4 Wax method

In car beauty, wax cleaning is more effective than car washing fluid. At the same time, it has a protective effect on the car body, and also has a significant effect on the maintenance of the car body. The use of water wax for car washing can significantly increase the amount of wax used. At the same time, different kinds of choices can be made according to the car body, making the car body glossier. In

recent years, water wax car washing method has been gradually recognized by the public, mainly because of its good cleaning effect and rich types of wax, and it is widely used for these reason. The types of water wax mainly include water wax, sun wax, jojoba wax, and all of them have strong anti-ultraviolet effect, and have partial consistency with facial cleanser ingredients, such as natural plant pure alcohol. Washing the car with water wax is equivalent to washing face with facial cleanser, which can give people a new feeling. At the same time, it can achieve strong maintenance function in the process of cleaning the car body, prolong the service life of the paint surface as much as possible, improve the service performance of the car, and reduce the investment in vehicle maintenance.

4.5 Scratch free method

There is a significant difference between scratch free car washing and the above car washing, that is, it is more targeted and professional. This kind of car washing method can effectively clean the car body according to its own characteristics, effectively integrate the car body sanitation and cleaning, and then improve its cleanliness. On the basis of removing static electricity, it can enhance luster and enhance car washing effect as much as possible. The composition, function, characteristics and damage degree of different car washing methods are shown in Table 1.

Table 1 Comparison of different car washing methods

Methods	main components	functions	car washing characteristics	damage degree
washing powder	inorganic salt, styrofoam, soda ash, sodium sulfate	strong alkaline	poor effect, not suitable for car washing	small scratches on the paint surface
detergent	sulfonic acid	high acid and alkali content	poor effect and is not suitable for car washing	great damage to hands for long time use
automobile washing fluid	extraction of surfactants and natural car wax from natural plants	antistatic and scratch free paint surface	UV resistant, keep the paint smooth	no damage to the car body
water wax	Brazilian palm wax, beeswax, sun wax, jojoba wax,	body paint repair	high maintenance and cleanliness	no damage to the car body
Scratch free car washing	mainly composed of facial cleanser	quick removal of car body dirt	professional and targeted	no damage to the car body

EPILOGUE

To sum up, as an important part of automobile operation, automobile beauty cleaning process can not only enhance the service life of automobile, but also maintain the brightness of automobile body, which further improves the operation effect of automobile. However, there are still some problems in the development of automobile beauty industry at this stage. Therefore, when cleaning automobiles, we should have a certain understanding of different automobile beauty cleaning processes. Combined with the operation status of automobiles, we should choose the appropriate automobile beauty cleaning process to avoid secondary damage to automobiles. In order to better promote the development of automobile beauty industry, we should not only understand the precautions of Automobile beauty technology, but also be familiar with the cleaning process of automobile beauty,

so as to ensure the visual beauty effect of automobile beauty.

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Unbalanced Governance Theory: Origin, Content and Universality

Wang Shaoquan²

School of History and Administration, Yunnan Normal University, Kunming, Yunnan 650500, China

Abstract: The theory of unbalanced governance advocates: Under the correct leadership of the ruling party/leader, with the help of the combined force of multiple subjects and objects, the use of advanced governance technologies to implement unbalanced governance policies in physical and virtual spaces as needed to break "Low-level unbalanced lock-in", based on "unbalanced-equilibrium", dynamically generates a "high-level unbalanced" state that controls the degree of unbalance within a certain range. The disequilibrium governance theory is divided into two paths from the meso level due to different analysis perspectives, and the two paths contain many contents.

Keywords: Unbalanced governance theory; Unbalanced governance; Unbalanced

Using the big history to analyze the governance situation of the countries in the world today can be found: a large number of national governance practice in using unbalanced policy, efforts in the heart of the governance process unbalanced degree in a controllable scope, this governance using actually exist in political science, history and economics disciplines has clearly "unbalanced color" in the theory. According to the existing research results, many researchers have carried out in-depth studies on unbalanced development in the economic field and obtained many valuable research results, which are related to "unbalanced governance theory" to a certain extent. However, it must be noted that: The Unbalanced development theory used in these studies is an economic theory, and there is only a limited literature in English that directly includes the term 'Unbalanced governance.' P. Mackelworth and others conducted a study on the governance of the Cres-Loinj Special Marine Reserve in Croatia, pointing out that unbalanced governance led to a missed opportunity for conservation of the reserve.^[1] This study is based on the analysis of individual cases and does not rise to the theoretical level. Explaining the origin, connotation and three levels of macro-, meso- and micro-levels of the theory of unbalanced governance, and exploring the universality of this theory, can provide a theoretical reference for countries around the world to promote the modernization of governance.

1. UNBALANCED GOVERNANCE THEORY: ITS ORIGIN

Disciplines or theories such as Marxist philosophy, history, modernization theory, unbalanced development theory, theory of evolution, and theory of celestial evolution contain viewpoints related to "unbalanced governance",

which are described as follows:

First, the theory of non-equilibrium governance itself and the process of practice present some viewpoints of Marxist philosophy. For example, Marxism believes that there will be differences in the speed and influence of things, as well as the influence of changes. It shows that an unbalanced state will inevitably occur in the process of things changing.

Second, the historian Toynbee used the "challenge-challenge" model to explain the origin of civilization. Challenges refer to the challenges people receive from nature and other people; challenge refers to the responses of people to these challenges. Civilization can be spawned only when the two are relatively balanced: the intensity of challenge is significantly higher than the ability to fight, and human beings cannot bear the pressure, so civilization cannot be produced; the severity of challenge is significantly less than the ability to fight, and human beings will not develop civilization because of pressure.

Third, the modernization theory believes that in the process of modernization, some countries, regions, and subjects must modernize faster than other countries, regions, and subjects, thus promoting a state of imbalance; the speed of modernization and system improvement is significantly slower than that of When it is clearly unbalanced), the "turmoil" described by Samuel P. Huntington will be spawned.

Fourth, the American paleontologists Eldridge and Gould put forward the theory of punctuated equilibrium in 1972. The core point of this theory is that the evolutionary process alternates between jumping and stagnation (a combination of mutation and gradual change). There is no uniform, smooth, and gradual evolution; mutations in the evolutionary process are random, and geographic isolation is very important for the formation of new species. After unfolding these views, we can find that they contain content related to "unbalanced governance".

Fifth, the "big filter" theory, the Goldilocks Principle and the "habitable zone" in the theory of celestial body evolution all contain content related to "unbalanced governance", such as: planets are in the "universally suitable One of the important conditions for the "habitation zone" is the relative balance of the two forces, that is, "the suction of the star on the planet" and the "reaction force of the planet's rotation on the suction of the star (to prevent the planet from being affected by the stellar suction and constantly rushing towards the star and eventually Swallowed by stars)" must be relatively balanced.

² **About the author:** Wang Shaoquan (1983-), male, Dai nationality, from Tonghai, Yunnan, Ph.D., associate professor at the School of History and Administration of Yunnan Normal University, research fields: public governance, comparative politics and comparative administration.

Sixth, the theory of unbalanced development includes several sub-theories and many contents. For example, the theory of unbalanced growth in the sub-theories holds that "low-level equilibrium lock-in" has appeared in some underdeveloped countries; Circular accumulation of causality results in a "geographical dual economy" structure; growth poles with polarization and diffusion effects will appear in the process of regional economic development; there is an imbalance in economic development between different regions, thus forming economic technology Gradient; unbalanced development will bring about three results: achieving balanced growth, leading to greater disparity between the rich and the poor, and generating a higher level of unbalanced development of common prosperity.

2. UNBALANCED GOVERNANCE THEORY: CONNOTATION AND MACRO-LEVEL CONTENT

The connotation of the theory of unbalanced governance is: under the correct leadership of the ruling party/leader, with the help of the combined forces of multiple subjects and objects, and the use of advanced governance technologies to implement unbalanced governance policies in the physical and virtual spaces as needed to break "Low-level unbalanced lock-in", based on "unbalanced-equilibrium", dynamically generates a "high-level unbalanced" state that controls the degree of unbalance within a certain range. From a macro perspective, there is only one content of the disequilibrium governance theory: disequilibrium governance is a ubiquitous state, and the improvement of the governance level must break the "low-level disequilibrium lock-in". This piece of content is subdivided into two parts:

(1) Unbalanced governance is a universal state

Hirschman, an advocate of Unbalanced Growth Theory, believes that "Development is a series of imbalances, which must be maintained, not eliminated; if the economy is to move forward, the task of development policy is to maintain Tension, asymmetry, and imbalance."^[2] In fact, most countries and regions implement different Balanced governance. This kind of unbalanced governance exists in different spaces, different times, different fields, and different groups.

(2) The improvement of governance must break the "low-level unbalanced lock-in"

Unbalanced Growth Theory believes that: "Poor countries are in a low-income equilibrium state, that is, production, consumption, savings, and investment are adjusted to each other at extremely low levels, so that the equilibrium state itself becomes an obstacle to growth. In For such a country, the only economic development strategy is to break this low-level equilibrium through deliberately planned unbalanced growth."^[3] Applying this view to the governance field can find the main reason for the low level of governance in some countries. Yu: These countries are locked in a low-level unbalanced state. The improvement of governance must be based on "a relatively unbalanced overall policy composed of many specific policies with obvious biases" to break the "low-level unbalanced lock-in."

3. THE "FIRST PATH" OF DISEQUILIBRIUM

GOVERNANCE THEORY

(1) Content at the meso level

From a meso level, the content of the disequilibrium governance theory is as follows: First, the "low-level disequilibrium lock-in" that must be broken to improve governance is generated by the structure of "ruling party/leader-government-market-society". The three vertices of government, market and society are similar to the three vertices of the triangle base of the pyramid, and the ruling party/leader is similar to the apex of the pyramid. When these subjects are concerned about individual interests and short-term interests, they are very likely to give birth to "low-level imbalanced lock-in". Second, the general way to break this "low-level imbalance lock-in" is to continuously create new imbalances. In the process of unbalanced governance, the "seasaw advancement" described in the theory of unbalanced growth needs to be used to transform a low-level unbalanced state into a high-level unbalanced state. ^[4] "seasaw advancement" is essentially creating a new unbalanced state..

(2) Content at the micro level

First, strengthen the non-balanced governance of multiple entities. Unbalanced multi-subject governance is manifested in the governance process: the status and functions of different governance subjects are different; the status and functions of governance subjects and governance objects are different; the status and functions of different governance objects are different.

Second, strengthen the system and improve the overall operation level. The theory of unbalanced governance advocates the effective integration of governance entities, between governance entities, between subject and object, and between governance objects. It pays attention to multi-dimensional coordination, and emphasizes the effective combination and relative balance of governance methods and governance technologies to promote governance systems. The system and complexity will continue to rise over time.

Third, in the process of governance, measures should be taken according to needs. Adapting measures to needs mainly includes: adapting measures to time conditions, local conditions, individual conditions, and events, etc., that is, implementing appropriate governance measures according to the specific governance environment, adapting measures to local conditions, time conditions, and people. Different governance policies and different governance measures should be implemented in accordance with appropriate conditions, especially in favor of efficiency or fairness based on the actual situation. Fourth, attach importance to advancing the process of digital governance. The theory of unbalanced governance believes that certain unbalanced governance methods and measures in physical space and virtual space can be used universally, and advancing the process of digital governance can promote the realization of some countries, regions, fields and groups with low governance levels in the industrial era. Overtaking in a curve".

Fifth, the "breakthrough power" to strictly prevent extreme conditions is greater than the carrying capacity of

the governance system. Every governance system has a certain carrying capacity. This carrying capacity is mainly to deal with the "breakthrough power" inside and outside the governance system. The governing body must strictly prevent the extreme state of the "breakthrough power" from being greater than the carrying capacity of the governance system.

4. THE "SECOND PATH" OF UNBALANCED GOVERNANCE THEORY

(1) Content at the meso level

First, the structure of "low state capacity-low autonomy of bureaucracy" generates "low-level imbalanced lock-in." Francis Fukuyama believes that when the state is more capable (such as strong taxation), the bureaucracy should have more autonomy; when the state is weak, the autonomy of the bureaucracy should be restricted.^[5] Applying these viewpoints to the governance field, we can find that the structure of "low state capacity-low bureaucratic autonomy" has spawned "low-level imbalanced lock-in" in some countries, that is, these countries have weak national capabilities and the autonomy of the bureaucracy is also low, which leads to a low level of governance in the country, and there is an obvious imbalance in this low level of governance environment.

Second, the general way to break the "low-level equilibrium lock-in" is to continuously create imbalances. The general way to break the "low-level equilibrium lock-in" is to continuously create imbalances, that is, under the correct leadership of the ruling party/leader, with the help of the combined force of multiple subjects and objects, and the use of advanced governance techniques to control demand in physical and virtual spaces. Appropriately implement unbalanced governance policies, break the "low-level unbalanced lock-in", and dynamically generate a "high-level unbalanced" state that controls the degree of unbalance within a certain range based on the "unbalanced-balanced" dynamic.

(2) Content at the micro level

First, enhance national capabilities and strengthen the autonomy of bureaucracy. There are three general ways to create disequilibrium: At the same time, efforts to change both national capacity and bureaucratic autonomy are not to create disequilibrium; to improve national capacity while roughly maintaining the autonomy of the bureaucracy; Under changing circumstances, the autonomy of the bureaucracy will be enhanced. Improving national capabilities mainly focuses on the national level, and strengthening the autonomy of the bureaucracy mainly focuses on the grassroots level.

Second, effectively use incentives to create imbalances. For the subjects that make contributions, obtaining corresponding incentives is a balanced governance measure, but for subjects with different degrees of contribution, the use of incentive measures is essentially one of the manifestations of unbalanced governance. Incentives in the process of unbalanced governance are divided into five types: economic, explanatory, knowledge, legal, and participatory. The first two are incentives used to resolve conflicts and provide governance guidance, and

the latter three are needed to improve public governance. Incentives.

Third, strengthen the governance of non-balanced multiple entities. Breaking the "low-level equilibrium lock-in" generated by the structure of "low state capacity-low autonomy of bureaucracy" involves the ruling party/leader, the government, the market, and many subjects in society. The status and role of these subjects are not balanced. Creating imbalances to break the "low-level equilibrium lock-in" can be done from any one or several of these subjects, not necessarily starting from the ruling party/leader, but the imbalance created must ultimately be the ruling party/leader support.

Fourth, make use of multi-dimensional collaboration to create disequilibrium. The "multi-dimensional coordination" that unbalanced governance focuses on includes both horizontal coordination (such as coordination between different places in physical space, coordination between government affairs intranet and government affairs extranet in virtual space), and vertical synergy (Such as the collaboration between different levels of government), but also the collaboration in different spaces (such as the collaboration between physical space and virtual space).

Fifth, create disequilibrium in all directions. In the process of unbalanced governance, it is necessary for the governance body to innovate the governance structure, optimize supervision responsibilities, consolidate the talent base, promote cultural development, and strengthen infrastructure construction in order to effectively and comprehensively create imbalances.

5. UNBALANCED GOVERNANCE THEORY: ATTRIBUTES AND UNIVERSALITY

(1) Unbalanced governance theory with multiple attributes

First, the theory of unbalanced governance with both particularity and universality. Many theories in many disciplines must have both universal applicability and a certain degree of particularity, which can be called the dual nature of theories. On the one hand, from the perspective of particularity, compared with other theories, the core content and goals of each theory have a certain degree of particularity, thus forming an independent theoretical framework to support the formation of the entire theory; many theories are mainly based on certain countries or regional practice arises, rather than appearing successively or even together in countries and regions with very similar practices. This can be discovered in the process of generating many theories in the field of public administration. On the other hand, from the point of view of universality, a theory that is only applicable to a certain country or region, and its influence is limited to this country or region, and cannot become an influential theory in the academic circles of many countries and regions. It is impossible to become an important theory of the subject. The theory of unbalanced governance has both particularity and universality: the particularity is that the practice of unbalanced governance that generates this theory has been most obvious in China from the middle of the last century to the present. China has been gradually

based on unbalanced governance to a large extent. Renaissance has been achieved; the unbalanced governance practice of the theory of universal performance has existed in a large number of countries, regions and fields in history and at present, which means that the theory of unbalanced governance is applicable to many countries, regions and fields. The duality of the disequilibrium governance theory makes it possible to become a governance theory that has been valued by many scholars and has a certain degree of influence.

Second, the disequilibrium governance theory with both tool rationality and value rationality and variable attributes. Disequilibrium governance theory advocates: in the governance process, there is a certain degree of imbalance in the status and functions of governance subjects, objects, and subjects. In the virtual space, interaction and collaboration are effectively carried out, and synergy is effectively formed to create and increase public value. The "effectiveness" in this process shows the color of instrumental rationality, and the color of "creating and increasing public value" shows the color of value rationality. It can be seen that the disequilibrium governance theory has both instrumental rationality and value rationality.

The rationality shown by the theory of unbalanced governance can change with the changes in actual needs. This variability has brought beneficial results: On the one hand, from the perspective of the pedigree of public administration theory, the theory of disequilibrium governance does not belong to either the "instrumental rationality pedigree" nor the "value rational pedigree", but the public administration theory. The pioneering theory of "tool-value rational pedigree". On the other hand, from a practical perspective, the rational variability of the disequilibrium governance theory effectively guarantees that this theory can be used to solve many problems in reality, that is, it guarantees that this theory has universal applicability. For example, in the early stage of China's reform and opening up, the object of governance paid more attention to efficiency, and the country's major policies paid much attention to efficiency, showing an obvious color of tool rationality. China achieved rapid development in many fields based on this rational imbalance. After China's comprehensive development, governance objects pay more attention to fairness, and governance subjects begin to pay more attention to improving fairness, and the value rationality color is obviously strengthened. Based on this new rational imbalance, China effectively reduces the severity of imbalance problems in some fields.

(2) the universality of the theory of unbalanced governance

First, unbalanced governance is inevitable, so the theory of unbalanced governance corresponding to this governance mode is universal. The world is inherently unbalanced, and such imbalances are accompanied by "corrective mechanisms" for extremes, both extreme and excessive. In different historical periods, different countries and regions, the degree of disequilibrium state is different, in case of extreme disequilibrium or excessive

balance any one of these two kinds of state, was in a state of "sleeping" of "correcting mechanism" will be awakened, to modify the extreme state, the extreme correction in certain period, For example, large-scale peasant uprisings with the slogan of "equalizing the rich and the poor" appeared many times in ancient China. These peasant uprisings were in essence correcting the extremely unbalanced state (such as serious annexation of land). Many countries and regions have implemented many policies in certain periods, leading to serious disequilibrium or trying to build an absolute equilibrium state, which is actually contrary to the "original state" of the world. Therefore, these two extreme states are inevitably difficult to exist for a long time, and moderate disequilibrium governance is inevitable. From this point of view, it is one of the important objectives of unbalanced governance to prevent serious unbalanced state or excessive unbalanced state from appearing in the process of governance.

Secondly, unbalanced governance is universal, and the theories of unbalanced governance corresponding to this governance state must be universally applicable to many countries, regions and fields. Many countries and regions in the long-term governance processes implement unbalanced governance policies, and the current domestic and foreign widespread disequilibrium management policy, the policy implementation between different regions and between different areas, and even between the different levels of implementation in the same field (such as) between basic education and higher education in the field of education, thus unbalanced governance is universal. This is a necessary condition for the theory of disequilibrium governance to become a theory and to become a theory that can be applied to all countries, not just To China. From the perspective of The Times, the theory of imbalanced governance is constructed in the digital era. The most obvious manifestation of the time color is that one of the core contents of this theory is "to advocate steadily advancing the process of digital governance". Color in this era, however, does not mean that unbalanced governance theory is only applicable to the analysis of the digital age, governance practices, in fact, other content, in addition to the content of the article is suitable for the analysis of previous era governance practices, this means that the universality of the disequilibrium theory of governance is very strong, in such aspects as time, space and group has universality. This universality is closely related to the "measures taken according to needs" of this theory, which is not only a summary of the historical experience of unbalanced governance practice, but also a judgment of current governance practice and a prediction of future governance practice.

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Research on English flipping classroom teaching in Higher Vocational Colleges under Information Environment

Yue Lina

Zhoukou Vocational and Technical College, China

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

Key words: Information Environment; Higher Vocational Colleges; English Subject; Flipped Classroom Teaching; Research And Analysis

1. INTRODUCTION

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

2. BASIC CHARACTERISTICS OF FLIPPED CLASSROOM TEACHING MODE

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

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

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

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

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

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

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

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

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

(3) Change the evaluation method of teaching effect

Under the background of the application of the traditional teaching mode of English in Colleges and universities, English teachers in Colleges and universities mainly evaluate the learning effect of students by arranging course homework, organizing and implementing mid-term and final examinations. However, this evaluation method not only has the problem that the accuracy of evaluation results cannot be guaranteed, It will also lead to students' passive acceptance at the psychological level. In the specific application of the flipped classroom teaching model, under the condition of fully mobilizing and stimulating the autonomy and enthusiasm of college students to participate in the learning activities of English subject knowledge content, the self-test card can be used as a tool to accurately and effectively promote and complete the evaluation link for learning effect. In fact, under the background of the application of flipped classroom teaching mode, there are various ways for English teachers in Colleges and universities to carry out teaching effect evaluation, and the actual evaluation results help to promote college students to continuously improve their basic learning interest and learning efficiency.

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

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

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

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

4. CONCLUSION

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

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Research on Short Video Communication from the Perspective of Youth Subculture

Nan Wang

Kunsan National University, 54150 Gunsan, Jeollabuk do, Korea

Abstract: The production and operation mechanism of the short video is in line with the participation interest of contemporary youth, and the youth subculture presented therewith has its own unique morphological characteristics, and forms a certain tension with the mainstream cultural morphology, conveying the youth's group social willingness and self-expression Appeal. However, this carnival of indulgence through short videos is only temporary, and will eventually be integrated into mainstream culture on the basis of continuous reconstruction of subculture. Based on this, it is necessary to reshape the youth's "resistance" and "critical" character. Its core Eventually, it will return to the reconstruction of the youth's life value and meaning system.

Keywords: Youth subculture; Short videos; Communication

1. YOUTH SUBCULTURE IN THE ERA OF NEW MEDIA

With the continuous development of network technology, especially the prosperous self-media network and the influence of network globalization, short online videos have become more abundant and developed. The types and content of online short videos are different, and their styles are also very different. As a sign of online culture, it embodies specific characteristics of the times and cultural attributes, brings a new experience to the cultural life of netizens, and enriches their expressions and expressions. Visual focus. The audiences of short videos are mainly young people from the "Internet generation". Compared with the traditional media era, the anonymity of new media, the openness of virtual communities on the Internet, and the interactivity of social media provide an unprecedented development space for subcultures. Under the combined effect of new media and commercial capital, subculture, especially youth subculture, has affected almost the entire Internet context. The field of short video dissemination has become a new space for youth subculture production and consumption. Youth groups are not only the main users of short videos, but also the creators and disseminators of youth subcultures. They recreated new subcultural expressions in the process of participating. At the same time, online short videos are a non-mainstream form of discourse., It also shows diversified youth subculture styles, so online short videos are both the soil for the development of youth subculture and an important way. Young people use short videos to form different communication fields. They use diversified production techniques and ridiculous language styles to present themselves and vent their emotions through marginalized narrative methods. This is both a youth group fighting for the right to speak in the context of the

Internet era. It is also a way of expressing the identity of the young generation towards themselves and the group through the way of youth subculture. Based on this, examining the dissemination of youth subcultures in short videos may be able to help us capture some of the surging silhouettes of cultural thoughts during the social transformation period, and at the same time better regulate the dissemination of youth subcultures, and use youth subcultures to promote the short video industry Healthy development is also for the network culture ecology Build a good foundation.

"Youth subculture is a worldwide phenomenon of youth culture. In its essence, what it reflects is the eternal contradiction and tension between the adult world and the youth world, the parent generation and the son generation."^[1]this kind of "contradiction and tension"highlights the value orientation of "resistance" in the production of western youth subculture, and incorporates cultural elements such as class and identity to the greatest extent. The construction of China's modern society is rooted in the world's national issues to the greatest extent, which is different from the class issues in the construction of Western modern society. Based on this, the formation process of Chinese youth subculture and the construction path of western youth subculture are not exactly the same. From the beginning, the production of Chinese youth subculture has been related to the country, nation and other macroscopic fields. It can be said that before the 1980s, the subculture of Chinese youth existed in the form of mainstream culture and adult culture. It lasted until the reform and opening up, and the Chinese youth subculture began to appear similar to the Western youth subculture.

Since the rise of the Internet in China in the 1990s, the Internet has fully penetrated into the daily life structure of the Chinese people. This is due to the fact that the Internet has integrated the achievements of traditional media, making the dissemination of information easier and faster. At the same time, the infinite capacity of the media accommodates an infinitely rich life content, which satisfies (and is also producing) human culture and information needs to the greatest extent. On February 3, 2021, China Internet Network Information Center issued the 47th "China Internet Development "Statistical Report on Exhibition Status": "As of December 2020, the number of Internet users in China has reached 989 million, an increase of 85.4 million from March 2020, and the Internet penetration rate has reached 70.4%., and the number of online video (including short videos) users has reached 927 million, An increase of 76.33 million from March 2020, accounting for 93.7% of the total netizens, of which 873 million short video users, an increase of 100 million

from March 2020, accounting for 88.3% of the total netizens.^[2] It can be seen that the number of Internet users has shown a rapid growth trend with the improvement of Internet technology and people's economic life. Teenagers' cognition of the world and emotional appeals have opened up diversified ways.

1.1 Youth subculture in short videos of new media

In the dissemination of new media short videos, young people are the main body of netizens, and because of their unformed world outlook and values, they have become the most influential group on the Internet and the virtual world built by it. As of December 2020, the number of Chinese netizens is 989 million, of which 17.8% are 20-29 years old, 20.5% are 30-39 years old, and 18.8% are 40-49 years old. It can be said that young people are the main force of netizens. And activists. Youth subcultures on the Internet have different manifestations, such as youth subcultures in the language of online videos, youth subcultures in online art such as folk videos, youth subcultures in online spoof videos, and Most of the youth sub-cultural forms that reflect people and network events in online videos are different from the sub-cultural forms in the real world, and the various youth sub-cultural forms in the online world are also different.

In most people's impressions, young people in short online videos are often labeled as "personality". In real life, young people are subject to diversified regulations or restrictions because they have not yet integrated into adult society. At this time, they are free. The online virtual world provides them with a space to show their individuality. Coupled with the inclusiveness of the virtual world itself, the youth subcultural style presents a diversified virtual representation. The virtual representation of individualization and diversification is very different from the appearance of youth subculture in the traditional sense. In short videos, they use sound, animation, and text into film and television works of different themes to joke, collage, and mix real life, deconstructing authority by various means, and establish their own unique communication codes through short videos. To distinguish the relationship between members and ordinary people. They use unique and vivid expressions to achieve targeted dissemination of their own ideas and willingness to express, and use this special way of expression to use their imagination and creativity to establish their own norms. It can be said that the construction of the Internet short video space provides a rare platform and possibility for the young generation to pursue freedom, and in the process of pursuing freedom, individualized thinking and behavior are formed in order to demonstrate freedom. Simply put, the pursuit of being different is associated with freedom in the minds of young people, and individuality has become a certain symbol of freedom. Through short videos, young people express their pursuit of the virtual world and demonstrate their interpretation of freedom and individuality. However, many sub-cultural forms in this process have another trend that is contrary to individuality: finding common ground in short video expressions. Groups with hobbies and common values, looking for like-minded partners to recognize and support each other.

However, in the process of individualized youth participating in the construction of the group subculture style, the structure of the group subculture becomes easy to flow and change due to the migration of youth identities. When the global mainstream culture and the local local culture are connected and reconnected in a far more complex and changeable context, the classification of youth subcultures has become increasingly blurred, such as the relationship between style, musical pleasure and identity, etc. It has to be mobile. Therefore, the core of many subcultural forms lies in the construction of individualism, the free switching of identities and the mixed identities, the random formation and dissolution of the circle of survival. In fact, this is also a typical manifestation of the diversification of subcultural forms. Relying on the construction of the virtual world of the Internet and the new media technologies they have mastered, young people diversify their own and their group's subcultural forms. Subculture forms such as "otaku culture", "spoof culture" and "funny girl culture" emerge in endlessly. One after another, it has become a "ritual resistance" for young people to refute the main culture.

In the production and dissemination of short online videos, young people can freely construct their own ways of expression and behavior, without worrying about touching the taboos of the main culture, or worrying about the strange perspectives of their parents and neighbors. Therefore, we can say that the youth subculture in the online world is a backwash and resistance to the dominant culture of adults in the real world, and an imaginary solution when faced with various authority suppression and self-identity crises of the main culture. In this way, young people gain the right to speak for themselves and the group in the virtual world constructed by themselves and the group, and construct their own identity.

1.2 The expression of youth sub-cultural plot content in short online videos

Young people are an important stratum among many social strata. They come from different social strata and social geographies, and their manifestations will also be different under the premise of certain consistency. At the same time, youth subculture is to play a leading role of culture at a certain age, which cannot run through the life of young people. Under the influence of the trajectory of production, decline, and disappearance, the river of youth subculture will eventually flow into the mainstream. A sea of culture. In this way, the youth subculture will dissociate between the mainstream social culture and various other subcultures within a certain period of time, and the youth subculture will also have cultural marginalities. The relative cultural independence of the youth subculture itself, which is different from the mainstream culture of the society, is the reason why it can become a subculture. "It is here that the cultural behavior of young people is allowed to be different from the standards of mainstream social culture, and the uniqueness of youth cultural groups, such as clothing, entertainment, communication, and living habits, is allowed to be shown in ideology, value orientation and behavior."^[3] Various youth subcultures are

dissociated in short online videos, and youth subcultures play a leading role in a certain period of time. The marginality of youth subculture comes from the marginality of youth groups, and the independence comes from the relative mainstream of various youth subcultures. Cultural independence. At present, the main content of the main youths spreading through short videos is curious, two-dimensional, Danmei culture, diaosi culture and spoof culture.

2. DISSEMINATION MECHANISM OF SHORT VIDEO

The communication mechanism of traditional media is more formal, which includes standardized processes and standardized models. The technical means and communication channels that traditional media rely on are also relatively fixed and single, and the communication mode of new media is also interactive, which allows two-way communication between information receivers and producers. At the same time, the new media does not require the formalization of the content. It puts life-oriented and fragmented content on the stage and is widely displayed in the new media and is accepted by people. From the perspective of youth subculture, the novelty of communication content, the uniqueness of communication individuals, and the revolutionary nature of communication methods have had a vital impact on the communication mechanism of short videos, one of the new media.

2.1 Convenience of communication channels

The rise of short video platforms provides a broader stage for the development of subcultures, promotes the vigorous development of subcultures, and enables youth subcultures to have a private space where they can exchange emotions and express themselves, and through production and transfer Send short videos to express your views on social issues. With the emergence of short videos, youth groups at the grassroots level can also participate in the production and dissemination of online short videos, express their opinions and opinions, and have the right to speak publicly. To a certain extent, this broke the historical situation where the elites controlled the right to speak in society.^[4]

Another main way for short video transmission is the intelligence of mobile phones. Because mobile phones are easy to carry and low in cost, the development of short videos has shifted the focus from computer terminals to mobile terminals, breaking the limitations of time and space on the audience's production, viewing, and dissemination of short videos. Short video has gradually developed into an important way for people to interact with the world and become an inseparable part of production and life.

2.2 The life style and imitability of short video content

A series of short videos, through the display of daily life, move one's personal daily life to the screen. Because the audiences of short videos are mostly teenagers, it can arouse the emotional resonance of the youth group. The short video that is close to life gives users a strong sense of reality, accessibility and accessibility, and makes the audience feel as if they have entered the real life of the

short video publisher. In addition to arousing perception in the aspect of life, the short video also shows the audience a life state that they usually cannot reach but they desire to have. The audience can find the life they desire and pursue through short videos expressing their wishes, and obtain short-term psychological satisfaction, which is also an important reason why short videos can be welcomed and spread. In addition, users will also use imitation behavior to express their lack of belonging, anxiety and confusion about real life, and boredom with unchanging real life conditions. The emergence of short video platforms allows them to find the fun and passion in life, and provides them with a channel to vent their negative emotions. The special expression of youth subculture, the value appeal of life belonging, and the bold expression of role performance are the meaning behind the behavior of youth Douyin users.^[5] Through imitation, psychological pleasure and emotional catharsis can be obtained, imitating short videos taken by others, and short videos Replace the central character of the short video, or add your own ideas, optimize the content of the short video, and promote the secondary processing and dissemination of the short video. Imitating short videos is also an important way for contemporary young people to express their psychological aspirations and expectations for social recognition. At present, young people generally have emotional elements such as food, beauty control, love of life, love, etc., so they pay more attention to short video content such as food, beauty, travel, pets, etc., and they will focus on the same type of short video content. imitate. These short videos guided a series of imitation behaviors of the youth group, and the content triggered countless young people's emotional resonance, so that the youth group's desire to be "respected", "recognized" and "being concerned" gained in the popularity of short videos. Fully satisfied.

2.3 Interactivity of collective life

Due to the characteristics of low threshold and simple operation, short videos break through various restrictions and gather people with the same interest to form "communities". These "communities" can not only eliminate the loneliness of young people, but also People of similar ages share emotions and interests together, promote interpersonal communication, and discuss common topics to gain peer recognition. The user interaction interface of short videos will also encourage users to shoot diversified videos on related topics through activities such as "challenges" and "topics", to transmit and share views between users and express their preferences, and to enhance user stickiness. Making the relationship between the platform and users, users and users increasingly close, becoming a community of information dissemination, opinion sharing, and emotional transmission. Through the short video platform, individuals can directly face the public and find a certain social support group, so that individuals who desire to be identified can find a sense of belonging and support, better express themselves and consistent interests, and obtain identity recognition Sense, thereby rebuilding collective life.

3. YOUTH SUBCULTURAL REFLECTION BROUGHT ABOUT BY SHORT VIDEO TRANSMISSION

Online short video has now become a routine activity of the "online generation" young people. It uses a variety of technical means to improve the service terminal to meet the needs of users for group socialization and self-expression that are advancing with the times. The sub-cultural style of short videos has characteristics such as resistance. Through the collage and reconstruction of symbols, the meaning is regenerated, so as to achieve a relaxed and funny entertainment effect on the mainstream culture, and will express one's own entertainment spirit through self-deprecating methods. This is a stylized ritual resistance. This tendency not only represents the rise of new forms of discourse, but also reflects the rebellious nature of the short video subculture. It has continuously caused large-scale follow-up and imitation in cyberspace, and has been welcomed by grassroots groups. But we It is also necessary to reflect on whether the carnival in this situation can bring new vitality to the cultural field, or whether it can exist for a long time and become a functioning cultural wealth.

3.1 The conflict between mainstream and marginal values
With the continuous development of new media technology, every user empowered by new media has an equal right to speak and carry out practical dissemination. This right not only manifests in the expression of opinions, public appeals, expressing personal emotions, etc., but also stimulates the creative potential of the audience from the side. Many grassroots short video "net celebrities" express themselves on the basis of the rights granted to everyone by the new media. The Internet is a free and open platform. Internet users are also a mixture of dragons and snakes. The literacy of netizens is uneven. Everyone has a microphone. The small subculture group represented by short video "net celebrities" shows rules. Strong xenophobia in terms of identity and gender. People in the circle have preconceived prejudices and solidified ways of thinking, and it is also difficult to accept others, and it is difficult to gain the approval of others. Most "net celebrities" aim to achieve economic benefits. In this case, "net celebrities". The Qu Yuan group formed by the center is constantly vocalizing, and it is extremely easy to develop into deformed values under the drive of interests, which has an impact on mainstream values to a certain extent.

3.2 Short Video Collection of Central Asian Culture

When subculture has developed to a certain extent, mainstream culture will not sit idly by in order to maintain its own cultural boundaries. The mainstream culture's incorporation of youth subculture is an inevitable trend, but in the current society, this process of incorporation can be more stable and flexible. This requires the mainstream culture to have sufficient respect for the youth subculture in terms of attitude, to have a full understanding of the youth subculture in terms of cognition, and to adopt a more equal attitude in action for inclusion. In the process of compilation, subcultures have lost their resistance to varying degrees, and are gradually accepted by mainstream culture. From marginality, it has gradually

become a popular style. In this process, subcultures have also been reconstructed.. In fact, not all subcultures are dross. Youth subcultures reflect the demands of the times of this group to a certain extent. Only by perceiving and mastering the development of subcultures can mainstream cultures better provide the spiritual food needed by society., And not fall into the stereotype of cultural conservative. However, these demands are often magnified in subcultural expressions, coupled with jokes, complaints, and extremely exaggerated forms of expression, which may obscure the rationality of group demands. As far as government officials are concerned, they should pay attention to and care for the spiritual dynamics of youth subcultural groups, and grasp the needs of the youth of the times. It should be noted that the subcultural groups of short videos are the creators of short video sub-cultural symbols, producers with strong desire for self-expression and creative ability, strong production capacity and consumption motivation, and they prove themselves with practical actions. As the disseminators of short video sub-cultural content, they can move away from the mainstream culture, not only can form a closed loop and be self-sufficient, but they can even build a new set of expression systems and values that influence the mainstream culture in turn. Therefore, the mainstream culture should fully understand the characteristics of the subculture, respect the equal exchange between the two, and follow the principle of the subculture's natural integration into the mainstream culture. In addition, mainstream discourse should strengthen the media literacy education of youth groups and create a healthy network atmosphere. It is necessary to adhere to the bottom line of mainstream values and to correctly guide youth. From a certain perspective, the youth group is the shaper of the short video subculture. As an important carrier of the subculture, short video is also continuously spread and developed due to the interaction and shaping between the mainstream culture and the subculture.

4. CONCLUDING REMARKS

Different from traditional youth groups, under the current model background, youth groups have formed their own unique cultural styles and alternative ways of expression in the process of growing up, showing a respectful attitude towards the traditional mainstream culture. However, as far as the current environment is concerned, young people in real life not only lack the right to speak, but also face various pressures from all aspects. For them, short videos are not only a platform for them to express their right to speak. More importantly, you can freely vent the negative emotions brought about by the real environment here. The differences in the levels and cultural accomplishments of youth subcultures, as well as the localities and differences of cultures in real life due to various factors such as geographical environment, historical background, political standpoints, and personal cultural accomplishments, lead to the spread of The content is also very different at the level. By unifying different cultures and ideas with short video links on the same network platform, the limitations of cultural content have been broken. The youth subculture is a product of

postmodernism that is novel, unique, and has excellent characteristics, showing the thinking and inheritance of excellent traditional culture and modernist civilization. The novel ideas disseminated by the youth groups, from a variety of perspectives, reflect a clear sense of the times in real problems. We also need to rationally look at the contradictions and conflicts between mainstream culture and subculture, and transform contradictions in rationality. To alleviate conflicts, and gradually integrate with other cultures in the online short video space, which is of great significance to the reconstruction of the social and cultural value system. Although subculture contains the spirit of questioning and rebellion, and runs counter to the mainstream cultural values, we cannot deny it completely. We should discard one-sided opinions, face up to it with a correct attitude, analyze subculture comprehensively, and focus on the creation of subculture. In terms of value and positive elements, especially in the form of short video subculture, it has unique and novel features. Based on this, use innovative forms of communication and expression to express your views, and integrate the excellent content of mainstream culture in the process of creating and producing subcultures, forming a wide range of social

concerns, so as to reduce the negative effects of media dependence. Commentary flaws have a stronger sense of practical significance for those young people who are at the core of the audience.

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Study on the Management Countermeasures of Hospital Nurse Loss

Xiao jing Zhang

Philippine Women's University, 0900Manila, Philippines

Abstract: The long-term continuous shortage of nursing staff is an important problem facing the global nursing industry. In China, the loss of nurses is very serious, and the intensified loss of nurses is affected by various factors, which is a common problem in medical and health units. This study, through consulting a large number of literature and combining with the national nursing cause development plan, sorted out the management strategy of nurse loss, which plays a certain role in the management of nurse loss.

Keywords: Hospital management; Loss of nurses; Management strategy

1.THE IMPACT OF NURSE LOSS

The important problem facing the global care cause has been the long and ongoing shortage of caregivers, and this shortage has reached the crisis level of [1]. Currently, staff loss has become a widespread problem worldwide. In China, the phenomenon of nursing personnel loss is also very severe, the number of losses is increasing year by year, the loss channels are constantly widening, the loss means show a variety of characteristics, and in the contract nurses, this phenomenon is more prominent [2]. Affected by a variety of factors, the increased nurse turnover rate is a common problem in medical and health units, and it is also one of the important factors leading to the shortage of nurses. With a large number of clinical nurses leaving, it will not only cause a further deterioration of the scarce nursing HR market, but it will also have a series of potential negative effects. Most of the departing nursing staff have a certain level of professional technology and clinical experience. After leaving, even if the same number of new nurses replace their clinical working position, they can not quickly play their role, which has brought a great impact on the quality of clinical care and nursing management.

The large number of clinical nurses, on the one hand, makes the nursing post skills training be in a low level of repetition for a long time, on the other hand, the clinical shift nurses are in a working state of tension and fatigue for a long time, with low physical quality, which directly affects the improvement of nursing quality [3]. Next, Due to the substantial lack of nursing human resources in the short term, resulting in the long-term nursing staff distrust the work, Thought instability, Impact on productivity [4]; third, Therefore, a series of negative effects, such as the recruitment of new nurses to supplement manpower, limit the expansion of beds, delay the reception of patients, increase the pressure of nursing human resource allocation, and change the order of normal medical care work, Cause a decrease in patient satisfaction; fourth, Nursing managers spend a lot of time, human, material and

financial resources, train newly recruited caregivers in professional knowledge and skills, and must bear the economic losses during the training period; fifth, due to a large number of nursing leaving, Severe lack of clinical nurses, cause in-working nurses work overtime due to fill the shortage of manpower of leaving nurses, Increasing workload, overburden of nurses and even collapse, such a vicious circle and aggravate the occurrence of nursing staff departure behavior. It can be seen that the high turnover rate has brought a great impact on nursing management, which not only aggravates the clinical nursing workload, decreases the quality of nursing and nursing satisfaction, but also limits the further development of nursing discipline, so it must cause nursing managers to pay great attention to it. In order to ensure the normal work of the hospital, the hospital needs to constantly supplement the personnel, and constantly train the new entrants, so as to adapt to the work requirements of the new post in a relatively short period of time. Although the nursing team has achieved a series of excellent achievements for the hospital, the high loss rate has caused great obstacles to the improvement of the nursing quality of the hospital, and also hindered the improvement of the medical service quality of the whole hospital. Although the causes of problems have been discussed within the hospital, more conclusions tend to lack the existing salary, the pursuit of improving the labor remuneration of caregivers as the only solution to the problem, ignoring the emotional needs and professional pursuit of caregivers. This study hopes to take this as a starting point, analyze the occupational characteristics of nursing staff and a series of problems within the hospital, and explore the identification of the nursing profession and belonging to the hospital, so as to solve the problem of excessive turnover rate of hospital nurses.

2.MANAGEMENT COUNTERMEASURES FOR NURSE LOSS

First, improve the degree of attention to nursing work, break the traditional concept of "heavy medical care, light care", realize the reasonable allocation of human resources, increase the staffing of nurses, improve the stability of nurse work, and ensure the effective development of nursing work, which is also the main condition for the development of nursing work. Hospital managers should realize the importance of nursing work, according to the actual needs of clinical front-line work, take respect, rely on people and development as the main guiding ideology, and rationally divide human resources. Especially in the ICU, operating room and other strong work intensity, we should appropriately increase the establishment of nursing staff, reduce the actual work pressure of nurses, and play the value of the real clinical

staff, so as to improve the actual efficiency of nurses' work. Second, narrow the income gap between in-woven and extra-woven nurses, and improve the welfare treatment of nurses in practical work. This way can realize the phenomenon of equal pay for equal work, and realize the comprehensive and effective selection of nursing talents on the basis of fairness, openness and justice. Under this system, the sense of belonging and enthusiasm of nurses can be rapidly improved, including the professional theoretical level and practical operation ability, to give full play to the value of nurses' work. For example, to buy five social insurance and one housing fund for nurses, to ensure the basic life of nurses, plus year-end bonus and tourism subsidies and other benefits, through improving the work treatment of nurses, stimulate the enthusiasm of nurses in actual work, reduce the probability of nurses, and ensure the overall stability of the team.

Third, fully application of incentive mechanism, as a hospital management, to realize the important value of nursing work for the whole medical work, strengthen the humanistic care for nurses, deep understanding of the difficulties and obstacles in nurses' daily work, understand nurses and care about nurses, establish a unity and friendship, safe and happy working and living environment for nurses, help nurses create a good interpersonal relationship. In the process of professional ethics construction, nurses can fully realize the value of their work, feel proud of themselves can protect and protect life, and then realize the happiness in the actual work. In this process, establish an incentive mechanism, praise the achievements of nurses in the practical work, actively organize the evaluation activities of excellent nurses, improve the nurses' professional identity and pride, and improve the stability of the whole nursing team structure.

Fourth, strengthen the management of the key personnel of the department to ensure the stability of the nurse team structure. Nurse loss is closely related to its working environment, work performance, especially in the ICU and operating room work, the working environment is in a sealed state, the nurse workload is larger, the requirements of nurse professional skills are higher, for this phenomenon, nurses in a state of overload for a long time, spirit is more nervous, plus the work pressure is greater. Not only can not guarantee the normal rest of the holidays, but also need to work overtime. Once the pay and return can not reach the right ratio, the nurse will have the idea of leaving. For nurses in special positions and high-risk positions, hospital management should give necessary support from all aspects, improve the actual working environment of nurses, ensure the safety of nursing work, and improve the salary of nurses. Establish a good working atmosphere and working environment, so that the nurses can help each other in their daily work, form a fine style of studying hard, improve the nurses' comprehensive professional quality, professional identity and sense of belonging, and then reduce the nurses' willingness to leave. Fifth, nurse education and training, to comprehensively improve the professional quality of nurses. The sustainable development of the hospital depends on the hospital core

competitiveness, increase the investment in nursing human resources, strengthen the education and training of nurses, improve the quality of nurses, make the nurse human capital continuous appreciation, provide more promotion opportunities for nurses, is one of the effective means to improve the hospital performance and realize strategic planning, is also to strengthen the nursing team cohesion, reduce the departure of nursing staff. Therefore, hospitals should strengthen the on-the-job education and training of nurses to meet the multi-level needs of nurses and meet their desire to realize their own value. In addition, the development of the nursing discipline needs to drive the professional level with the basic knowledge, promote the development of the professional process of nurses, improve the professional skills of nurses, and provide a platform for the realization of the self-value of the nursing staff. Effectively strengthen the training of nurses' professional quality, so that nurses can increase their own business in clinical work, expand their professional scope, and carry out nursing extension services, which is not only conducive to the improvement of nurses' own quality, but also conducive to stabilize the nursing team and promote the improvement of nursing quality. Hospitals should pay attention to the training of professional nurses, extremely carry out quality nursing services in the clinical nursing work, and promote the process of nursing specialization. The development of quality nursing service activities has increased the patient satisfaction, and the praise that the nurses get in the clinical work has a good promoting role in increasing the nurses' professional identity. Improving the quality of professional nurses in promoting the basic nursing service is the deep connotation of carrying out high-quality care. Hospitals should actively improve the clinical auxiliary support system, set up an intravenous drug use allocation center and a clinical support center, and be responsible for the unified allocation of intravenous drug use. Strengthen the ward material distribution service of a series of logistics services, realize electronic nursing medical records, reduce the clinical nursing staff out to take medicine, specimens and other non-clinical nursing work, to a certain extent ease the pressure of nurse working time distribution and nursing workload, increase clinical care effective time, really "return time to the nurse, nurse to the patient", which not only can guarantee the quality of clinical care, but also further improve patient satisfaction, improve nursing relationship, reduce the pressure of nurses, can also promote nurses' understanding and love of nursing professional, so as to reduce the willingness to leave.

Sixth, innovative nursing scheduling. At present, most nurses in hospitals in China use the [5] mode of APN rapid shift. This shift mode refers to the nurses' shifts of classes A, P and N within a week. This working mode will strongly interfere with sleep and affect the work performance and patient safety [6]. The researchers found that 57% of nurses with [7] and 63% of [8] reported poor sleep quality, and that this work pattern strongly interfered with sleep and affected work performance and patient safety with [6]. Some researchers found that the prevalence

of insomnia in shift nurses was 59% [9].Therefore, irregular sleep patterns and poor sleep quality are key concerns for shift nurses [10].Additional literature has reported increased cardiovascular risk of 51% [11]in women with 6 years and more, and a prospective study also demonstrated an increased incidence of metabolic syndrome in [12].The shift working model caused serious distress to nurse health, family and social life and became one of the important reasons for nurse departure [13-15].At present, more fixed scheduling mode is adopted abroad, and a fixed shift within a certain period will reduce the interference of day and night physiological disruption to [16].Using an ergonomic shift approach provides a good biological response to nurses and thus may reduce the potential risk of [17].In order to make the nurses work, study and live better, it is necessary to innovate the nurse shift mode on the basis of respecting the nurses, implement the typesetting pattern in line with the biological laws of the nurses, and create a good living environment for the nurses.

Seventh, make a good career plan for a nurse.Under the guidance of nursing planning, we should do a good job of career planning for nurses, and plan upward paths for nurses in clinical, training, management, scientific research and other positions.Establish a diversified nurse promotion system, so that every clinical nurse can see their bright future, break the situation of narrow promotion space, so that nurses truly love their jobs.

Eighth, constantly improve and revise the nursing management system, work system, management process, work process, strengthen medical cooperation, effectively reduce the burden of nurses, improve work efficiency.Nursing clinical work is really very tired, the reason for tired is not because of busy, because busy has no value.How to reduce the ineffective and repetitive work in nursing work, improve the efficiency of nurse work, and make nurses busy meaningful and valuable is a problem worth thinking about.

3. CONCLUSION

By the end of 2015, the total number of registered nurses in China had reached 3.241 million, and compared with 2010, the number of registered nurses per 1, 000 population had increased from 1.52 to 2.36. The national medical care ratio has increased from 1:0.85 to 1:1.07. The hospital health care ratio has increased from 1:1.16 to 1:1.42. The problem of the inverted proportion of medical care has long been fundamentally reversed.The educational structure of the nurses team has been constantly improving, and the proportion of nurses in college or above has increased from 51.3% to 62.5%, of which nurses with bachelor's degree or above accounted for 14.6%.Provinces (autonomous regions, municipalities directly under the municipal level) and all levels of medical institutions have carried out nurse post training and specialized nurse training of different degrees, and the nursing expertise has been continuously improved.Nursing services have continued to improve, getting closer to the needs of the society and the masses.Through the implementation of national key clinical specialty construction projects of nursing specialty,

the construction of nursing discipline is strengthened, and the level of nursing specialty is constantly improved by [18].In order to the better development of nursing career in China, we should pay more attention to the problem of nurse leave, constantly explore the management countermeasures, improve nurses working environment, let nurses real professional love, will carry forward nursing career, provide high quality nursing services for the people, at the same time improve the nursing team professional sense of honor and sense of pride.

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Study on Cultivating and Developing Strategic Emerging Industries in Zhoukou

Gao LianZhi

Finance Office, Zhoukou Normal University, 466000 Zhoukou, Henan, China

Abstract: Strategic emerging industries are the industries that play an important leading role in the overall economic and social development. This paper analyzes the characteristics and existing problems of cultivating and developing strategic emerging industries in Zhoukou, and puts forward some suggestions on cultivating and developing strategic emerging industries in Zhoukou.

Key words: Zhoukou Strategic; Emerging Industry; Research

I.DEVELOPMENT CHARACTERISTICS OF STRATEGIC EMERGING INDUSTRIES IN ZHOUKOU

Vigorously cultivating and developing strategic emerging industries is an important choice to realize industrial structure upgrading and economic growth under the background of China's economy entering the new normal. Zhoukou, as a big city in Henan Province, shoulders the important task of regional economic transformation and upgrading and the pilot demonstration of strategic emerging industries. Therefore, cultivating and developing strategic emerging industries is of great significance to Zhoukou's industrial level and economic development status in the future.

1.1 Initial formation of industrial scale. The main strategic emerging industries in Zhoukou include biological industry, new generation information technology, new materials, energy conservation and environmental protection, high-end equipment manufacturing, new energy and so on. In 2012, the added value of the city's high-tech industry exceeded 10 billion yuan for the first time, reaching 10.141 billion yuan, with a year-on-year growth of 38.53%. In 2019, another two projects, Lepu Hospital and Lepu Pharmaceutical Logistics Industrial Park, were started. Dancheng Jindan Lactic Acid Group has established an innovative strategic cooperation alliance with Nanjing University and Nanjing University of Technology to build an industrial chain of new biological materials with international leading technology level. In April 2020, Jindan Technology has been successfully listed. Since the 13th Five-Year Plan, there have been 1, 119 enterprises above designated size in the city's six leading industries, accounting for 84% of the total number of enterprises above designated size in the city. Xiang Cheng introduced Beijing Lepu Pharmaceutical to carry out strategic restructuring of New Shuaike Pharmaceutical, and the market sales of anticoagulant drugs produced by Xiang Cheng ranked first in China.

1.2 The industrial chain is gradually complete and the industrial layout is increasingly reasonable. The strategic emerging industry system of Zhoukou city has been

constantly improved, the industrial chain has been extended and expanded, showing a trend of cluster development, regional characteristics have gradually emerged, and the industrial layout has become increasingly reasonable. Focusing on leading industries, Zhoukou Development Zone takes investment attraction and project construction as the breakthrough point, vigorously implements investment attraction in parks, family attraction, atlas attraction, by business attraction and industry attraction, further strengthens the industrial chain and activates the power and vitality of development. Centering on the "four major economies" proposed by the Municipal Party Committee and the municipal government, we will further improve the industrial pattern. 1.3 The innovation ability is gradually improved and the development environment is gradually optimized. Zhoukou takes accelerating the construction of an innovation-oriented city as the focus, deeply implements the innovation-driven strategy, builds a research and development and innovation system in the technological frontier fields and high-end industrial links, creates the carrier of emerging industries, and provides a good platform for scientific and technological innovation to complete the research on key core technologies. In addition, in order to promote the rapid development of strategic emerging industries, Zhoukou city has issued and revised a series of local laws and regulations, so that the development environment of strategic emerging industries has been optimized and improved, thus further stimulating the independent innovation vitality of enterprises. At the same time, the construction and improvement of various scientific and technological innovation platforms, investment and financing platforms and generic technology service platforms have provided strong support and effective guarantee for the development of strategic emerging industries in Zhoukou.

2. PROBLEMS EXISTING IN THE DEVELOPMENT OF STRATEGIC EMERGING INDUSTRIES IN ZHOUKOU

2.1 The comprehensive strength of the industry is not strong, the effectiveness of industrial policy is not high. In terms of Zhoukou city most of the new industry base at the start-up stage, some strategic emerging enterprises has not been completely transformation from the traditional industry, and a lack of will guide the whole construction machinery has a regional core strategic emerging industry enterprises, enterprise overall strength is not strong, leading role is not strong, lack of strong competitiveness in the province and even the whole country and the influence of the landmark strategic industry. In addition, Zhoukou strategic emerging industries accounted for the proportion of the city's economy is low, strategic emerging industries

output value is low, industrial benefit is weak, the industrial chain short and incomplete, related to the enterprises is difficult to form the coordination and joint innovation relations, the development of comprehensive competitiveness of industry is weak, Zhoukou strategic emerging industries haven't form a benign circulation effect. More industrial resources and policies are needed to support the city, but Zhoukou city seldom introduces the city's support policies at present, fundamentally lack a set of perfect development system, the reduction of special funds, lack of incentive policies to improve the enthusiasm of the industry and other problems are still very sharp.

2.2 Enterprise financing is difficult. Compared with traditional industries, financing of emerging industries is more difficult. First most strategic emerging industry is at the early stage of development at present, the main source of funds is state funds or subsidies, financial institutions for guarantee money under the premise of not damaged, for are higher risk in the process of the development of emerging enterprises enthusiasm is not high, strategic emerging industries in the world of finance's image and reputation is not effective to establish, in view of the theory of market failure, Emerging industries and financial capital have not been combined effectively. Secondly emerging industries as the survival of the enterprise, relying on science and technology and innovation, lack of land can be used as collateral, real estate and other assets, inherent although mastered a lot of technique and technology of modern science and technology of independent intellectual property rights, relevant intellectual property rights pledge, assessment and trading system is not perfect, with intellectual property rights pledge loan, transfer, Both banks and enterprises are facing great pressure and challenges.

2.3 Industrial planning is not timely and government functions are not accurately positioned. In promoting the transformation and upgrading of traditional industries, Zhoukou city directly packaged the regional leading industries into strategic emerging industries, during which the government did not formulate a clear development plan for relevant industries. On the functional position is not effective transformation, but also think of themselves as managers rather than the server, can't effectively play a role of service, lack of initiative and instructive to the development of local economy, the management of government department is more dispersed, that can't to unified management, emerging business due to the transition between the various functional departments and is not very good, As a result, the specific situation of the association between various departments of new enterprises can not be well reflected.

3. COUNTERMEASURES AND SUGGESTIONS FOR THE DEVELOPMENT OF STRATEGIC EMERGING INDUSTRIES IN ZHOUKOU

3.1 Strengthen industrial planning and cultivate competitive enterprises. Formulate scientific and reasonable planning, reflects the industrial advantage and strengthen the cohesion and other special planning, Zhoukou to borrow the characteristics of the industry itself,

being the more strength strong enterprise culture, industrial park, auxiliary category is determined, and focus on some state of the development of characteristic industry, not only to foster development of leading enterprises, the introduction of form a complete set of industrial chain upstream and downstream enterprises, It is necessary to strengthen the support and cultivation of key backbone enterprises of strategic emerging industries in Zhoukou, support enterprises with strong specialization and innovation, cultivate characteristic and superior industrial chains around the core regions, and build the overall pattern of strategic emerging industries with characteristic parks and industrial concentrated areas as the carrier.

3.2 Enhance innovation capacity and strengthen personnel training. To attach importance to innovation platform construction, accelerate the synthesis of science and technology industry construction, building sets hatch education training, scientific research, cultural creativity, and other functions in a body's specialized scientific and technological innovation carrier, cultivate a group of innovative leading enterprises, support the healthy development of small and mid-sized enterprises, encourage and guide the large enterprises play a role of innovation the backbone, increase investment in scientific research, We will accelerate the development and application of new technologies and products. To implement a more positive innovation talent introduction policy, improve the mobility and incentive mechanism, pay attention to cultivate innovative talents and a line of young scientific and technological personnel, attach importance to technology research and development, efficient utilization of various advantageous resources, to ensure the talent cultivation and industrial development effective associations, intensify efforts to develop a more technical ability strong personnel, professional personnel, senior management personnel.

3.3 Improve the policy system and increase financial support. In order to promote the greater development of strategic emerging industries, the government should increase the scale of financial investment, further innovate and optimize support methods, and speed up research and formulation of fiscal and tax support policies for enterprises in strategic emerging industries, especially small and medium-sized scientific and technological enterprises. In addition, it is necessary to establish a financial support system, establish and improve a new mechanism for the linkage of insurance and loan with equity investment as the core, explore government science and technology funds and credit funds of financial institutions, and build a financial support system covering the whole chain of scientific and technological innovation.

3.4 Optimize government functions and strengthen industrial services. In optimizing government functions, we should first change the concept of development, change the concept of operation and development, and adopt innovative development mode. Second, we should optimize the examination and approval function, comprehensively promote law-based administration, actively establish a service-oriented government, innovate

government management methods, and ensure effective cooperation between various departments in areas such as public services, market regulation, and infrastructure. In terms of strengthening industrial services, first of all, we should vigorously develop professional science and technology intermediary services such as RESEARCH and development design, scientific and technological consultation and patent service, second, we should promote major project services, and finally, we should improve the supporting level of infrastructure.

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Exploration and Effect Analysis of “Pre-class Speech” Teaching Mode: Taking Labor Economics as an Example

Cairong Wu*, Linghui Wang

School of Economics and Management, Foshan University, Guangdong Foshan, 528000, China

*Corresponding author.

Abstract: By means of questionnaire and interview, taking Labor Economics as an example, this paper explores the teaching mode of "pre-class speech" and analyzes its teaching effect. The results show that: firstly, the teaching mode of "pre-class speech" has improved the classroom learning efficiency and comprehensive quality of students to a certain extent, and also improved the quality of teachers' education and teaching. Secondly, the teaching mode of "pre-class speech" has some shortcomings, such as conflicts with the teaching time and less interaction. Finally, aiming at the shortcomings and combining with the teaching practice, this paper puts forward the optimization strategies for the effective application of the "pre-class speech" teaching mode of Labor Economics.

Keywords: Pre-Class Speech; Teaching Mode; Effect Analysis; Labor Economics.

1. INTRODUCTION

There is a constant call for improving the core literacy of Chinese college students' development, and the curriculum reform in colleges and universities is deepening. The teaching ideas, teaching models and teaching methods of front-line teachers are also constantly groping forward. Classroom teaching is the main position to implement teaching objectives and improve college students' core literacy, and a good teaching model is the key to achieve teaching objectives. Karl Jaspers said: "Speech is the most commonly used teaching form since ancient times, which teaches the learnable knowledge and vividly tells listeners how to acquire and explain this knowledge" [1].

"Pre-class speech" means that before a teacher officially attends class, a student will come to the stage to give a speech on the related contents or cases that the teacher will teach, and accept questions from classmates and teachers. "Pre-class speech" generally has four steps: the first step is preparation, which specifically refers to the process of students collecting materials and making PPT through teamwork; The second step is the speech process, in which a teacher randomly selects a student from the team to give a speech. Because it is random, the members of the whole team must be very familiar with the content of PPT and do a good job in rehearsal of the speech. The

third step is the interaction between the stage and the stage, including the interaction between the students under the stage and the students speaking on the stage, as well as the interaction between teachers and students. The fourth step is the teacher's comment, which is mainly a process in which the teacher makes comments on the content of the whole speech, the production of PPT and the style of the speech, and gives a score. At present, the teaching mode of "pre-class speech" is widely used in the teaching of English courses [2-6], geography courses [7], and the outline of modern Chinese history [8]. Inspired by this, taking Labor Economics as an example, the author tries to explore the "pre-class teaching" mode of Labor Economics according to its course characteristics and students' cognitive level. After a semester's teaching practice, this paper explores the teaching mode of "pre-class speech" further and analyzes its effect by means of questionnaires and interviews. The purpose is to provide reference for front-line teachers in the teaching of related courses or other courses.

2. THE RESEARCH DESIGN AND IMPLEMENTATION

(1) The purpose, object and content of the investigation
The purpose of this survey is to understand students' attitude towards the implementation of the "speech before class" teaching mode of Labor Economics and its implementation effect, as well as the problems existing in the application process. In order to obtain the first-hand information, a questionnaire survey was conducted among the students in two classes of the 18-level human resources management major taught by the author. The contents of the questionnaire include: students' general cognition and attitude towards the "pre-class speech" teaching mode, the operation of each link of the "pre-class speech" mode, the advantages and existing problems of the "pre-class speech" mode in classroom application, etc.

(2) Survey methods and steps

This survey is mainly based on questionnaires, supplemented by interviews. Investigative steps: First of all, referring to the research results on the implementation of the "pre-lecture" teaching mode in HowNet database and combining with the specific situation of the "pre-lecture" teaching mode in Labor Economics, the author compiled a questionnaire on the implementation of the "pre-lecture" teaching mode in

Labor Economics, which contains 9 multiple-choice questions. Secondly, the questionnaire was distributed in the seventeenth week of the second semester of the 2020-2021 school year (after the final examination), and 55 students from 2 classes taught by the author participated in the survey. A total of 55 questionnaires were distributed and 53 valid questionnaires were recovered, with an effective recovery rate of 96.36%.

3. ANALYSIS OF INVESTIGATION RESULTS

(1) Students' general cognition of the teaching mode of "pre-class speech" in Labor Economics

By setting "Do you like the" pre-class speech "teaching mode of labor economics?" To find out how much students like the teaching mode of "pre-class speech". Results: 16.98% of the students expressed great liking, 43.40% of the students liked the teaching mode, and the rate of liking the teaching mode was 60.38%, which showed that most of the students recognized and accepted the teaching mode very much. The proportion of "average" is 32.08%, the proportion of "dislike" is 7.55%, and no one chooses "dislike very much", which shows that the teaching mode of "pre-class speech" in Labor Economics still has much room for improvement and promotion.

By setting "Do you think the pre-class lecture on labor economics is a good classroom atmosphere?" To obtain students' attitudes towards the classroom atmosphere in the teaching mode of "speech before class". Results: 28.30% students think it is very good, 52.83% students think it is better, and 18.87% students think that the classroom atmosphere is "average", "Relatively poor" and "very poor" were not chosen by students. The teaching mode of "pre-class speech" includes not only the students' speaking session, but also questions from teachers and students under the stage. Therefore, there are many activities in the whole classroom, and students need to communicate and display as much as possible. This teaching mode can better overcome the phenomenon of "full load" of traditional teaching mode, so the classroom atmosphere will be more active and interactive. However, if there are many activities, there may be some confusion in the classroom. Students with weak self-control will take the opportunity to do things unrelated to the classroom, which requires teachers to pay close attention to the classroom and students at all times.

(2) Analysis of the application and results of the teaching mode of "Pre-class speech" in labor economics

1) Contact the actual

We set "Can you relate your knowledge of labor economics with current social hotspots?" To test the students' connection with social reality. Results: 15.09% of the students can relate to practice well, 60.38% can relate to practice well, and 22.64% have average ability to relate to practice. Only 1.89% thought that "there is little contact". This shows that "Labor Economics" is closely related to social hot issues, and

more than 75% of students can use real cases to give speeches.

2) Guide the course

We set "How do you like teachers to introduce new lessons?" To test how students like teachers to introduce new lessons. The title is multiple choice questions. Results: 86.79% students chose "life situation import"; 71.7% students choose "video import"; 33.96% of the students chose "picture import", followed by "introduction of students' speeches before class" (30.19%), "start reviewing old knowledge" (13.21%), and "directly enter the new lesson" (3.77%). The result shows that most students prefer the class of "Labor Economics", which is full of life color. Interesting living situation can make the class of "Labor Economics" more vivid and energetic, and make students feel that "Labor Economics" is around. Only 30.19% prefer "introduction of students' pre-class speeches". According to interviews, most students said they were nervous about giving speeches on stage, fearing that they could not speak well. In addition to the above-mentioned teaching methods, a few students have chosen other methods, such as "cartoon import method", "teaching without fixed method" and so on.

3) Team cooperation exhibition

We set "Do you like to give a speech before class in groups, or do each student take turns to give a speech before class?" To explore students' willingness to cooperate and communicate in teams. The results showed that "I like grouping" accounted for 58.49%, "I like each student taking turns" accounted for 5.66%, and other choices were "indifferent". The results show that nearly 60% of students like grouping very much. Through grouping, the form of team cooperation can cultivate students' team consciousness, problem consciousness and cooperation consciousness, and can also brainstorm ideas and discover their own shortcomings, so as to achieve complementary advantages and get twice the result with half the effort in the preparation of "pre-class speech".

We set "Did you actively participate in the preparation stage of" pre-class speech "?" "To understand the enthusiasm of students to participate in speech preparation. Results: 33.96% chose "very positive", 54.727% chose "fairly positive", 11.32% chose "ordinary", 0% chose "not very positive" and 0% chose "very negative". The results show that nearly 90% of the students actively respond to the tasks assigned by teachers, and actively participate in case selection and discussion, data collection, PPT production, simulation speech and other links, thus achieving the expected goal of "pre-class speech".

We set "Do you have many opportunities to speak on stage?" To understand how often students experience this kind of "pre-class speech". Results: 5.66% chose "very many (more than 6 times)", 24.53% chose "relatively many (3-5 times)", 49.06% chose "general (2 times)", 20.75% chose "rarely (occasionally)" and

"very". The results show that there are not many opportunities for students to give speeches before class, which means that there are not enough opportunities for teachers to share speeches in class.

4) Effect of "pre-class speech"

We set "Do you think the group cooperation" pre-class speech "can promote you?" To explore students' views on the effect of "pre-class speech". Results: 13.20% of the students thought it was "very great", 50.94% thought it was "great", 32.08% thought it was "average", only 3.77% thought it was "small", and no students chose "no effect at all". Therefore, nearly 65% of students agree with the effect of "pre-class speech", which shows that "pre-class speech" can promote students' interest in learning, stimulate students' potential and improve the learning effect of courses to a certain extent.

5) Advantages of "pre-class speech" teaching mode

Whether a teaching mode is good or bad, students have the most say in the evaluation, because students are the subject of receiving and experiencing. Therefore, we set "What do you think is the advantage of the" pre-class speech "teaching mode?" To investigate the students' views on the advantages of the "pre-class speech" teaching mode, the title is multiple-choice questions. Results: 75.47% of students think that the preparation stage of "pre-class speech" can give students more time to study and think independently. 66.04% of students think that "pre-class speech" can provide students with more exhibition opportunities; 64.15% of the students think that their learning initiative has been enhanced. 62.26% of the students think that "the awareness of observing the cases of labor economics around them is enhanced"; 41.51% of the students said that "through teamwork, their vision is broadened and their abilities are improved"; 47.17% of the students chose "Exercised Courage", and 41.51% chose "Strengthened Team Spirit". It can be seen that the teaching mode of "pre-class speech" can make students learn more actively and actively in the pre-class stage. The middle stage of class can provide students with more exhibition opportunities, enhance students' ability to apply what they have learned, and increase students' ability of communication and expression. After-school stage also greatly improved students' academic performance.

4. ADVANTAGES AND DISADVANTAGES OF THE TEACHING MODE OF "PRE-CLASS SPEECH" IN LABOR ECONOMICS

Through the students' questionnaire survey results and interviews with some students, combined with the author's classroom observation and daily interaction with students during the teaching period, the application results of the "pre-class speech" teaching mode are comprehensively evaluated, and the advantages and disadvantages of this mode are as follows:

(1) "Pre-class speech" teaching mode application advantages

1) To a certain extent, it improves students' classroom learning efficiency

Because there is a "pre-class speech" before each class, it urges students to preview the content they want to study and give a speech, which improves students' learning efficiency to a certain extent. In the third part, from the investigation of the advantages of the "pre-class speech" teaching mode, it is known that 75.47% of the students think that the "pre-class speech" mode can enable them to have more time for autonomous learning and thinking. The "Pre-class Speech" class takes improving classroom efficiency as the starting point, and focuses on changing the passive receiving state of students in the past whole class, and changing students' passive receiving knowledge into active absorbing knowledge. The "pre-class speech" mode enables students to fully express themselves in a more open and relaxed environment, and share their experiences with other groups and students, which not only masters the course knowledge, but also exercises various abilities, and greatly improves the learning efficiency. Practice has also proved that "pre-class speech" has the concept of sharing, which is in line with the actual development of students. It not only improves students' classroom learning efficiency, but also greatly improves students' ability of collecting information, speaking and expressing and teamwork.

2) To a certain extent, the comprehensive quality of students has been improved

In the lecture stage of the "pre-class lecture" teaching mode class, because the teacher randomly selects one student from each team to give a speech, the team members must do a lot of preparatory work, including collecting various knowledge points, pictures and videos, etc., and also have to make PPT and conduct speech drills. In this process, the students' ability to collect information, practice, summarize and express orally has been greatly trained. Thereby improving students' skills and improving students' comprehensive quality unconsciously.

3) To some extent, the quality of education and teaching has been improved

Through one semester's teaching practice, from the final exam results, it is found that the average scores of Class 1 and Class 2 of Grade 18 Human Resource Management are 73.9, while the average scores of Class 1 and Class 2 of Grade 17 Human Resource Management without "pre-class lecture" teaching mode are only 69.8. Compared with the human resources management major of Grade 17, the average scores of Class 1 and Class 2 of Grade 18 increased by 4.1 points, and the excellent rate also increased by 5%. Under the condition that the teachers, class hours and teaching plans of teaching materials are unchanged, it is reasonable to think that the change of teaching effect is due to the adoption of the "pre-class speech" mode. From the third part of the survey, we know that "pre-class speech" stimulates students' participation and interest, and improves students' enthusiasm for

learning. During the interview, the students also mentioned the application of the teaching mode of "pre-class speech" in Labor Economics, which made the students feel certain pressure. However, it was precisely because of certain pressure that their team members worked closely together, actively carried out pre-class preparation, excavated and collected cases that met relevant knowledge points, and cooperated with each other to complete PPT production and speech, thus prompting students to become proactive. The teaching mode of "pre-class speech" focuses on guiding students to think about current hot issues from social life and enhancing students' ability to apply what they have learned. Some students also said that studying Labor Economics is very interesting and useful, and boring theories can often be connected with real cases, which will naturally become easy to accept.

(2) "Pre-class speech" teaching model deficiencies

1) There is a conflict between "pre-class speech" and teachers' teaching duration

The activity of "pre-class speech" itself needs to be completed within 5-7 minutes, but since the teacher has to evaluate and guide the contents shared by the students after the speech, it will take more than ten minutes. On the other hand, because there are many teaching tasks and the time is short, it will sometimes lead to the failure to complete the teaching tasks efficiently. The teaching mode of "pre-class speech" attaches great importance to students' participation. Sometimes, students want to give a full speech, but they are afraid that the classroom tasks will not be finished, and the situation of rushing to class will happen from time to time. Therefore, to deal with the contradiction between "pre-class speech" and the mastery of knowledge points in teaching materials needs further consideration.

2) The interaction of "pre-class speech" teaching mode is less

After the "pre-class speech", students will have an interactive process with their classmates, but due to various reasons, the interaction is still too little. The possible reasons are as follows: some students under the stage did not directly participate in the "pre-class speech", and they may just listen to the students on the stage, but did not think enough, which led to the students under the stage failing to ask in-depth questions; Some students didn't even listen carefully to the "pre-class speech" given by their classmates on the stage, and they knew little about the content of their speeches. Some students play mobile phones or do other errands directly in the "pre-class speech", and they simply don't know what the students on the stage are talking about. So, the students in the audience are not willing to communicate, which leads to insufficient interaction. Students in the audience are unwilling to communicate and interact with each other. In addition to actively encouraging and guiding students to correct their attitudes and improve their methods in class, teachers can collect the speeches of the group of

students who will give speeches one day in advance, and then prepare some topics that are not too difficult or too simple, so as to be targeted and enhance the accessibility and self-confidence of students in the audience. This is a place that must be considered in the future.

5. OPTIMIZATION OF THE TEACHING MODE OF "PRE-CLASS SPEECH" IN LABOR ECONOMICS

Any teaching mode has both advantages and disadvantages. How to reduce the disadvantages, optimize it under the guidance of certain teaching ideas and give full play to its advantages and effectiveness is the premise of the application of the teaching mode of "pre-class speech". Therefore, in order to give full play to the effect of the "pre-class speech" teaching mode, we put forward the following two optimization strategies, hoping to provide reference for other front-line teachers to use the "pre-class speech" teaching mode.

(1) The flexible use of "pre-class speech" teaching mode, to control the time section together

"Labor Economics" has only two classes a week, and only two small classes in one class, which is heavy in curriculum tasks and less in class hours. Therefore, teachers need to flexibly use the teaching mode of "pre-class speech" in class, and students' speech sharing links can be carried out according to the actual situation and the related contents of the course lectures, so as to achieve proper trade-offs. From the teaching practice of one semester, the sharing and evaluation of most cases of Labor Economics can hardly be finished in 8 minutes. Therefore, it is suggested that students can show teachers the contents of "pre-class speech" in advance, so that teachers can better grasp the core contents of the materials, so that teachers can better control the time and ask questions accurately, and improve the interaction efficiency with students in the course. In addition, students can be required to prepare before class, which not only saves time, but also leaves enough time for students to share "pre-class speech".

(2) The integration of teaching materials, creating efficient interaction

After a semester's practice of "pre-class speech" teaching mode, it is found that students have relatively little interaction after the end of "pre-class speech". To this end, first of all, teachers can ask students to preview relevant chapters in advance. Only by carefully previewing them in advance can we know what the content of the students' speeches on the stage is, give better answers to teachers' questions and achieve interaction. Secondly, teachers can provide some guidance to students through electronic means, and of course, they must set up some measures and means to urge students to preview, so that students can really preview and lay the foundation for realizing a virtuous circle of interaction. Thirdly, teachers can integrate the knowledge points of teaching materials, and when creating questions, students should get

answers from the teaching materials, so as to improve students' confidence in answering, stimulate students' enthusiasm and desire for answering, and finally improve the teaching effect.

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Innovation and Entrepreneurship Teaching Mode of Promoting Teaching and Learning Through Competition

Shanshan Hu^{1, 2}, Zhaogang Fu^{1, 2*}, Hongjun Zhang³, Jinxiang Liu³

¹ Business School, Lingnan Normal University, Zhanjiang, 524048, China;

² Guangdong Coastal Economic Belt Development Research Center, Lingnan Normal University, Zhanjiang, 524048, China;

³ School of innovation and Entrepreneurship Education, Lingnan Normal University, Zhanjiang, 524048, China

*Corresponding author.

Abstract: Teaching mode of "promoting teaching and learning through competition" can not only improve the innovation and innovation ability of undergraduate students, but also promote the improvement of teachers' teaching performance. By analyzing the connotation and characteristics of the teaching mode of "promoting learning and teaching through competition", this paper summarizes the shortcomings of undergraduate colleges in this teaching mode, and puts forward the practical path of implementing "promoting learning and teaching through competition", including adhering to talent training as the center, innovating the methods and ideas of industry education integration, and integrating with the construction of campus culture.

Keywords: Promoting learning by competition; Promoting teaching through competition; Innovation and entrepreneurship; Teaching model

1. INTRODUCTION

The combination of discipline competition and practical teaching, taking discipline competition as the carrier and starting point, can be an effective way to cultivate applied innovative talents. On the one hand, the subject competition improves students' professional awareness and skills for future work related to their major, on the other hand, it cultivates students' on-the-spot adaptability, so as to stimulate students to find problems, analyze problems, solve problems, reform and innovation, self-learning, and finally comprehensively improve students' comprehensive quality[1]. By participating in the organization and management of subject competitions, teachers can not only promote and supplement teachers' teaching level, but also effectively improve teachers' ability in event organization, evaluation and summarizing experience, and promote the improvement of teachers' comprehensive quality[2].

2. CONCEPT AND CHARACTERISTICS

(1) Concept

"Promoting learning and teaching through competition" as its name implies is to promote the improvement of students' academic level through competitions and competitions, and promote the

improvement of teachers' teaching level and teaching ability with the help of competitions and competitions. Some scholars believe that students stimulate their interest in learning by participating in various competitions, promote the formation of a good style of study, promote students' hands-on practice, practice and innovation of learning through competitions, promote teachers to carry out teaching research and improve teachers' teaching level and professional quality through organizing competitions. The teaching mode of "promoting learning through competition and promoting teaching through competition" aims to drive students to participate in various skill competitions at all levels under the guidance of professional teachers and enterprise masters, with project teaching as the guide, task teaching as the driving force, students' vocational skill training as the core, and combine the contents of the competitions with the contents of courses, enterprise production and experimental training, Promote students to accept the dual influence of campus culture and corporate culture[3].

(2) Characteristics

Pay attention to the improvement of students' professional and technical level and the cultivation of craftsman spirit. For ordinary undergraduate colleges, skill learning is the foundation of students' career. Skill competition is an important stage for students to learn independently, show themselves, and improve their professional ability and spirit. With the help of skill competition, students complete the transformation from student identity to professional person. Through the skill competition, the school strengthens students' awareness of rules, competition, unity and cooperation and innovation, so as to promote students to develop good professional morality and spirit and comprehensively improve their professional quality in the process of the competition. "Promoting learning and teaching through competition" promotes students from virtual learning scene to real training scene, and realizes the transformation from students to professionals. This teaching mode caters to the development requirements of contemporary higher education, gives full play to students' subjective initiative, stimulates students' potential, and trains a

group of high-quality technical and skilled talents for the country through competition.

Promote the improvement of double qualified teachers' professional quality and professional ability. Establishing a "double qualified" teacher team with rich teaching and practical experience to guide students' competition is the key to improve the level of competition students. Similarly, a high-level skill competition inevitably requires teachers with a high technical level to be competent for the competition task, that is, the innovation and entrepreneurship competition also urges teachers to constantly innovate ideas and methods and improve their professional quality and ability. In the process of "promoting learning and teaching through competition", it is required that instructors should design teaching projects and curriculum tasks according to the competition process, so that students can master the content and details of the competition curriculum, so as to improve the teaching quality.

Highlight the deep integration of teaching and learning. School enterprise cooperation and industry education integration have entered undergraduate colleges and universities and gradually become teaching characteristics. According to their own characteristics and talent training needs, colleges and universities should actively cooperate with qualified enterprises in talent training, technological innovation, employment and entrepreneurship, social services, cultural inheritance and so on[4]. Through school enterprise cooperation, students can move from classroom to factory workshop, from theory to practice, and from virtual teaching to real field, so as to realize the deep integration of professional education and enterprise production. "Promoting learning through competition and promoting teaching through competition" breaks the teaching concept of completely relying on classroom, books and teachers in traditional teaching, and emphasizes the combination of professional theoretical knowledge and industrial practice content, so that students can learn knowledge in the competition and understand the industrial production and operation environment in the competition[5].

3. EXISTING SHORT BOARD

(1) Lack of correct understanding of innovation and Entrepreneurship Education

Innovation and entrepreneurship education should not only stay in form, but should be effectively put into practice. Innovation and entrepreneurship education is not the work of administrative functional departments. There must be a long-term and effective innovation and entrepreneurship education plan. In the process of applying for projects, it often becomes the leading department to distribute work in the way of assignment, resulting in that all branches and departments can not make full use of various resources of colleges and universities. The participating projects also remain in the situation that only quantity can not guarantee quality, and the participating projects can not obtain

good results due to lack of competitiveness.

(2) Lack of awareness of in-depth cooperation between schools and enterprises

Through the concept of "Internet plus" award, there are not many projects in school enterprise cooperation. Most of our school entries are creative groups, which only stay in the creative stage, and have not been effectively put into practice. Through school enterprise cooperation, we can effectively make up for the lack of innovation and entrepreneurship experience and capital of our instructors. School enterprise cooperation must be a win-win choice for innovation and entrepreneurship education and enterprise development. The development of innovation and entrepreneurship education needs to optimize the allocation of various educational resources between schools and enterprises, and improve the innovation and entrepreneurship education system.

(3) Positioning of talent training objectives is not accurate enough

On the one hand, most of the talent training modes of cooperation between schools and enterprises still stay in the stage of order training. On the other hand, the proportion of courses of innovation and entrepreneurship education is relatively low, and the teaching links of practical training are not reasonable enough or even can not really meet the requirements of talent training program. These constitute the adverse reasons for the cultivation of College Students' innovation and entrepreneurship ability. To some extent, the quality of talent training is divorced from social needs.

(4) Level of tutors can not meet the requirements of innovation and entrepreneurship education

The guidance of innovation and entrepreneurship instructors for participating in Internet competitions is more the way of accepting tasks or the need of professional title evaluation, rather than actively and consciously selecting projects for guidance. Although our university has adopted an incentive mechanism for entrepreneurship instructors, the project is not progressing smoothly, so it is difficult to have competitive projects, and there are only sporadic projects every year. Won the Guangdong Provincial Competition Award, so the current level of entrepreneurship tutors is far from meeting the needs of students' innovation and entrepreneurship education in Lingnan Normal University.

4. IMPLEMENTATION PATH

(1) Innovating the ways and ideas of industry education integration

First of all, our university should adhere to the operation mode of integration of industry and education, innovation and integration of industry and education, accurately meet the talent needs of Guangdong-Hong Kong-Macao Greater Bay Area and western Guangdong, improve the University's ability to transform and upgrade the service industry, so as to form a community of destiny for undergraduate

colleges and industry enterprises. We should promote "school in enterprise" and "enterprise in school" And other joint school running modes, so as to transform students' theories into practice and master real professional technology. Let students go deep into the production process through practical training in enterprises, master the key technologies and strive for excellence. Professional teachers often go deep into the front line of enterprises and the field to implement vocational and technical education and enterprise culture education for students, so as to improve students' entrepreneurial skills and innovation Secondly, professional courses are combined with training bases. Schools and enterprises jointly build professional training bases, and professional teachers go deep into the training bases. With the help of the strength and resources of the teachers in the training bases, the two sides work together to cultivate students' technical skills, so that students' professional skills can meet the production requirements of enterprises through special exercises, training and simulation competitions, Build a platform for horticulture teaching and cooperative education with social resources. Combine the production field of modern agricultural industrial chain with the student training room, fully implement the strategy of combining agronomy and realize "double subjects" Coordinate talent training, adhere to the integration of industry and education, combine education and training, promote learning through competition, and implement the unity of knowledge and practice. Finally, establish a school enterprise cooperative Industry Research Institute. Starting from the admission of students, enterprise experts and professional teachers carry out targeted teaching projects according to the competition requirements to reserve talents for the competition. Both schools and enterprises can also adopt informatization and science and technology Technology development virtual competition, simulation competition, simulation site, competition procedures, evaluation criteria, etc. both schools and enterprises take talent training and technological innovation as the link to establish long-term bases for talent training, practice and training, innovation and entrepreneurship, science and technology services, etc.

(2) Adhere to talent training as the center

The scale of higher education in China and the number of graduates per year have ranked first in the world, but the expansion of scale does not mean the growth of quality and efficiency. Taking the road of connotative development is the only way for the development of higher education in China. High quality development has become one of the key factors for the development of higher education in China, and the core competitiveness of colleges and universities is increasingly reflected in the quality of talent training. Improving talents Training quality requires efforts in the following aspects: first, strengthen the construction

and ability improvement of teachers, and improve teachers' professional and technical level and education and teaching ability. Second, strengthen the construction of courses and teaching materials. The core task of the construction of professional groups is to reconstruct the curriculum system based on professional groups. Third, create a "comparison, learning, catching up, helping and Surpassing" Skill competition atmosphere: promote teaching through competition, set each module and loose leaf content in teaching as a competition project, and build a "full coverage of school competition, first-class competition in provincial competition and medal winning in national competition" The three-level competition mechanism of competition and intensive training has brought the exchange of technical skills and broken the traditional technical fence between colleges and universities, between colleges and enterprises, between domestic and foreign countries.

(3) Adhere to the integration with the construction of campus culture

Campus culture is the spiritual force to promote the improvement of teaching quality and the growth of students. Undergraduate schools should give better play to "promoting learning and teaching through competition" The educational function of college students should create a campus cultural atmosphere of innovation and entrepreneurship. First, competition projects participated by professional teachers should be held regularly to promote the improvement of teachers' professional and technical level. Second, competition activities should be organized with the help of College Students' community activities and interest groups to combine professional courses with second classroom activities. Third, the improvement of professional skills should start from freshmen, cultivate their professional enthusiasm from the beginning of enrollment, take the excellent achievements of previous students in competition activities as the incentive, play the role of demonstration, guidance, transmission, help and guidance, and lay the foundation for the cultivation of professional and technical talents. Fourth, through the campus cultural activity platform, organize students to compete around a project and a task, set awards and cultivate students Students' professional interests, reserve talents for later provincial competitions, national competitions and even world competitions.

5. CONCLUSION

At present, nearly 90% of colleges and universities in Guangdong Province have established innovation and entrepreneurship education departments, which effectively connect students, colleges and enterprises, and effectively promote the development of innovation and entrepreneurship education in Colleges and universities. With the increasing proportion of ordinary undergraduate colleges and Universities Participating in various types of innovation and entrepreneurship competitions, "competition promotes teaching and learning" The construction of innovative

entrepreneurship teaching model has certain practical significance, which has become the standard to measure college students' professional skills and test teachers' teaching quality, and it is also an effective means to improve the level of education and teaching.

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On the Core Competencies of Foreign Language Programs in the Age of Globalization

Shuying Chen¹, Changbao Li¹, Lian Zhang^{2,*}

¹School of Foreign Languages, Zhejiang University of Finance and Economics, Hangzhou, China;

²Discipline Examination and Supervision Department, Zhejiang University of Finance and Economics, Hangzhou, China

*Corresponding author.

Abstract: The advent of globalization and speedup of national strategy transformation signify that foreign language education planning has become a concern of the Chinese foreign language academia. Based on the analysis of the current plight and challenges for the foreign language programs such as the impact of AI and big data on foreign language education, the influence of the instrumental view, as well as the homogeneity of talent cultivation and absence of critical thinking, this paper first specifies that rather than a worrisome prospect, the foreign language programs embrace both challenges and opportunities in the age of China's growing role in the world stage and at the time of the country's implementing its strategy of "Chinese Culture Going Global". The paper then probes into the core competencies of the foreign language programs regarding such five aspects as top professional faculty, an integrated disciplinary knowledge system, a distinct talent cultivation mode according to its university characteristics and local conditions, a global competence orientation, and a painstaking effort to develop students' four abilities.

Key words: Age of globalization; Foreign language programs; Plight and challenges; Core Competencies

1. INTRODUCTION

With the accelerated pace of national strategy transformation, foreign language education planning has become a concern of the Chinese foreign language academia. In the past 40 years of reform and opening up, foreign language environment has undergone tremendous changes, and foreign language education comes to an important intersection: The development and planning of undergraduate foreign language programs in China under the "Belt and Road" Initiative and the concept of building a community with a shared future for mankind. In the context of globalization, the improvement of foreign language proficiency of Chinese citizens has posed an unprecedented challenge to undergraduate departments of foreign languages, as published in *WEN HUI BAO* on November 6, 2018, the article "Is English Program 'a Program without Conscience'?" The Scholar of Fudan University: Seriously Ill" stirred up the academia and many verbally attacked Cai Jigang's (the scholar of the

prestigious Fudan University in China) "a Program without Conscience" remark about English program, and defended for it and examined it in order to diagnose and cure the so-called "problems" of English program"^[1], and at the same time, it has triggered their reflection on the core competencies of foreign language programs in a time of promoting new liberal arts: Whether to shift to integrated and interdisciplinary development, or adhere to the nature of programs? This paper intends to explore the core competencies of foreign language programs from the plight and challenges faced by foreign language programs in the era of globalization.

2. THE PLIGHT AND CHALLENGES ENCOUNTERED BY FOREIGN LANGUAGE PROGRAMS

Recent years have witnessed the frequent occurrence of foreign language programs on the list of "red cards" based on college students' employment surveys. Some were merged, others were even canceled. The prospect of foreign language programs is worrisome and teachers are stressed out. Over the years, foreign language programs seem to have been largely kidnapped by marketization, low-end and instrumentalization^[2], resulting in the lack of highly competent graduates. The current dilemmas and challenges faced by foreign language programs are listed below.

2.1 Impact of Artificial Intelligence and Big Data on Foreign Language Education

The evolution of human knowledge has advanced at an accelerated pace, and the artificial intelligence technology built on big data processing has also entered a period of sudden acceleration and even technological explosion. The rapid development of artificial intelligence and big data has brought about great changes to foreign language education. The artificial intelligence technology of iFLYTEK can review bundles of foreign language essays, and the data structuring technology can collect students' answer sheets and assignment data, and then compile them into computers and analyze them, assisting students to organize their notes and identify problems in learning. Data-driven personalized teaching resources make great contribution to students' effective learning,

allowing for around-the-clock, cross-temporal interaction between teachers and students, students and students, and between school administrators and teachers-students. Teachers can adjust their lectures by tailoring their teaching to learning. And students' listening and speaking skills can be trained and measured through backend technology. With the support of big data, the learning system can diagnose students' learning problems and accordingly push personalized learning resources to them. In such an educational environment, traditional foreign language education runs into great challenges. Teaching content, teaching mode, teaching methods and teachers' identity are to be scrutinized by the new era.

The use of big data and language intelligence technologies to optimize language teaching and reshape language learning has been widely discussed nowadays. The role of foreign language teachers in the educational AI era has become an inevitable and sensitive topic. Teachers are no longer the sole possessors and providers of knowledge, but the classroom organizers and the learning guides^[3]. In 2016, Academician Li Deyi delivered a keynote speech entitled *Research and Practice of Interactive Cognition* at the Third China Language Intelligence Conference and Symposium on the Application of Big Data in Foreign Language Teaching and Research in Beijing. He pointed out that the essence of education is interaction, and cloud computing and big data have not only made artificial intelligence, but also made the immediacy of "teaching" and "learning", personalized feedback and effective communication come true through interactive cognitive means such as MOOCs, microlecture, flipped classroom and individualized teaching. The role of teachers is gradually transformed into coaches^[4]. Big data can help teachers teach with precision, just like doctors. The forthcoming talent cultivation will have a close connection with AI, which not only changes the ecological environment of education and influences education form, but also changes teachers' identity and teacher-student relationship. The era of educational AI is a boon for foreign language students, as some repetitive language skill drills can be realized with the help of intelligent robots. But for foreign language educators, this will undoubtedly be a great challenge. Therefore teachers must adjust their teaching mode, teaching method, teaching attitude and even knowledge composition, while teachers without creativity will be replaced or eliminated.

Meanwhile, tailored materials based on big data and the Web will take the place of same teaching materials for all students. With big data, the possibility of tailored, targeted, multimodal teaching materials replacing the current uniformed and non-individualized ones is growing. Individualized teaching and assessment will be the trend in the information age. The lack of class hours, in-class interaction and practical training under the traditional

teaching mode can be effectively compensated by the big data system, the temporal and spatial limitations of foreign language teaching will be broken, and in-class teacher-instructed learning and out-of-class autonomous learning, online and offline learning, input and output will be well integrated^{[5][6]}.

2.2 Influence of Instrumental Orientation of Foreign Language Education

With the advances of artificial intelligence, the plight of foreign language programs owes much to the controversies in academia about their instrumental and humanistic nature, and is also related to people's misconceptions about foreign language programs and foreign language teaching. Over the years, the development of foreign language programs has been influenced by the pragmatic and utilitarian approaches, leading to the view that professional foreign language education merely provides an instrument for communicative purposes. As a result, both professionals and outsiders are confused about the status and attributes of foreign language programs as a discipline, and mistake language learning for disciplinary knowledge learning.

The instrumental view of foreign language education leads to varying stages concerning education policies and educational planning over the years. In 1998, the Ministry of Education issued the *Opinions on Undergraduate Education Reform of Foreign Languages in the 21st Century*, which pointed out that foreign language is a skill and a carrier, foreign language programs can only be formed when they are combined with another program. *The Syllabus for English Program in Higher Education* issued in 2000 then put forward the goal of cultivating interdisciplinary talents for English program. Thus English program has entered the exploration stage of "English + X" (X refers to another program) since then. It is generally accepted that English is a skill for all and a basic skill for English majors, but English program is not just about such skills as listening, speaking, reading and writing, nor simply imparting knowledge, but to study the human history, social culture, and politics carried by the language as the ultimate goal through the use of English^[7]. Under technological globalization, if a foreign language program is only a tool or a vehicle, it is not far from the time when teachers will be replaced by robots. The discipline of foreign language and literature, in its essence, is subordinate to the humanities^[8], and the essence of foreign language education is humanistic education, and the education of values, worldviews, and emotions is not something that can be replaced by robots, nor is it just a graft for other programs.

2.3 Homogeneity of Talent Cultivation and Absence of Critical Thinking

The 40 years of reform and opening up have not only promoted foreign language education in China, but also greatly enhanced the status of it in China. In 2015, taking English as an example, more than one thousand

colleges and universities in China had English program, with a total enrollment of more than 600, 000 students, and about 200, 000 English graduates every year^[9]. In 2019, there were 1, 376 English programs, making it the largest undergraduate program in China^[10]. Foreign language programs are homogenized in program design and talent cultivation due to the high proliferation, which affects the quality of overall talent cultivation. According to Cai Jigang, English program is currently unable to cultivate interdisciplinary high-quality foreign language graduates that meet the needs of the country and society, and the focus of English program should shift from cultivating students who are language and literature-oriented, literary and cultural translation-oriented to English for specific purposes, and nurture international interdisciplinary talents in short supply in China. There is no denying that English program has its problems in the process of talent cultivation, however, as Zheng Jun and Lin Dajin argued, no unified measurement can be used to measure the needs of English majors in different types of colleges and universities, and even low-end English program can meet the low-end needs of students^[11], because not all of the schools and departments across the country are capable of fostering interdisciplinary high-end foreign language talents. Although homogeneity of talent cultivation in foreign language programs is the fundamental issue, solutions to the plight are amongst others integrating regional characteristics, relying on disciplinary advantages of colleges and universities, highlighting talent cultivation features, and improving the quality as well. Another prominent problem for foreign language programs is students' weakness in critical thinking ability. Wang Yinquan pointed out that one severe problem of foreign language education in China is neglecting the development of students' critical thinking and innovative ability^[12]. Many scholars hold the same view that for a long time, the foreign language talent cultivation mode has placed too much emphasis on skill training and neglected the development of students' independent thinking ability, and students' critical thinking ability is weak^{[13][14]}. Students' lack of independent learning ability and low innovative ability, and their habit of passively receiving knowledge lead to the absence of critical thinking. Although the foreign language academia has been actively developing students' critical thinking ability and innovative thinking ability in the past decade, little effect has been made. It is necessary to seek solutions to the fundamental problem, otherwise foreign language graduates are due to be less competitive in the job market and lack the ability of comprehensive analysis in the workplace, making it difficult for them to have innovation awareness and creative achievements^[15].

3. THE PROSPECT OF FOREIGN LANGUAGE PROGRAMS

In the age of globalization, university graduates should not only have employability but also global mobility.

Proficiency in language use, interdisciplinary expertise and global network are the necessary qualities for competent talents in the job market^[16]. Colleges and universities have been undertaking the responsibilities of developing students' employment skills in society. Owing to the increasingly frequent intercultural communication and economic globalization, the ability to adapt quickly to the workplace relies heavily on graduates' foreign language skills, which on the one hand help them communicate with colleagues in their professional field without barriers, and on the other hand their mobility and employability are thus enhanced accordingly. Most Europeans believe that it is important to have knowledge of foreign languages, especially English^[17], and that the foreign language skills of employees can be profitable for companies in the global labor market. The close bond between language policy and national economic development has also been certified by a number of scholars^{[18][19][20]}. Whether future employees are capable of using global language for communication in their professional field has become an important consideration in the recruitment of employees by employers^[16]. The interdisciplinary development of foreign languages has been the trend, and language plays a crucial role in international business activities and is a barrier that enterprises must overcome in the process of implementing globalization strategies. Especially under the "Belt and Road" Initiative, language and cross-cultural communication have become inevitable issues for Chinese enterprises when they "Go Global". However, statistics based on the 2015 China General Social Survey (CGSS) show that, 0.8% and 0.7% of people respectively said that their English listening and speaking skills were very good, while as many as 69.6% said they could not understand at all and 71.9% could not speak^[21]. It is evident that when it comes to foreign language proficiency, Chinese citizens have difficulty in meeting the requirements of language services in the new era. With regard to the current college English courses for non-English majors in Chinese universities, some are designed to drill students' basic English skills and others are academic English courses and courses to enhance their intercultural communication with a total of 8-12 credit hours; many bilingual courses are taught in Chinese based on English textbooks. In other words, most of the non-English graduates in China have not yet reached the English level of using global language to communicate without obstacles in the workplace and cannot meet the language requirements of the industry. Professional foreign language education on the contrary provides an effective solution to alleviate the situation. In terms of their employment distribution, except for 5% of English graduates in Shanghai who continue to pursue a master's degree in English language and literature or English education, the rest work in banking, securities, marketing, and other industries^[19].

According to the 2019 English Program Career Development Outlook Report, with the accelerated internationalization of China, the market demand for English talents is increasing daily. The rapid development of English training institutions and the boom of overseas talents returning to China have much impact on English program, whereas challenges and opportunities coexist. In light of career distribution, the five major occupations of education or language training, sales operations, trading, administration and logistics, and secretariat encompassed more than 50% of the graduates. Due to their strengths in language, English graduates have a relatively wide range of employment scope, and their career mobility is relatively high, with an average job-hopping time of 2.65 years. The cross-industry employability and occupational mobility of English graduates highlight the employment universality of English program talent cultivation specifications, and English graduates are secure in the job market^[22], which otherwise provides an idea of diversified development for English program. With the formulation, promulgation and implementation of the *National Teaching Quality Standards for Undergraduate Programs in Higher Education (Foreign Languages and Literature)* (henceforth *National Standards*), especially *Opinions on the Development and Implementation of New Liberal Arts* proposed, foreign language programs are undoubtedly a sustainable discipline that “can play a unique and vital role in the implementation of the national strategic goal of ‘Chinese Culture Going Global’, telling China’s stories and correcting the ‘demonized’ portrayal of China in international mainstream media in foreign languages, thus reconstructing the national image of China.”^[23]

4. THE CORE COMPETENCIES OF FOREIGN LANGUAGE PROGRAMS

Foreign language programs have received much criticism and reproaches, but the status of foreign languages is still unshakable. China is moving closer to the center of the world stage than ever before, and there is no doubt that the development of foreign language education contributes to the construction of national image and the enhancement of strategic position. Foreign languages are still the best vehicle to tell China’s stories, to be a great power in the international community, to make Chinese culture “Go Global”, to make the international communication of Chinese humanities more influential, and to make China’s voice heard in international academic exchanges. In the the historical turning period, such national projects as the establishment of “Double First-class” universities and “Double First-class” disciplines, the implementation of “Double Ten Thousand Courses Program” (accreditation of 10000 national and 10000 provincial first-class undergraduate programs between 2019 and 2021) and the *National Standards*, and the introduction of “Golden Courses” (high-quality courses) have provided new opportunities for the development of

foreign language programs. Sustainable development of foreign language and literature discipline lies in their core competencies that are different from other programs and disciplines, and take a new path that meets the needs of national development.

4.1 Cultivation of First-class Teaching Faculty

In the process of the national “Double Ten Thousand Courses Program” for the construction of first-class undergraduate programs, further optimizing the faculty structure and cultivating first-class teaching faculty are the prerequisites for the development of foreign language programs in the era of globalization. Faculty development is the key to the implementation of the “Double Ten Thousand Courses Program” for the construction of first-class courses, because faculty members are always the crucial element for colleges and universities to enhance their talent cultivation ability^[10]. The aims of foreign language learning are “introducing to” on the one hand and “going out” on the other. Top foreign language learners in ancient and modern times home and abroad not only have solid cultural knowledge of their mother tongues, but also brilliant cultural literacy in foreign languages^[24]. How China embraces the world with cultural confidence and diplomatic confidence in the new historical period depends on the teaching faculty, in case that students should lack of global vision.

First of all, establishment of high-level and diversified teaching faculty. High-level and diversified faculty, proficient in bilingualism and biculturalism, professional in foreign linguistics or literature and cultural theories lay foundation for enhancing the core competencies of foreign language programs. At a time when the cultivation of foreign language talents is shifting from instrument and skills orientation to humanities, liberal arts, innovation and inter-disciplines orientation, the construction of comprehensive foreign language disciplinary knowledge system depends on the establishment of first-class teaching faculty, as Qu Weiguo and Chen Liufang argue that faculty structure and their systematic knowledge play an important role in building systematic knowledge of undergraduate programs^[1]. These fields of study, such as foreign language and literature, translation, comparative linguistics, comparative literature and culture, are important features that distinguish them from other disciplines and are the basis of the core competencies of foreign language and literature discipline^[25]. The key to enhancing the core competencies of foreign language and literature discipline is having a team of faculty that are proficient in foreign language and literature, cultural and linguistic theories, with an appropriate structure and high teaching and research capabilities^[25]. Especially in the age of globalization, it is necessary to cultivate a group of interdisciplinary teaching staff with professional knowledge and disciplinary training background so as to build an interdisciplinary platform for students who graduate

with interdisciplinary knowledge and competitive advantages.

Second, internationalization of the teaching faculty. Foreign language faculty with global competence have an irreplaceable role in promoting Chinese and foreign exchanges in humanities and enhancing China's international image under globalization. Faculty with international background not only help students improve their international communication skills, but also provide a solid guarantee for cultivating students' international competitiveness. However, the internationalization of faculty is a long-term and systematic project, which needs to be in line with international standards in many aspects such as teaching philosophy, curricula and courses, teaching materials and methods, teaching reform and innovative measures.

Third, enhancement of faculty's information technology literacy. The deep integration of information technology and foreign language education is a trend of foreign language teachers' professional development^[26]. In 2018, the Ministry of Education launched a pilot project on AI's assistance in teaching faculty development. Modern information technology has been involved in foreign language education in all aspects, and "Internet+education", an integration of online and offline blended teaching and learning has been a routine practice. Under this circumstance, only by improving teachers' information technology literacy, reconstructing the teaching system and teaching mode, and promoting changes in teaching and learning methods, can we innovate the talent cultivation mode and can teachers give full play in intelligent teaching ecosystem to improve the teaching and learning effect.

4.2 Possession of a Complete Disciplinary Knowledge System

Foreign language education is language education that pursues the integration and unification of instrumental and humanistic values^{[27][28]}. Taking English as an example, English, as a language, is the carrier of culture and has a humanistic nature; as a medium of communication, it has an instrumental nature. The two natures united constitute the basic attributes of English program^[29]. Nevertheless, foreign language programs essentially belong to humanities. There emerged a group of outstanding foreign language scholars who were proficient in both Chinese and Western languages in Tsinghua University and Southwestern Union University before the founding of the PRC. The successful experience of those scholars was that they "adhered to the humanistic nature of foreign language education, focused on humanistic education, and combined liberal education with professional education, instead of narrowly taking foreign language programs as programs that offer foreign language learning courses and language skills training." Mistaking language learning for professional learning, language ability for professional ability, and taking

language skills training as the goal of talent cultivation have led to the misconception both inside and outside the academia that English program is a program to learn English and English is a tool^[30]. As Qu Weiguo and Chen Liufang pointed out, English program at the undergraduate level provides students with systematic knowledge as its ultimate goal, and the core of tertiary learning is not language skills but the cultivation of students' comprehensive academic abilities^[1]. Therefore, in a narrow sense, knowledge system refers to the form, the amount of content and the selection of knowledge. *The National Standards* specify the requirements of the knowledge system: Students of foreign language programs should master knowledge of foreign languages and literature, country and area knowledge, be familiar with Chinese language and cultural knowledge, know about relevant disciplinary knowledge and basic knowledge of humanities, social sciences and natural sciences, forming an interdisciplinary knowledge structure with their own disciplinary characteristics. *The National Standards* set higher standards for the breadth and depth of knowledge for students of foreign language programs, requiring them not only to master language knowledge and foreign literature knowledge, but also to understand the history and current situation of the target countries and China itself, forming an interdisciplinary knowledge structure with special features.

In the upsurge of globalization, foreign language talent cultivation should be multidisciplinary and interdisciplinary, and promote the overall improvement of students' qualities and abilities. Instead of considering foreign language learning to be language skills training, the cultivation of foreign language talents featured by "a foreign language + X", is to nurture interdisciplinary foreign language professionals who are proficient in foreign language, literature and culture, and master knowledge and skills of a related program, reflecting the interdisciplinary intersection, especially the intermingling of arts and science in the knowledge structure^[31]. Therefore, the only way out for foreign language programs is to adhere to the nature of the discipline, abandon the teaching philosophy and talent cultivation goals that are language skills-oriented, and break the barriers between traditional liberal arts and other disciplines, so that their graduates can be competitive in the job market with profound humanistic literacy, outstanding critical thinking ability and innovative ability.

4.3 Formation of Distinct Talent Cultivation Modes with Regional Features and University Characteristics

Since the reform and opening up, the foreign language academia has been exploring new talent cultivation modes, from skill-based, communication and interdiscipline-based to the recent integrated foreign language talents. The proposed integrated foreign language talent cultivation mode is to achieve the integration of five dimensions, namely, the integration

of language skills and specialized knowledge, the integration of language knowledge learning and culture experience, the integration of quality education and innovation and entrepreneurship education, the integration of internationalization and localization, and the integration of innovation ability and global competence^[12]. With the increasing globalization of knowledge, human knowledge structure will always be challenged, and only graduates who grow up in the environment of innovative talent cultivation can have sustainable development ability, and adapt to changes in social needs. The demand for foreign language graduates in the society is diversified and multi-leveled, and graduates from many comprehensive universities, normal universities and specialized colleges compete with those who graduate from international studies universities. No one standard can be used to measure all foreign language programs, and no one talent cultivation specification can meet the needs of the society. Therefore, based on the humanistic nature of foreign language programs, each university should develop a distinct talent cultivation mode of their own according to the local conditions.

In the past two or three decades, many universities' foreign language programs have taken the path of diversified development to highlight their program characteristics: Either to return to the humanistic nature of foreign language and literature discipline and devote themselves to cultivating high-end talents; or to lay emphasis on nurturing application-oriented or interdisciplinary talents. Following this way of thinking, international studies universities, top comprehensive universities and "double first-class" colleges and universities can devote themselves to cultivating high-end foreign language talents and multilingual talents; colleges and universities of science and technology, agriculture and forestry, finance and economics can take advantage of interdisciplinary resources to foster interdisciplinary talents by offering students minor or elective foreign language courses; normal universities and average comprehensive institutions can nurture would-be teachers of foreign languages based on their characteristics to satisfy diversified needs^[32]. "One university, one policy"^[11] or individualized university standards^[33] is the right development approach for foreign language programs to meet the national needs under *the National Standards*. Each college or university can set up its distinct talent cultivation mode with regional features and institution characteristics in line with national demands and economic development needs. Thus, homogeneous talent cultivation can be avoided, and solid foundation can be laid for distinctive development^[22]. Professionals and interdisciplinary foreign language graduates with relevant professional knowledge who have solid basic foreign language skills, specialized knowledge and ability can be nurtured to meet the needs of China's foreign exchanges, national and local economic and social

development, various foreign-related industries, foreign language education and academic research.

4.4 Development of Global Competence

Foreign language education should attach its importance to the awareness of building a community with a shared future for mankind, and young people under globalization should be equipped with global competence^[27]. One of the talent cultivation goals for the sustainable development of foreign language programs is fostering students with global competence. Global competence is an important dimension of the key competences of learners in the 21st century. The competence framework for knowledge society in the 21st century implemented by the world's major international organizations and several countries and regions has taken it as an important dimension of education policy. The general framework of *Core Competences for Student Development in China*, commissioned by the Ministry of Education and developed by Beijing Normal University, also includes international understanding as an important dimension. Global competence has been placed in the framework of core competences by organizations and countries in face of opportunities and challenges brought about by globalization and technological development. It includes such elements as knowledge, skills, attitudes, values, and actions, with a progressive hierarchy among them^[34]. Global competence of foreign language students should contain three main qualities, namely, familiarity with China's realities and political conditions, a global vision and cross-cultural communication skills, and international knowledge for global governance^[35].

Core competencies in the 21st century for citizens require that colleges and universities educate students with cross-cultural and international understanding, critical thinking, creativity and problem-solving skills. Sun Youzhong pointed out that contemporary China needs high-level international talents with cross-cultural competence more than any other time in history^[36]. In 2016, General Secretary of China emphasized at the seminar on the changes of global governance system that to participate in global governance, a large number of professionals with a global vision are needed who are familiar with the Party and international policies, international rules, understand our national conditions, proficient in foreign languages and excelled in international negotiations. His speech identified the direction for the cultivation of foreign language talents. *The National Medium and Long-term Education Reform and Development Plan (2010-2020)* stated that in order to meet the requirements of economic and social opening up, it is necessary to foster a large number of international talents with a global vision, proficient in international rules, who can participate in international affairs and international competition. As the interaction and exchanges between China and the international community is increasingly frequent, it is urgent to

cultivate professionals with global competence. Therefore, foreign language programs should accelerate the cultivation of high-end professionals with global competence to meet the national development strategies.

4.5 Development of Students' Four Abilities

Along with the globalization of the world, the development of higher education is showing a distinct international trend. The innovation of talent cultivation mode in the 21st century should be student-centered. "The new era expects much higher from our students than the past, and their characters, qualities and abilities make a big difference in learning"^[37]. Apart from developing students' foreign language and cross-cultural communication skills, more attention should be paid to students' learning ability, critical thinking ability, social practice ability and innovation ability, reflecting the concept of "whole-person" education. There are three major changes in tertiary student-oriented education, the first of which is the shift from knowledge imparting to ability development^[38], which is one of the requirements of talent cultivation specifications and the most fundamental issue in terms of deepening the reform of foreign language education and teaching. Mei Deming argued that foreign language education should develop learners' core competencies that can be integrated, internalized, transferable and re-configurable, while learning ability is a prerequisite for human development, which interweaves with language ability, cultural awareness and critical thinking in foreign language learning, harmoniously develops to promote the comprehensive development of foreign language learners^[27]. The "whole-person" education in the new era focuses on the construction of students' knowledge and ability structures on the one hand, on the other hand respects students' individual development and improves their practical ability, critical thinking and innovative abilities^[39].

The demand for talents and the job market have changed in a globalized world, and only students with comprehensive abilities can successfully enter into the society and embrace lifelong sustainable development ability. At present, Beijing Foreign Studies University has set up English-French bilingual International Organization and Global Governance experimental classes, which provides an integrated high-quality educational resources at home and abroad, and implements a multilingual and interdisciplinary cultivation mode; Tsinghua University provides students with a disciplinary platform, a humanity platform and an international platform, setting up courses about language abilities, professional qualities and humanistic heritage; Zhejiang University launched its International Organization Elite Talent Cultivation Program in 2015 and has introduced a series of reforms, enhanced the pace and strengths of the cultivation of interdisciplinary and internationalized professionals. It established the Global Governance Association, and

set up a special fund for international organization talent cultivation to encourage students to participate in internship practice in international organizations. These institutions have been at the forefront of foreign language education reform, innovating talent cultivation modes, integrating the nurturing of students' international perspectives and social practice skills in their teaching contents, enhancing students' global governance capabilities, and improving students' sense of responsibility and critical thinking abilities. Under the guidance of *the National Standards*, building a scientific and reasonable practical teaching system will be a forceful guarantee for practical education, and cultivating students' exploratory learning ability, critical thinking ability and innovation ability is the call of the time to implement the Party's education policy of comprehensively implementing quality education and promoting students' all-round development.

5. CONCLUSION

With the increasing international influence of China and the comprehensively promoted exchanges between China and other countries, it is necessary to enhance the core competencies of foreign language programs, in order to further promote the international communication ability and humanity exchanges, tell China's stories, show the real and comprehensive China, and improve the national cultural soft power. Although the development of foreign language programs are encountered with difficulties and challenges, opportunities and challenges coexist in a time of national strategic transformation and upgrading. It is crucial to establish a complete disciplinary knowledge system based on the humanistic nature of the discipline and first-class teaching faculty. Under the guidance of *the National Standards*, develop distinct talent cultivation modes with regional features and university characteristics, focus on cultivating students' global competence, and develop students' learning ability, critical thinking ability, social practice ability and innovation ability.

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Research on Cultivation of College Students' Innovative and Entrepreneurial Quality Based on an Exploratory Study of Inheritance of Fujian Merchants Spirit

Jian Lin, Mengjiao Shi

County Development Research Center, Quanzhou Vocational and Technical University, Jinjiang, 362000, China

Abstract: As the spirit of Fujian merchants provides a direction for the cultivation of innovative and entrepreneurial qualities of university students in Fujian Province, the coupling mechanism between the inheritance of the spirit of Fujian merchants and the cultivation of mass entrepreneurship and innovation qualities is analyzed in depth based on the grounded theory research method and technical route. The results show that the spirit of Fujian merchants plays an important role in enriching the knowledge, improving the skills and establishing the attitude of mass entrepreneurship and innovation. Subject to the influence of the resources, courses, activities and atmosphere of the mass entrepreneurship and innovation, to give full play to the guiding role of the spirit of Fujian merchants in the quality of mass entrepreneurship and innovation of college students, it is necessary to improve the service system of mass entrepreneurship and innovation by the government, integrate enterprises with the construction of the integration of production and education, and improve the multi-dimensional approach of the mass entrepreneurship and innovation education model in colleges and universities. The research can not only enrich the theoretical research on the mass entrepreneurship and innovation education and the culture of Fujian merchants, but also provide practical reference for improving the quality of vocational education.

Keywords: The spirit of Fujian merchants; Innovation and entrepreneurship; Vocational education

1. DESCRIPTION OF PROBLEM

Building a high-quality team of innovative and entrepreneurial talents is an urgent need to promote the structural reform of the supply side of human resources, which is of great significance to comprehensively improve the quality of education, expand employment and entrepreneurship, promote economic transformation and upgrading, and foster new kinetic energy for economic development under the new situation. In March 2021, the *14th Five-Year Plan and the Outline of Vision 2035* issued by the Chinese government made important arrangements for "carrying forward and developing China's excellent traditional culture through innovation" and

"optimizing, innovating and creating ecology". As Fujian merchants are a merchant group with long history, deep foundation and strong marine personality in China's business culture^[1], exploring the coupling mechanism between Fujian merchants' spirit and the cultivation of Fujian college students' innovative quality based on the inheritance and innovation of Fujian merchants' culture is not only an effective means to enhance the confidence of China's marine culture, but also an important way for the connotative development of innovation and entrepreneurship education, and it is also a path reference for improving the quality of vocational education in Fujian Province.

2. THEORETICAL BASIS

Entrepreneurship culture is the core of innovation and entrepreneurship ecosystem^[2], and entrepreneurship education and training can effectively improve the quality of human capital and create more and better entrepreneurs^[3]. According to the *Declaration of Fujian Merchants*, the culture of Fujian Merchants "originated from Han and Tang Dynasties, flourished in Song and Yuan Dynasties, lasted in the Ming Dynasty, declined in the late Qing Dynasty, revived in opening up and flourished today". The culture of Fujian merchants is diversified, so its inheritance and development should conform to the characteristics of the times^[4]. In the first Fujian Merchants Conference in 2004, the spirit of Fujian Merchants was summarized as "being good at observing the changes of time and taking advantage of the trend; taking risks and fighting to win; being gregarious, united, forthright and righteous; loving the motherland and giving back to the motherland", which was the summary of the history of Fujian business for thousands of years. In recent years, there are more and more studies on the cultural inheritance of Fujian merchants from the perspective of education, with values education^[5] and innovation and entrepreneurship education^[6] in the majority. Zhou Xiujie^[7] proposed the dissemination strategy for Fujian college students to inherit and carry forward the culture of Fujian merchants. Su Huishui et al^[8]. put forward the innovation and entrepreneurship model of colleges and universities, which is "the spirit of Fujian merchants-economic subjects-college students' innovation and entrepreneurship quality-

economic behavior-economic results". This study tries to construct the fusion path of the inheritance of Fujian merchants' spirit and the cultivation of college students' mass innovation and entrepreneurship quality, in order to find a set of mass innovation and entrepreneurship education model with strong operability and sustainable development for Fujian local colleges and universities.

3. RESEARCH DESIGN

This study is an exploratory analysis, aiming at exploring the interaction mechanism and path realization between the inheritance of Fujian merchants' spirit and the cultivation of college students' innovative and entrepreneurial qualities by using the research methods and technical routes of grounded theory. At the same time, in order to improve the reliability and validity of the research materials, the research data were mainly based on in-depth interviews, and additionally verified by documentation and participatory observation. In addition, on the one hand, NVivo software was used for data encoding, and on the other hand, similar data were manually encoded by project members and finally compared and

improved. It is worth mentioning that the school where the research group is located is in Jinjiang, one of the top 100 counties in the country (an important source and gathering place for Fujian merchants) has long adhered to the school-running orientation of "an industrial partner university and a cradle for entrepreneurs", and is committed to cultivating innovative and entrepreneurial talents with the characteristics of "hard work, innovation, and love to fight and win". Therefore, the cases and materials are representative.

4. RESEARCH PROCESS

According to the principle of grounded theory, the collected data are analyzed in three steps: open coding, axial coding and selective coding. Firstly, 84 original statements were obtained by initial open coding, and 12 concepts with certain logical relations were finally formed by analogy analysis. Secondly, axial coding re-integrated the data after initial decomposition according to the logical relationship of "condition-action" or "action-result", and then classified them into five main categories. See table 1 for details.

Table 1 Results of axial coding

Main category	Corresponding category	Excerpts of original statements
Courses of innovation and entrepreneurship	Course contents	The teaching materials are compiled by teachers in our school, with the actual cases of students or local entrepreneurs.
	Teaching staff	The Federation of Industry and Commerce has given us great support and entrepreneurs are happy to share entrepreneurial stories with our students
	Evaluation system	Usually, students' grades depend on classroom discussion and project training, and are finally assessed by project design and road show.
Activities of innovation and entrepreneurship	Club activities	For summer social practice, we often arrange visits to alumni enterprises with investigation reports.
	Competition events	The school attached great importance to the competition, and the students were enthusiastic and won many awards, but the final transformation was not ideal.
Resources of innovation and entrepreneurship	Financial capital	The alumni association was specially established. Quanzhou and Xiamen alumni associations supported more and provided many jobs.
	Industrial resources	Co-constructing industrial colleges is a way of deep cooperation, but enterprises are not very willing to cooperate.
Atmosphere of innovation and entrepreneurship	Social factors	The private economy supports half of the local area. Everyone wants to be a boss and starts a business everywhere
	Government resources	The government respects entrepreneurs very much and visits them on New Year's Day or other festivals. Many policies have been introduced this year, which has benefited small and medium-sized enterprises a lot.
Quality of innovation and entrepreneurship	Knowledge of mass innovation and entrepreneurship	In addition to the basic principles of enterprise operation, the basic professional knowledge should be well mastered
	Ability of mass innovation and entrepreneurship	Good ideas come from teamwork, and of course it's best to see how to tell the story and what to do if it fails.
	Attitude of mass innovation and entrepreneurship	Starting a business is not only a way to support yourself and make a lot of money, but also a way to show your own abilities.

Finally, according to the research topic, selective coding was carried out on the basis of finding the internal relations between the main categories, and the coupling mechanism diagram of the inheritance of Fujian merchants' spirit and the cultivation of college students' innovative quality is constructed, as shown in Fig. 1. The model includes three levels: the core level

is the mass innovation and entrepreneurship quality composed of knowledge, skills and attitudes; the middle layer is the connotation of the spirit of Fujian merchants; and the outer layer is composed of mass innovation and entrepreneurship courses, activities, resources and atmosphere.

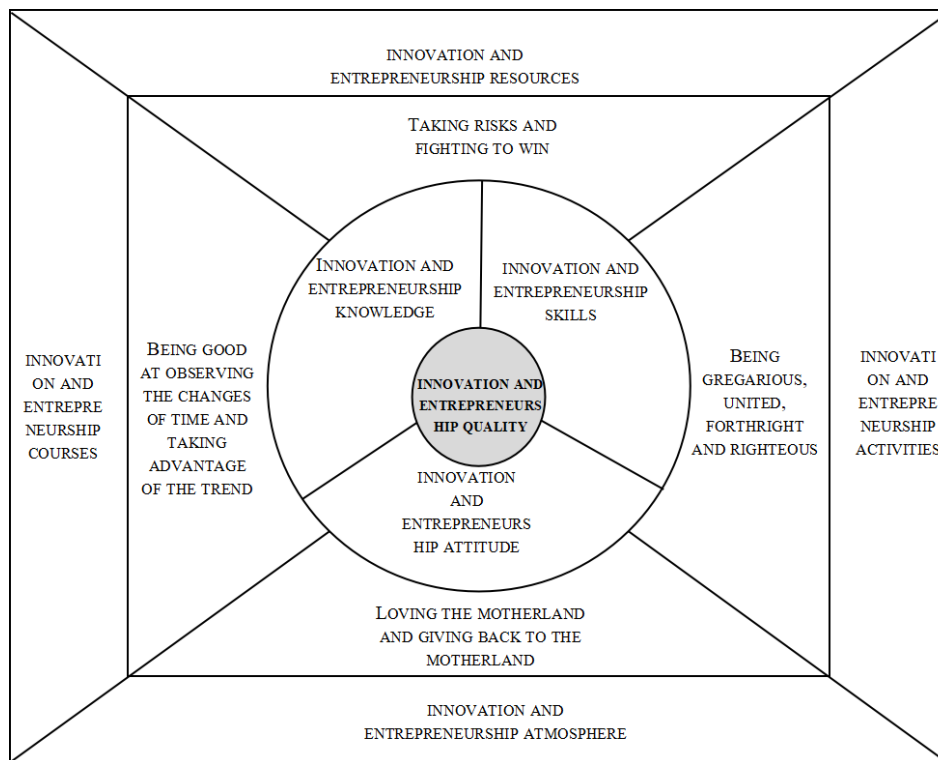


Figure 1 Coupling mechanism of inheritance of Fujian merchants' spirit and cultivation of mass innovation and entrepreneurship quality

5. RESEARCH CONCLUSIONS AND ENLIGHTENMENT

Based on the above analysis, it is found in the study that the spirit of Fujian merchants plays an important role in enriching the knowledge, improving the skills and establishing the attitude of mass innovation and entrepreneurship. However, under the influence of the resources, courses, activities and atmosphere of mass innovation and entrepreneurship of higher vocational colleges, to give full play to the guiding role of the spirit of Fujian merchants in the quality of college students' innovation, the top-level design and the common support of the whole society are indispensable besides the colleges themselves.

5.1 The government: improving the service system and optimizing the allocation of resources of mass innovation and entrepreneurship

The government, as one of the core subjects of the mass innovation and entrepreneurship education system, has played a key role in supporting public services and creating social environment. First, improve the policy guarantee by combining the local economy and development reality, improving the relevant institutional guarantee for college students' innovation and entrepreneurship, and implementing the coordination and unification of laws and regulations, capital supply, information sharing and other elements. Second, optimize the allocation of resources by guiding the industry well, allocating the services and support of upstream and

downstream enterprises to the innovation, entrepreneurship and employment of college students on the one hand, and doing a good job in education support, giving enterprises more autonomy in running schools, providing necessary financial subsidies, and encouraging and mobilizing resources of Fujian businessmen at home and abroad to support innovation and entrepreneurship education on the other hand. Thirdly, create a creative atmosphere by giving full play to the appeal of Fujian merchants' spirit, making use of new media, business associations, natives associations and other social organizations to publicize innovation and entrepreneurship policies, set up Fujian merchants' models and share successful experiences, building an intermediary service platform that encourages innovation, supports entrepreneurship and serves employment, and creating a harmonious and benign environment for mass innovation and entrepreneurship.

5.2 Enterprises: building enterprises integrating production and education, and providing opportunities for innovation and entrepreneurship
The construction of enterprises integrating production and education is not only an important measure to deepen the connotation of innovation and entrepreneurship education, but also the only way for modern enterprises to become bigger and stronger, and the most effective means to accurately improve the innovative and entrepreneurial literacy of college students. Because Quanzhou is an

important gathering place of Fujian merchants, local higher vocational colleges naturally have the advantages of integration of production and education. In addition to giving full play to the normal mechanism of “going out and inviting in”, the school-enterprise cooperation unit, as the supporting body of innovation and entrepreneurship education practice, should actively explore the road of building an industry education integration enterprise. First of all, in terms of policy interpretation, local enterprises should fully understand the identification and support policies of the state, especially local governments, in line with the development trend of the times and industries, and enhance their initiative and enthusiasm in participating in the construction. Secondly, in terms of strategic planning, they should deeply understand the strategic role of vocational education in the long-term development of enterprises, and incorporate educational cooperation, personnel training and social services into the top-level design and cultural construction of enterprises. Finally, in terms of implementation on the ground, they should also broaden the scope of cooperation and enrich the means of training talents in factory in schools, schools in plants and order classes through specific measures such as investment and shares, technological innovation and project incubation, so as to achieve a win-win situation between schools and enterprises.

5.3 Colleges: perfecting the mass entrepreneurship and innovation education system and focusing on the cultivation of innovative and entrepreneurial literacy

Colleges and universities, as the backbone of the implementation of innovation and entrepreneurship education, should focus on the connotation construction of “teachers, teaching materials and teaching methods” on the basis of giving full play to the original advantages of running a school, and improve the mass entrepreneurship and innovation education system.

(1) Determining the educational objectives and form disciplinary communities

In the *Opinions on Promoting High-quality Development of Modern Vocational Education* issued by the General Office of the CPC Central Committee and other departments in October 2021, it is pointed out that “training more high-quality technical and skilled personnel, skilled artisans and great power craftsmen will provide powerful personnel and skills support for the overall construction of a modern socialist country.” In this context, the goal of innovation and entrepreneurship education in Fujian higher vocational colleges should be to break the boundaries of traditional

disciplines, adjust and optimize the curriculum system oriented to innovation and entrepreneurship, and form a discipline community and curriculum system dedicated to cultivating high-level applied talents with innovative spirit, entrepreneurial quality and innovative and entrepreneurial ability. At the same time, the school should develop and construct a modular curriculum system with mass innovation and entrepreneurship as the core, based on the original specialty and combining with the local economy and culture. For example, the unit of the research group can explore and construct a segmented and classified innovative entrepreneurship curriculum module with “Fujian business culture” and “Jinjiang experience” as the core, relying on alumni resources.

(2) Integrating social forces to build a double-qualification teachers’ team

The quality of teachers is an important basis for the effectiveness of innovation and entrepreneurship education. According to the survey, the proportion of double-qualified teachers in higher vocational colleges is larger than that in other types of colleges, because many entrepreneurs and industry managers serve as innovation and entrepreneurship instructors. However, such guidance is often limited to lectures and event reviews, and rarely goes directly to the classroom to cooperate with teachers in the school for teaching. Therefore, in addition to promoting the full-time teachers’ innovative and entrepreneurial ability through overseas exchange, participation in training and temporary employment, the cooperation and exchange between colleges and universities in Fujian Province as well as the deep integration between colleges and enterprises should also be used to broaden the cooperation with part-time teachers in depth and breadth, to jointly research new teaching materials and methods, and to create a double-qualified teachers’ team with sufficient quantity, excellent quality, reasonable structure and combination of full-time and part-time teachers.

(3) Strengthening practical teaching and improving the quality of education

On the basis of giving full play to the original advantages of school-enterprise cooperation and deepening the connotation of integration of production and education, colleges and universities should actively explore building industrial colleges and training bases with enterprises, and focus on setting up “factory in schools”, “schools in plants” and “order classes”. Besides, on the one hand, the traditional teaching mode of “cramming education” and “stressing teaching over practice” should be changed, and project teaching, situational teaching and modular teaching should be adopted to promote

the deep integration of modern information technology and education and teaching, and carry out innovative and entrepreneurial classroom teaching activities. On the other hand, the evaluation mode of “score-only” and “examination-only” should be improved, the proportion of process evaluation and multi-agent evaluation (student self-evaluation, teacher-student mutual evaluation and enterprise evaluation) should be strengthened, and flexible assessment such as project design, social practice and competition activities should be adopted to enhance the effectiveness of innovation and entrepreneurship education.

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Study, Life and Ideological Trend of Shen Junru during His Stay in Japan

Yongxin Qiu

Jiaxing University, Jiaxing, Zhejiang, 314200, China

Abstract: In October 1905, Shen Junru went to Japan as an official student of the Qing Dynasty and entered Hosei University to study the modern constitutional system. He graduated in March 1908 and returned to China in April. Based on the historical data of Hosei University library and other previous research results, this study summarizes Shen Junru's learning Situation in this period. It also discusses and analyzes the origin development and practice of his constitutional thought, the rupture with the royalist reform thought and the impact of the revolutionary thought.

Keywords: Study; Life; Constitutional thought; Royalist reform; Revolutionary thought

1. INTRODUCTION

Shen Junru, originally from Jiaxing city, Zhejiang province, was an advocate of constitutional thought active in the late Qing Dynasty and one of the founders of Chinese constitutional system. In 1949, he was elected as the first President of the Supreme People's Court of new China at the CPPCC. In October 1905, he went to Japan as a government-paid student of the Qing Dynasty and became the fourth student of Hosei University's Accelerated Course. He graduated in May 1907 and went on to the remedial course of the same school. He graduated in March 1908 and returned to China in April. Based on field investigation and historical materials and documents, this study explores Shen Junru's learning situation during his study abroad, and shows the attitude of Chinese students studying in Japan 100 years ago. In addition, with his two and a half years of studying abroad, we can observe the development of his constitutional thought and the track of political activities related to it.

2. ABOUT SHEN JUNRU'S STUDY

As the earliest private law school in Japan, Hosei University experienced the following changes in its name:

Tokyo Law Society, 1880

Tokyo Law School, 1881

In 1889, it merged with the French School of Tokyo

Hwalaw School Hosei University, 1903

Hosei University, 1920, still in use today

The law and politics crash course education started at the end of the Qing Dynasty when constitutional government was announced and relevant professionals were in urgent need. In March 1904, Fan Yuanlian, a representative of foreign students from the Qing Dynasty, visited the then president Of the University, Kenjiro Ume, hoping to open a crash course related to

law and politics. President Ume, Foreign Minister Yasutaro Komura and Minister Yang Shu of the Qing Dynasty in Japan deliberated repeatedly, and finally received the approval of Emperor GuangXu, which was opened and established on May 7 of the same year. From its establishment in 1904 to its abolition in 1908, there were five phases, with a total enrollment of 1799 students and graduation of 986.

The professors were Japan's leading jurists and experienced administrative officials. The courses are relatively easy to understand with Chinese handouts and in-class translations.

3. ABOUT SHEN JUNRU'S LIFE

In shen Junru's letter to his wife, his address is as follows:

Shen Junru, Office of Hosei University, Rokuchome, Fujimyochō, Kojimachiku, Tokyo, Japan

Shen Junru, no.1Fengyang Pavilion, Sanchome, Misakicho, Kandaku, Tokyo, Japan

The first address is where Hosei University was at that time, and the second address is where the house was rented. However, according to the map of Tokyo in the Meiji era, the distance between the two areas is far, and it takes a certain amount of time and expense to get to and from school, and "the only house is not quiet along the street", so it is speculated that Fengyang Pavilion is only a temporary transition, not a permanent living place. It can be seen that Shen lived in Fengyang Pavilion for only two months, but moved to a house near the school for convenience and cost savings.

In a letter to his wife, the description of the cost of accommodation is as follows: "Finally go to Fengyang Pavilion and book a room on the second floor with the second gan. 9 yuan per person per month, including tea, food and bath. Brother milk, extra one yuan. The Chinese host has fish per ton and tastes good". Therefore, it is inferred that the boarding fee in Fengyang Pavilion is about 10 yen, and even after moving, the cost is about the same.

As for the social and travel expenses, there is no specific record, but according to the letter he wrote to his wife, he generally went to Asakusa and Ueno parks in Tokyo, with little cost.

4. SHEN JUNRU'S IDEOLOGICAL TREND AND POLITICAL ACTIVITIES

"From 1905 to the turn of 1907, it was the most active era for the revolutionaries and royalists in the academic circles studying in Japan in their political activities, and it was also the era when they began to split". [1] During this period, various ideological trends flooded

in Japan, bringing great ideological impact and influence to Shen Junru.

4.1. The origin, development and practice of constitutional thought

Shen Junru was born in a scholarly family. It was natural for him to succeed in the imperial examination at that time. In 1904, he passed the examination and was awarded the head of Guizhou Department of the Ministry of punishment. However, analyzing the strength comparison between China and Japan at that time, he resolutely threw himself into the tide of hoping to change China's current situation by learning from Japan's advanced system.

In Meiji era, various ideas emerged in Japan, and there was also a flood among Chinese students. In addition to his studies, Shen Junru also came into contact with various ideological groups and formed various ideological trends. By consulting historical materials, it can be said that the thought and practice of constitutionalism run through his study abroad.

In 1946, Shen Junru recalled: "when I studied in Japan (1906), I bought a vigorous and auspicious Japanese film history of the constitutional movement at a bookstall. He was a man who worked hard in the Japanese Constitutional Movement. I was very moved" [2].

As politicians of the Meiji Restoration and leaders of the free civil rights movement, KATAOKA KENJI and ITAGAKI TAISUKE were highly respected at that time. Their people's thoughts have a great impact on Shen Junru. Therefore, "the constitutional movement before the Republic of China began with me" [3]. In the annals of Shen Junru, his main political activities during his study abroad are described as follows:

(1906) we met Mr. Wang and held a meeting in a hotel in Japan. Several of our friends also attended... So we decided to return home and launch the constitutional movement.

During the summer vacation in 1906, he returned to the capital through Qingdao and Jinan and stayed in Hufangqiao Zhejiang guild hall for months. On September 1, Cixi promulgated the "prepare to imitate constitutionalism" and declared constitutionalism. After observation, he learned of the scam and went south.

On February 12, 1907 (Lunar New Year's Eve), he wrote to his wife about the activities at that time: "the Constitutional Council now wants to push me as president, but it has no choice but to do it wherever it is".

(September 1907) ding Weiyu returned to Tianjin from Japan and engaged in the constitutional movement. The arrival is surrounded by spies Led by Xiong Fanyu, President of the constitutional government seminar, Lei Guangyu, and Heng Jun, members of the Council's Council, they petitioned the Qing court to set up an elected House as soon as possible.

He gave a speech at the constitutional seminar this year (1907) It is emphasized that we should combine to

become a group under the common purpose. "After becoming a group, there is no relationship between individuals". we should strive for a common goal. The common goal of the constitutional government workshop is "constitutionalism". He also said that "the political power of an autocratic country lies in the government, and the constitution will enable everyone to participate in this right". this participation in politics is achieved through an institution such as the "parliament". The speech also analyzed the "imperial edicts" prepared by the Qing government since last year.

In particular, in September 1907, Shen Junru and other four people jointly wrote to the Qing government the "petition for elected parliamentarians", which was the first petition submitted by students and non-governmental people studying in Japan. It was published in China News No. 8 on October 5 of the same year, which had a great impact on the Chinese people and became a pioneer in the petition activities of the domestic Congress in the future.

4.2.A break with the thought of Royalist Reform

After the failure of the Sino Japanese war in 1895, politicians such as Kang Youwei and Liang Qichao launched the "Joint Petition of Imperial Examination Candidates to the Emperor" movement, setting off a wave of reform. Shen Junru also "began to study the new learning and current affairs of 'reform and power' in 1896" [4]. In June 1898, the "reform movement of 1898" officially began. Although it died a hundred days later, he still had a deep impact on 23-year-old Shen Junru. "Mr. Zhang is very patriotic, excited by the current situation, and greatly admires the speeches and works of Kang and Liang. He feels deeply that his poems in the past are useless, and resolutely burns the old works". In 1901, "he founded the Sanyuan printing library, reprinted the books of Kang and Liang, and talked about reform".

Kang Youwei, Liang Qichao and others who failed the reform fled to Japan. In 1898, Liang Qichao founded Qingyi Newspaper in Yokohama, established Tokyo Datong University in 1899, and founded Xinmin Series in Yokohama in 1892. Although he criticized the government and publicized the new Western European learning of freedom, equality and natural human rights, he was essentially opposed to the democratic revolution, advocated the Qing government to implement "enlightened autocracy" and safeguard the rights of Emperor Guangxu.

In this context, there is a political estrangement between Shen Junru, who adheres to the thought of constitutionalism, and the idol of ideological retrogression. In 1905, Shen Junru soon cut off his long braids and met his idol Liang Qichao. It was this meeting that also led to his ideological break with the royalists. The chronicle of Shen Junru described as follows: "(1906) he soon found Mr. Liang Qichao and asked for his opinions. He said, 'it's too early to achieve it.' I replied: 'when there is hope of success,

why should we run?”

4.3 Impact of revolutionary thought

Shen Junru during his study abroad also did not rule out the revolutionary and progressive thought of overthrowing the rule of the Qing government. In July 1905, the “China Revolutionary League” with the slogan of “expelling the Tatars, restoring China, founding the Republic of China and averaging land rights” was established in Tokyo, and the official newspaper Min Newspaper was founded in November. This has had a great impact on foreign students in Japan, including Shen Junru, and the domestic intellectual class. In July 1906, Zhang Taiyan, the leader of the former revolutionary group “Recovery Association”, joined the alliance, and the momentum of the revolution grew stronger. Zhang Taiyan, a master of traditional Chinese studies who “won a grand prize for recovery and did not give up lectures”, carried out various lectures in Tokyo. It can be inferred that Shen Junru accepted more revolutionary ideas while attending the class. The chronicle of Shen Junru recorded as follows: “when I studied in Japan, I had some contact with the revolutionaries in Japan, especially with the Restoration Society... I had the most intimate contact with the leader of the restoration society, Zhang Binglin. Therefore, I knew some of their activities”. in the summer of 1906, Shen Junru returned home, passed through Qingdao and Jinan, and stayed in Beijing to observe the wind direction of the Qing government. At that time, support for constitutionalism was still revolution. Shen Junru’s almanac also has such memories: “At that time, the revolutionaries and constitutionalists were arguing about the country. Everyone asked me to go to Beijing to see the situation. I stayed in Beijing for a period of time. As a result of contacts with various parties, I saw that the so-called preparatory constitutionalism of the Qing government

was just a kind of deception, and the Qing regime could not last long. I’ll tell you my views when I come back”. After the outbreak of the 1911 Revolution, Shen Junru took an active part in the revolutionary activities and joined the United League the next year.

5. SUMMARY

To sum up, the author summarizes Shen Junru’s ideological experience during his study in Japan by using various historical materials and field investigations. During this period, the author went to Tokyo’s University of law and politics for many times to consult the internal materials of the library [4]; Travel to and from Shen Junru Memorial Hall in Jiaxing, China for on-the-spot investigation and access to relevant materials [5]. It is hoped that the work of this study can make up for some deficiencies in the previous research of Shen Junru.

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Investigation on Red History Study and Education in Colleges and Universities: Take Guangdong Province of China as an example

Xiaotong Guo¹, Zebin Zhuang^{2,*}, Shuyin Lin¹, Dingmei Lin², Nan Li²

¹College of Traditional Chinese Medicine, Guangdong Pharmaceutical University, ZhongShan, 528458, China;

²College of Traditional Chinese Medicine, Guangdong Pharmaceutical University, GuangZhou, 510006, China

*Corresponding author.

Abstract: In order to understand the development of red history learning and education in colleges and universities, this paper investigates the development of red history learning and education by means of scientific research, taking college students in colleges and universities in Guangdong Province as the main target, analyzes and discusses the research results. The survey found that the respondents generally did not understand the red history, and the red history education was not carried out sufficiently, which did not meet the people's needs for red history education. At the same time, it is found that students do not pay attention to red history education and their low enthusiasm is the main reason for the poor effect of College Students' red history education. College students need to improve their personal sense of responsibility to promote red history education. This paper discusses the data results and offers suggestions for the follow-up study of red history education.

Keywords: Red History Education; Young College Students; Investigation and Research

1. INTRODUCTION

The contemporary young college students are born in the prosperous times, shouldering important responsibilities, and are the backbone of the inheritance of red culture[1]. Colleges and universities are the main position to carry out red history study and education. Attaching great importance to the study and education of red history of young college students is related to the growth of young people, the development the future fate of the nation[2]. In order to further understand the development of red history learning and education in colleges and universities, grasp the overall status of red history learning and education of contemporary young university students, and objectively evaluate the realistic effect of red history learning and education in colleges and universities over a period of time, the research team conducted relevant empirical research, designed a research questionnaire, and conducted an online questionnaire research mainly in colleges and universities in Guangdong Province, supplemented by colleges and universities outside the province, in the context of epidemic prevention and control.

A total of 472 questionnaires were distributed and 472

questionnaires were returned, with a 100% return rate and 100% valid questionnaires. Comprehensive use of EXCEL2013, SPSSAU and other analytical statistical software for data analysis. Undergraduate students accounted for 96.81%, postgraduate students accounted for 2.54% and others accounted for 0.65%; key universities accounted for 9.53%, general undergraduate students accounted for 69.49% and senior high school students accounted for 20.97%.

2. RESULTS AND DISCUSSION

(1) The extent of university students' knowledge of red history

Table 1 uses chi-square analysis to find out whether there is a significant effect on the level of knowledge of red history education by creating the factor groups of institutional level, grade, and political affiliation.

In the institutional group, 50.77% of students in specialist institutions know red history very well, while a total of 49.23% of students in 985/211 and undergraduate institutions know red history very well; in the year group, the number of people who know red history to an average and very good extent account for 92.1%, 94.2%, 87.5% and 87.3% of the total number of students in each year group respectively; different political outlooks have a significant impact on the extent of knowledge of red history. The proportion of the masses who do not red history is more prominent, accounting for 28.57%.

The summary of the above data shows that men in lower grades at specialist colleges are more aware of the red history. Undergraduate students tend to pay less attention to the red history and its current affairs compared to their specialist counterparts, which means that undergraduate students should pay more attention to current affairs and politics while focusing on their studies and actively educate themselves on red history; With the growth of grade, employment pressure and social pressure become greater, and it is easy to ignore political news. Therefore, universities should strengthen red history education more, so that the majority of young university students can accurately grasp struggle of the government, effectively understand the hard-won victory of the revolution, and obtain the forward momentum to open up the road of future[3].

Table 1 The effect of each factor group on the level of knowledge of red history
chi-square analysis results

Title	Name	How well do you know red history (%)			Total	χ^2	p
		Know very well	General	don't know much			
Your institution belongs to	985/211	5(7.69)	36 (9.86)	4(9.52)	45 (9.53)	41.983	0.000**
	General Undergraduate	27 (41.54)	267 (73.15)	34(80.95)	328 (69.49)		
	Colleges and Universities	33 (50.77)	62(16.99)	4(9.52)	99(20.97)		
Total		65	365	42	472		
Your grade level is	Freshman year	44 (67.69)	165 (45.21)	18 (42.86)	227(48.09)	21.926	0.038*
	Sophomore	9 (13.85)	72(19.73)	5(11.90)	86 (18.22)		
	Third Year	4 (6.15)	73(20.00)	11(26.19)	88(18.64)		
	Senior year	5(7.69)	43(11.78)	7(16.67)	55 (11.65)		
	Big Five	0(0.00)	1(0.27)	0(0.00)	1(0.21)		
	Postgraduate students	3(4.62)	9 (2.47)	0(0.00)	12(2.54)		
Total		65	365	42	472		
Your political affiliation is	The Crowd	4 (6.15)	38 (10.41)	12 (28.57)	54 (11.44)	20.860	0.000**
	Young Communist League member	50 (76.92)	293 (80.27)	30 (71.43)	373 (79.03)		
	Communist Party member	11(16.92)	34 (9.32)	0(0.00)	45 (9.53)		
Total		65	365	42	472		

* p<0.05, ** p<0.01

(2)College students' attitudes towards red history education

The data in Figures 1 and 2 show that 89.83% of respondents attach importance to red history education, and 99.37% of respondents believe that the construction of red history education is practically helpful to the promotion of red culture. The data shows that almost all university students are aware of the importance of the work carried out in red history education to promote the red culture, which is conducive to the development of red history education work.

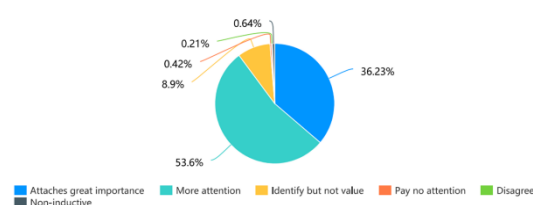


Figure 1 Respondents' attitudes towards red history education

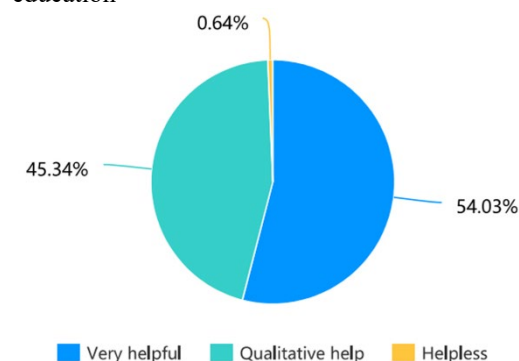


Figure 2 Respondents' views on whether the construction of red history education is helpful in promoting red culture

As the data in Figures 1 and 2 show that the majority of respondents attach importance to red history education, while the data in Table 1 show that respondents generally do not know enough about the history of the development of the red culture, these

indicate that the current red history education work is inadequate and does not meet the public's demand for red history education, highlighting the important position of red history education work in ideological education work.

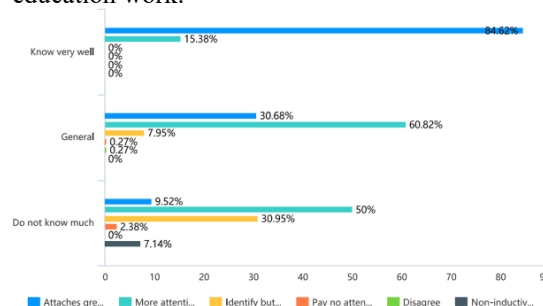


Figure 3 Cross-over of respondents' knowledge of and attitudes towards red history education

When using cross-over analysis (Figure 3) to examine the cross-over between respondents' knowledge of red history and their attitudes towards red history education, the results were that 84.62% of those who attached great importance to red history education knew it very well, which was significantly higher than the average of 36.23%, while 60.82% of those who attached more importance to red history education had an average attitude towards it, which was significantly higher than the average of 53.60%. These show that college students red history education attitude will directly affect their understanding of the history, standing in the perspective of young college students, give full play to their role as the "engine" of red revolutionary spirit, equal exchanges and in-depth communication, set up the culture of the young college students self-confidence, can stimulate the roots of the impulse of red history education. Everything comes from the heart, and the water will naturally come to fruition. This also means that enhancing the attitude of university students towards red history education is conducive to popularising the development of red history education for university students and inspiring

them to take the initiative to understand red history knowledge, which is also conducive to promoting red culture and passing on the spirit of red revolution. When asked which side of college Students' red history education should bear the most important educational responsibility, 43.86% of the respondents considered schools to be the most responsible for red history education. In connection with figures 6 and 7, the way for college students to understand and learn red history at ordinary times, secondary schools account for an important way. In the analysis of the reasons for respondents to participate in activities related to red history education, the rigid requirements of schools are one of the main reasons, which can be explained that school plays a more and more important role in strengthening teenagers' beliefs and leading teenagers to establish correct ideas. School has also become an important way to improve teenagers' Ideological and political quality.

Apart from schools, 34.53% of respondents believe that individuals take the main educational responsibility for red history education. If individuals do not realise that the transmission of red history depends on everyone taking it to heart and working together to build up a small force to become a large force for transmission, this will create obstacles in the popularisation of red history. It is clear from this that university students need to raise their personal awareness of their responsibility to promote the development of red history education.

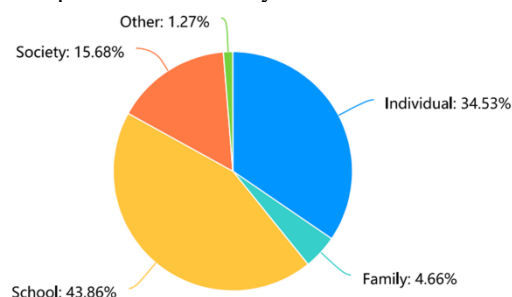


Figure 4 Respondents' views on which should bear the most important educational responsibility in college students' Red History Education

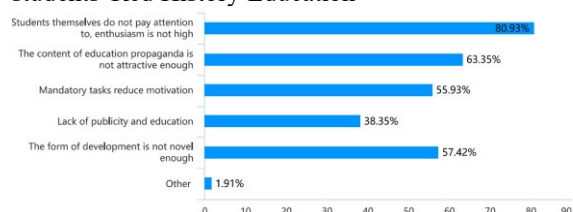


Figure 5 Reasons for the lack of red history education for university students according to the respondents
Although there is a lack of awareness of the responsibility of individual university students to promote the development of red history education, it is clear from Figure 5 that 80.93% of respondents recognise that the lack of importance and motivation of students themselves is the main reason for the lack of red history education for university students. More

than half of the respondents chose all three items: insufficient educational propaganda (63.35%), insufficiently innovative forms of carrying out the education (57.42%), and mandatory tasks to reduce motivation (55.93%).

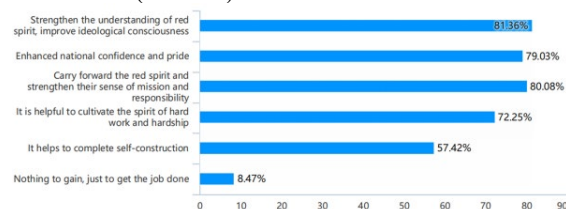


Figure 6 What the interviewees gained from the red history education activities

In the development of red history education, schools should continue to maintain their main role in leading university students in the correct ideological and moral cultivation and actively passing on red history. At the same time, they should adhere to an in-depth and simple approach, use a rich perspective to show profound content, carry out activities in a form that is pleasing to students, and fully mobilise students' enthusiasm and creativity in student learning. The great revolutionary spirit contained in the glittering red history should be turned into spiritual nourishment for students[4]. Families should play the advantage of spending time with college students, forming an excellent family culture of patriotism and love for the nation, and promoting the awareness of college students that it is the responsibility of the new generation of youth to inherit the red history culture; society should form a good culture of remembering the red history, using history as a mirror, and not forgetting the original heart, so as to produce a positive influence of college students actively accepting the red history education. Let the "three prongs" of school, family and society become a powerful help for young people to learn the red history.

(3) Exploring the reasons for university students to conduct education on red history

Figure 7 shows that at present, university students mainly learn about the history through the Internet (76.27%), school courses (75.21%), books and newspapers (70.34%), while many others (66.31%) obtain information on the history through activities and competitions on red history education or by participating in special educational lectures (54.24%), and only a very small number of them Only a very small number of people obtain information on red history through other means.

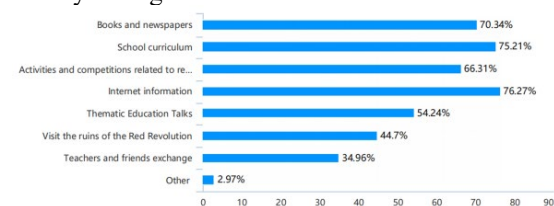


Figure 7 Ways in which respondents usually learn about and study red history

Figure 8 shows that the main reasons for participating

in red history education activities are to enrich their CV and increase their experience (64.41%), to be mandated by their school (63.56%), and 55.72% because of their personal interests. The data in Figure 6, combined with the data in Figure 7, shows that university students are motivated to take part in red history education, even if there are no compulsory school requirements, which is an effective result of the efforts of the nation to promote the integration of the red gene into the blood of the new era.

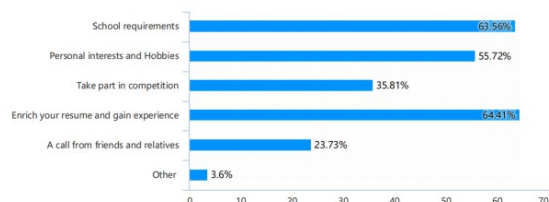


Figure 8 Respondents' reasons for participating in activities related to party history education

The majority of respondents believe that conducting education on red history has strengthened their understanding of the history, raised their ideological awareness (81.36%), promoted the red spirit and strengthened their sense of mission and responsibility (80.08%), and enhanced their national self-confidence and pride (79.03%) helped cultivate the spirit of hard work and endurance (72.25%). More than half also feel that conducting education on red history has helped complete their own construction (57.42%).

The above analysis shows that the way students are educated about the red history of is still mainly in theoretical education, but there is still a need for innovative practical methods to deepen their familiarity with the red history. In addition, the initiative of university students in learning the red history still needs to be improved. With copper as the mirror, can be dressed; Take the history as a mirror, you can know the rise and fall. Take people as a mirror, you can show your gains and losses. In addition to seeing the study of red history as a way to experience the precious spirit, students can also see it as a good strategy to solve problems in their daily lives.

(4) Participation of university students in red history education

According to Figure 8, the school's mandatory requirement is one of the main reasons for university students to participate in red history education activities. Figure 10 further shows that the main form of red history education in universities is to offer ideological courses (86.44%), and also to carry out practical activities, competitions (77.83%), or class or club group activities (74.15%). From this, it seems that universities mainly carry out ideological education activities in red history education, while offline field trips and visits to red revolutionary sites are insufficient.

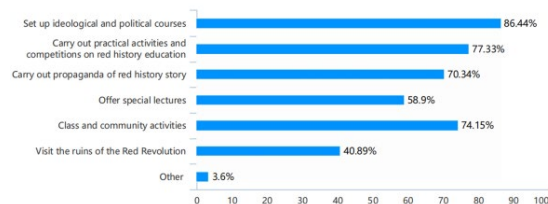


Figure 9 Forms of red history education at the respondent's university

The survey on the respondents' preference for different forms of red history education shows that the respondents' preference for the two methods of red history knowledge quiz (40.68%) and special lectures (41.74%) is the lowest, indicating that when carrying out red history education for university students, apart from traditional theoretical education, they should focus on more different ways to motivate university students to learn red history. In Figure 9, it is concluded that universities organize fewer field trips for students to learn the red history, while Figure 10 shows that students like to visit red revolutionary sites most in order to educate them about the red history, so universities can focus on this point and organize visits to relevant addresses. Colleges can consider more innovative ways to educate students about red history in a way that they are comfortable with.

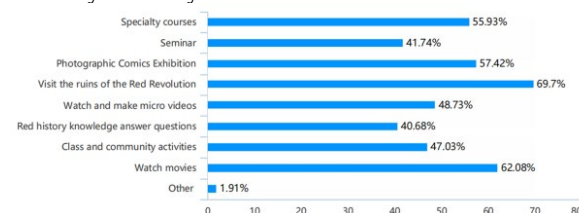


Figure 10 Respondents' preference for different forms of red history education

In Figure 11, respondents were most interested in the culture of red history (23.73%), followed by local stories in red history (21.61%), and only 6.78% of respondents chose the livelihood aspect of history. Respondents were more interested in digging into the history of the founding and feeling the history from the humanities.

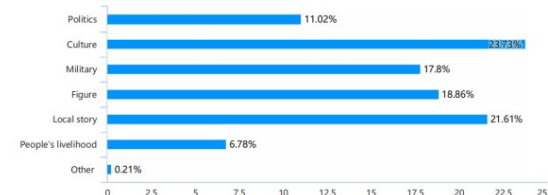


Figure 11 Respondents' level of interest in different aspects of red history content

This also suggests that universities can focus on the human story of a particular period, in addition to educating students about it from the period that most interests them.

Suggestions for promoting red history education

Figure 12 shows that in terms of different ways to enhance the appeal of red history education activities, respondents generally wanted to conduct practical activities to visit red revolutionary sites (71.19%), and

more respondents wanted to conduct classical singing and dancing drama activities about red history (68.43%), when combined with the data in Figures 6 and 9, it shows that respondents preferred to learn red history in a more innovative and creative form of implementation.

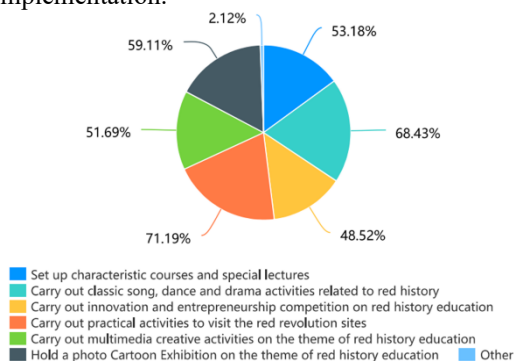


Figure 12 Respondents' choice of different ways to enhance the appeal of red history education activities. When collecting other suggestions from respondents on how to carry out red history education, more respondents wanted to make the forms of red history education activities more diversified. In addition to continuing to focus on school education to teach students about the red history, adding some novel paths of red history education work to the traditional forms of development to attract university students, mobilise their initiative and enthusiasm to inherit the red spirit, and use novel and interesting ways of red history education to arm young university students with the red spirit and wisdom of their ideological and moral concepts and values, so that they can really complete the inheritance of the connotations of red history and carry forward[5].

3. CONCLUSION

In view of the past, we have been able to provide information on the way of governance. Through scientific research, taking college students in Guangdong Province as the main survey object, this paper investigates the situation of red history learning and education in Colleges and universities, analyzes and discusses the survey results one by one, discusses

the survey results, and puts forward practical suggestions. By integrating the education of red history into the curriculum of young students, we can create an ideological fervour to learn the red history, so that young students can understand the meaning of struggle, the value of dedication and the sanctity of their mission, and enhance their ideological consciousness to firmly support the leadership of the government and follow it unswervingly. With a high attitude, an optimistic spirit, a sound personality and a truth-seeking attitude, we should learn new knowledge, explore the unknown, combine knowledge with action, and consciously devote ourselves to the cause of nation and the cause of human progress.

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Martial Arts Teachers' Teaching Beliefs and Teaching Effectiveness: A Case Study of Universities in China

Shen Luo^{1,*}, Xiaoyi Hu^{2,*}, Yiqing He³, Haijian Hu⁴

¹Physical Education College of Guangdong Zhaoqing University, Zhaoqing, China;

²Faculty of English Language and culture, Guangdong University of Foreign Studies, Guangzhou, China;

³School of Education, Guangzhou University, Guangzhou, China;

⁴Guangdong science and Technology Cadre College, Guangzhou, China;

*The first two authors have contributed equally to this work. Correspondence concerning this article should be addressed to Yiqing He and Haijian Hu.

Abstract: This study aimed to examine university martial arts teachers' beliefs and teaching effectiveness. Teachers from the Pearl River Delta region and East, West, and North Guangdong universities offered martial arts courses were interviewed. The results show the following. First, teachers with different levels of teaching experience (in years), education levels, and titles hold significantly different beliefs. Second, no such differences are identified based on gender, teaching areas, and class sizes. Third, a significant correlation exists between teaching beliefs and teaching effectiveness in different teachers. Teachers' beliefs have predictive power for overall teaching effectiveness. Further, there is no significant variability in teaching ratings by gender and grade of university martial arts students, but this is not the case for class. Moreover, there is a significant correlation between the teaching ratings given by university martial arts students and their class size, their satisfaction with the current content of martial arts classes, and their desire for additional practical combat classes. Additionally, university martial arts students' class size, their satisfaction with their martial arts classes' current content, and their desire for additional practical combat classes significantly affect the teaching ratings they give. Therefore, it is recommended that universities must (1) stimulate students' interest in martial arts practice, (2) optimize the specific content of martial arts training in universities, (3) highlight the heritage value and cultural importance of traditional martial arts, and (4) improve the value of martial arts training.

Keywords: China; University Martial Arts Teachers; Teaching Beliefs; Teaching Effectiveness; Physical Health

1. INTRODUCTION

(1) Definition of Chinese Martial Arts

The definition of martial arts evolves constantly. The Encyclopedia defined martial arts as "a traditional Chinese sport that focuses on internal and external training for performing routines or fighting with technical movements [1]." Martial arts described martial arts as "a national sport comprising boxing,

armed routines, and related exercise methods [2]. It could strengthen muscles and bones, promote health, and improve perseverance. It is also a national cultural heritage with a long history in China." Martial arts depicted martial arts as "a variety of boxing or armed routines comprising defensive or combative movements such as kicking, hitting, wrestling, holding, striking, and stabbing while balancing between attacking and defending, advancing and retreating, dynamic and static, fast and slow, rigid and soft, and pretended and real movements. It is a national sport that enhances physical fitness, develops consciousness, and improves fighting skills." Martial arts defined martial arts as "a traditional Chinese sport that focuses on both internal and external training of techniques for cultivation, routines, and fighting [3]." Martial arts "comprises attack and defense technical movements that are based on the theories embraced by traditional Chinese culture. Routines, fighting, and cultivation embody it. It is implemented and sustained through the acquisition of traditional martial arts and modern martial arts competition." This study adopts the definition of martial arts in the Encyclopedia of Chinese martial arts [1].

(2) Connotation and Classification of Chinese Martial Arts

Discerning the concept of martial arts with academic precision, we should consider the following dimensions. First, Chinese martial arts refer to a multi-domain, multi-disciplinary, multi-group, and diversified concept. The concept of martial arts in sports disciplines "can only be considered one of them" [4]. Second, Chinese martial arts can be considered a martial sport and a social activity. Third, martial arts is the essence of Chinese national culture [5]. Finally, how are martial arts related to Kung fu?

Among various classifications of Chinese martial arts, the following two are commonly used. One divides them into traditional armed and unarmed martial arts as according to traditional Chinese philosophies, civilians should not be allowed to possess weapons. Traditional armed martial arts refer to martial arts examination items, such as swords (fencing), wrestling (judo), bows (archery), stone locks (weightlifting), and

horsemanship (horse racing). It has no relation with traditional unarmed martial arts and corresponds roughly to sports in the modern Olympic Games. The second classification is based on religion and includes Buddhist martial arts (e.g., Shaolin Kung Fu), Taoist martial arts (e.g., Wudang Kung Fu), Islamic martial arts (e.g., Cha Kung Fu), and non-religious martial arts (e.g., local kung fu).

(3) The Value and Significance of Chinese Martial Arts Chinese martial arts comprise an essential cultural gene and spiritual force in sustaining the civilization of the Chinese nation. Chinese traditional martial arts are intimately linked to the history and civilization of China that extends several thousands of years into the past. It has played a crucial role in the nation's survival and development and has shaped the Chinese people's national identity. It is also crucial to China's goals of cultural rising and civilization. During the Shang and Zhou Dynasties, "Martial Arts Dance" was used to train soldiers and boost morale, so it was thought that Martial Arts could be practiced in the form of dance. The Zhou Dynasty set up the Xu (A school for the royal family and nobles), which listed shooting and dancing as educational content. During the Spring and Autumn Period, all the vassal states attached great importance to applying fighting techniques on the battlefield. Qi Huangong holds competitions in spring and autumn to select heroes in the world. During this period, the manufacture of swords and kendo were developed unprecedentedly. During the Qin and Han Dynasties, wrestling and fencing prevailed, and there was a custom of feasting and prospering martial arts. Its form is closer to the routine of martial arts today. The application of guns reached its peak in Han Dynasty, and various marksmanship began to appear. It is said that Hua Tuo initiated "Wu Qin Xi," which is the origin of Chinese martial arts. According to [6], "martial arts is the systematic knowledge gained by the Chinese nation through the accumulation of experiences in understanding and practicing combat techniques under the guidance of philosophy." According to [5], "martial arts culture is unique as it combines the intellectual and physical essence of the Chinese nation."

Chinese martial arts are essential military techniques used to stop wars and maintain peace; they also strengthen the body and enable people to defend themselves against attacks. The original meaning of Wu (Writing the first word of martial arts in Chinese) is to pick up weapons and run, go to war, and kill; therefore, martial arts is the art of killing and destroying. However, by splitting the character, Wu could also mean stopping war. Moreover, martial arts help develop physical and mental power. The practice of martial arts can help individuals deepen their awareness from the body to the heart and from the soul to the spirit, making them feel safe, strong, and confident. The Chinese nation has treasured martial arts over generations for calming the soul and guarding the spirit [7].

As a national treasure, martial arts have a vital role in

passing down national culture and promoting national spirit. Since the founding of the People's Republic of China, martial arts, a traditional national sport, has had an irreplaceable role and has been highly valued. Martial arts were included in the primary school physical education curriculum in 1961 and gradually became an essential part of school physical education later [8]. Even as China is opening up, the Chinese government has considerable importance to martial arts education. In 2010, the General Administration of Sport of China's martial arts Management Center issued the "No. martial arts Zi 2010" document. It dealt with several issues regarding the martial arts standardization to be launched in 2011. Recently, some studies have addressed the standardization of martial arts proficiency levels and competitive martial arts [9]. The development goals of the Five-Year Plan for the Development of martial arts in China (2016–2020) explicitly stated the following: (1) encouraging and supporting martial arts graduates to teach in primary and secondary schools; (2) further optimizing the structure of martial arts teaching force; (3) offering martial arts courses in primary and secondary schools and universities nationwide; (4) striving to increase martial arts practice among the youth population by 10% every year. In September 2019, the State Council promulgated the "Outline for constructing a Strong Sports Country." The martial arts Industry Development Plan was issued as part of the Outline. It specifically lent support for the internationalization of martial arts and promoting the early entry of martial arts events into the Olympic Games. On January 8, 2020, the International Olympic Committee Executive Board meeting in Lausanne, Switzerland, passed the application to include martial arts in the official competition events of the 4th Youth Olympic Games. It was the first time that martial arts had become an official competition event in Olympic Games.

However, as detailed below, university martial arts teachers (UMATs) face several problems and challenges, especially in teaching beliefs. First, the concepts of learning-centered and teacher-centered imply that some UMATs may have inappropriate views of their students. Second, some are reluctant to change their teaching methods in alignment with social development. Third, martial arts teaching in universities still means teachers' demonstration and students' simple imitation and boring practice. Fourth, there is no teaching objective for cultivating students' overall ability, motivating philosophical thinking, and offering exciting content. Finally, teaching evaluation is overly concerned with the final assessment results. There is little connection between the mastery of martial arts theory, the understanding of martial arts spirit, the cultivation of sports habits, and the students' learning process and progress.

UMATs' teaching effectiveness is also problematic. First, the martial arts curriculum is outdated. University students cannot appreciate the value of martial arts as a

sport [9]. They lack basic knowledge about martial arts and may misunderstand it [10]. Second, martial arts teachers' insufficient professionalism and competence lead to unsatisfactory teaching results [10]. Third, students' interest in martial arts practice is insufficient, and their overall interest and satisfaction in learning are not high. Fourth, the teaching methods are irresponsive and monotonous, restricting the development of martial arts in universities.

2. RESEARCH HYPOTHESES

Based on previous research, this study proposes the following hypotheses:

H1: There are significant differences in the teaching beliefs of UMATs across background variables.

H2: There are significant differences in the teaching effectiveness of UMATs with different background variables.

H3: There is a significant correlation between teaching beliefs and teaching effectiveness for different UMATs.

H4: The teaching beliefs of UMATs have predictive power for overall and dimensional teaching effectiveness.

H5: There is significant variability in teaching ratings of university martial arts students (UMASs) by gender, grade, and class.

H6: There is a significant correlation between UMAs's teaching ratings and their class size, their satisfaction with their martial arts classes' current content, and their desire for additional practical combat classes.

H7: UMAs's class size, their satisfaction with their martial arts classes' current content, and their desire for additional practical combat classes have a significant effect on their teaching ratings.

3. METHOD

(1) Participants and process

This study explores the relationship and interaction between teaching beliefs and the teaching effectiveness of UMATs. The subjects are the special martial arts teachers of physical education majors in universities in Guangdong Province. To ensure a representative and comprehensive research sample, the author covered universities with physical education majors in the Pearl River Delta region and East, West, and North Guangdong. This includes 12 institutions: Jinan University, South China Normal University, Guangzhou University of Chinese Medicine, Guangdong University of Education, Guangzhou University, Guangzhou Sport University, Shaoguan University, Hanshan Normal University, Zhaoqing University, Huizhou University, Jiaying University, and Lingnan Normal University. In terms of region, the Pearl River Delta is the most significant economic region in Guangdong Province and an economically developed region. Jinan University, South China Normal University, Guangzhou University of Chinese Medicine, Guangdong University of Education, Guangzhou University, Guangzhou Sport University, Zhaoqing University, and Huizhou University are located in the region, with a sample of 400 martial arts students. However, East, West, and

North Guangdong are economically less developed regions, hosting Shaoguan University, Hanshan Normal University, Jiaying University, and Lingnan Normal University. There are 160 martial arts students from these regions. The survey was conducted by convenient sampling and distributed by electronic questionnaire. 550 questionnaires were distributed, 523 questionnaires were collected, and 513 valid questionnaires were excluded, with an effective questionnaire rate of 93.2%. Among the participants, 513 were male, accounting for 68%. There are 349 males and 164 females, accounting for 32%.

(2) Instruments

Teaching beliefs: According to [11], "Research on the Influence of Teaching Belief, Emotional Management and Leisure Participation on Primary School Teachers' Teaching Effectiveness", [9], the teaching belief scale for college martial arts teachers was compiled. Among them, 1-12 are curriculum and teaching, 13-20 are teacher roles, 21-24 are teacher-student relationship, 25-28 are student differences, 29-32 are class management, and 33-38 are teaching evaluation. In the present study, the Cronbach coefficient of the scale was 0.950.

Teaching effectiveness: According to [11], "Research on the Influence of Teaching Belief, Emotional Management and Leisure Participation on Primary School Teachers' Teaching Effectiveness", the teaching effectiveness scale of college martial arts teachers is designed, and the measurement items of each dimension are designed respectively, with 1-4 items as teaching plans. In the present study, the Cronbach coefficient of the scale was 0.952.

(3) Results

In this study, the independent samples t-test and one-way analysis of variance (ANOVA) were used to test the variability in teaching beliefs and teaching effectiveness among UMATs with different background variables. Carl Pearson's r-coefficient was employed to test the correlation between teaching beliefs and teaching effectiveness among different UMATs. Further, linear regression analysis was performed to examine the predictive power of teaching beliefs for the teaching effectiveness of UMATs.

(1) There are significant differences in the teaching beliefs and teaching effectiveness of UMATs across background variables.

In order to test whether Hypothesis 1 and Hypothesis are valid, according to whether different types of teachers have differences in teaching beliefs and teaching school abilities, independent sample T-test and one-way ANOVA are used. College Martial arts teachers' teaching beliefs in gender, working area, and class size are $P > 0.05$, indicating no difference among the different groups. In the class size test of teaching age, educational background, teaching rating, and teaching efficiency, $P < 0.05$, which indicates differences among different groups in comparison. After multiple LSD comparisons, the differences among different test

groups are shown in table 1.

Table 1 Differences in teaching beliefs and teaching effectiveness of UMATs

	Groups	N	Mean	SD	F	P	LSD
Tb (gender)	Male	69	157.22	28.48	-0.941	0.349	-
	Female	33	161.18	14.03			
Te (gender)	Male	69	131.80	22.18	-0.797	0.427	-
	Female	33	135.12	12.91			
Tb (teaching years)	A.≤10 years	34	142.0294	32.54	20.226	0.000	A<B<C
	B.11-20 years	44	161.00	12.67			
	C.21-30 years	24	177.25	9.39			
Te (teaching years)	A.≤10 years	34	124.17	26.83	6.024	0.003	A<B<C
	B.11-20 years	44	135.47	12.83			
	C.21-30 years	24	140.41	13.11			
Tb (educational background)	A.undergraduate	22	135.27	37.92	23.957	0.000	A<B<C
	B.master	64	160.92	13.12			
	C.doctor	16	180.75	6.38			
Te (educational background)	A.undergraduate	22	116.18	28.65	16.162	0.000	A<B<C
	B.master	64	135.09	13.21			
	C.doctor	16	146.93	8.91			
Tb (teaching rating)	A.elementary	25	132.08	33.07	32.896	0.000	A<B<C
	B.middle	50	163.76	12.38			
	C.senior	27	173.22	11.39			
Te (teaching rating)	A.elementary	25	116.56	26.98	16.653	0.000	A<B<C
	B.middle	50	135.50	13.24			
	C.senior	27	143.11	10.99			
Tb (working area)	Pearl River Delta	77	157.77	26.88	1.016	0.389	-
	Western Guangdong	4	178.00	2.16			
	Eastern Guangdong	10	153.60	9.95			
	Except for Guangdong	11	160.90	20.29			
Te (working area)	Pearl River Delta	77	132.64	21.15	1.009	0.392	-
	Western Guangdong	4	149.00	20.68			
	Eastern Guangdong	10	131.60	13.70			
	Except for Guangdong	11	129.72	9.42			
Tb (class size)	≤10 students	27	165.44	15.77567	2.272	0.085	-
	11-20 students	26	160.46	16.84335			
	21-30 students	27	158.55	15.68520			
	≥31 students	22	147.59	42.45520			
Te (class size)	A.≤10 students	27	138.59	13.63609	3.117	0.030	D<A<C<B
	B.11-20 students	26	135.42	13.40201			
	C.21-30 students	27	133.11	13.75146			
	D.≥31 students	22	122.54	31.92212			

(2) There is a significant correlation between teaching beliefs and teaching effectiveness in different UMATs. The Pearson correlation coefficient analysis derived from the SPSS data test showed a significant correlation between curriculum and teaching, teacher's roles, teacher-student relationship, student

differences, teaching evaluation, and teaching effectiveness. Only classroom management and teaching effectiveness had a weak correlation (table 2). Thus, H3 is verified.

Table 2 Analysis of person correlation test

	A	B	C	D	E	F
A. Curriculum and teaching	1					
B. Teacher role	0.877**	1				
C. Teacher-student relationship	0.797**	0.812**	1			
D. Class management	0.552**	0.619**	0.626**	1		
E. Teaching evaluation	0.866**	0.854**	0.859**	0.709**	1	
F. Teaching effectiveness	0.813**	0.834**	0.832**	0.569**	0.844**	1

The teaching beliefs of UMATs have predictive power for overall and dimensional teaching effectiveness. The SPSS data test suggested that the regression analysis of teaching beliefs against the teaching effectiveness of UMATs overall and for each

dimension of teaching planning effectiveness, teaching strategy effectiveness, classroom management effectiveness, self-efficacy, and teaching evaluation effectiveness was successful (table 3 and table 4). Thus, the results validated H4.

Table 3 Regression analysis of total score of teaching belief on teaching efficiency and each level

Independent variable	Dependent variable					
	Teaching effectiveness	Teaching program	Teaching strategy	Class management efficiency	Self efficacy	Teaching evaluation efficiency
Teaching beliefs	0.878**	0.779**	0.895**	0.854**	0.763**	0.781**
R2	0.771	0.607	0.801	0.730	0.582	0.610
F	336.414	154.314	403.119	270.420	139.272	156.286
P	0.000	0.000	0.000	0.000	0.000	0.000

Table 4 Regression analysis of teaching effectiveness and teaching beliefs in different layers

Independent variable	Dependent variable					
	Teaching effectiveness	Teaching program	Teaching strategy	Class management efficiency	Self efficacy	Teaching evaluation efficiency
Curriculum and teaching	0.088	-0.176	0.143	0.258*	0.135	0.018
Teacher role	0.287*	0.330*	0.238*	0.221	0.124	0.445**
Teacher-student relationship	0.308**	0.378**	0.177	0.436**	0.326*	0.194
Class Management	-0.068	-0.110	-0.003	-0.069	-0.072	-0.086
Teaching Evaluation	0.307*	0.395*	0.397**	0.057	0.283	0.237
R2	0.787	0.666	0.811	0.758	0.592	0.627
F	71.092	38.312	82.207	60.163	27.890	32.325
P	0.000	0.000	0.000	0.000	0.000	0.000

(2) There is no significant variability in teaching ratings of UMAs by gender and grade, but this is not the case for class.

The independent samples t-test and one-way ANOVA of SPSS were used to test the data on the differences in teaching ratings between different genders, grades, and class sizes. It was concluded that there was no significant difference in teaching ratings of UMAs by gender and grade. However, a significant difference

was identified for class. Further, regarding the teaching ratings, the following findings were derived: classes with 10 students and below > classes with 11–20 students, classes with 11–20 students > classes with 31 students and above, classes with 10 students and below > classes with 21–30 students, and classes with 21–30 students > classes with 31 students and above (table 5). Thus, H5 was individually verified.

Table 5 A test of differences in teaching identity among different genders, grades and class sizes

Groups	Mean	SD	t/F	P	Comparison
Gender	Male(n=50)	3.02	0.25		
	Female(n=59)	2.99	0.24	0.643	0.522
Grade	Freshman(n=26)	2.92	0.19		
	Sophomore(n=17)	2.95	0.24		
	Junior(n=39)	3.04	0.25	1.999	0.119
	Senior(n=27)	3.06	0.28		
Class Size	A.≤10 students	3.27	0.14		
	B.11-20 students	3.05	0.12		
	C.21-30 students	2.99	0.14		
	D.≥31 students	2.73	0.17	66.073	0.000

(3) There is a significant correlation between UMAs' teaching ratings and their class size, their satisfaction with their martial arts classes' current content, and their desire for additional practical combat classes.

Pearson correlation test of SPSS was used to test the

correlation between teaching ratings and class size, satisfaction with their martial arts classes' current content, and desire for additional practical combat classes (table 6). Thus, the results verified H6.

Table 6 Analysis of correlation test of test variables

		A	B	C	D
Teaching identity	Pearson correlation	1	-0.792**	-0.777**	0.804**
	Sig.		0.000	0.000	0.000
	N	109	109	109	109
B. Class Size	Pearson correlation	-0.792**	1	0.737**	-0.748**
	Sig.	0.000		0.000	0.000
	N	109	109	109	109
C. Satisfaction of martial arts teaching content at present	Pearson correlation	-0.777**	0.737**	1	-0.655**
	Sig.	0.000	0.000		0.000
	N	109	109	109	109
D. Add Actual Combat content	Pearson correlation	0.804**	-0.748**	-0.655**	1
	Sig.	0.000	0.000	0.000	

	N	109	109	109	109
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Note: *P<.05, **P<.01.

UMASs' class size, their satisfaction with their martial arts classes' current content, and their desire for additional practical combat classes have a significant effect on the teaching ratings they give.

The regression analysis of SPSS showed a significant effect of UMASs' class size, their satisfaction with their martial arts classes' current content, and their desire for additional practical combat classes on their teaching ratings. Comparison of normalized values

Table 7 Regression analysis table of teaching identity

Independent variable	Dependent Variable	B	β	t	Adj.R2	F
(constant)		3.125		41.721***		
Add actual combat content	Teaching identity	0.069	0.401	5.613***	0.776	121.492***
Satisfaction of martial arts teaching content at present		-0.061	-0.333	-4.738***		
Class Size		-0.053	-0.247	-3.084**		

indicated that whether additional practical combat activities are included has the most considerable effect. Based on the data from the regression analysis, the final model of teaching ratings was derived: Teaching rating = $3.125 + 0.069 \times$ whether one wishes to add practical class content - $0.061 \times$ whether one is satisfied with the current content of the martial arts class - $0.053 \times$ class size (table 7). Thus, the results verified H7.

4. DISCUSSION AND RECOMENDATIONS

(1) Improving the value of martial arts teaching
Martial arts, in terms of its scope, should be accurately called wu kong. It comprises two parts: one is internal martial arts, mainly including inner essence, qi, spirit, and kong; the other is external martial arts. This combination of external arts and internal kong is the highest state of martial arts that Chinese martial arts practitioners have pursued for thousands of years. It is also called "internal and external cultivation, unity of form and spirit." Such a state has the physiological effects of strengthening the muscles and bones and nourishing the body and spirit by "training the muscles and bones externally and the breath internally." Therefore, martial arts have significant effects on regulating the stability of the internal environment, nourishing qi and blood, and improving human functions. The fitness value of teaching martial arts in universities could establish a lifelong habit of engaging in sports and exercise [12].

(2) Highlighting the heritage of traditional martial arts culture in universities

Martial arts is a carrier of national culture and contains the essence of many traditional Chinese cultures. For martial arts education in universities, it has the following significance. First, it promotes an important traditional cultural component and facilitates the teaching and practical implementation of a moral code of conduct. Second, it enriches cultural roots. Third, promoting traditional culture helps resolve the real conflicts today and cultivates a humanistic spirit and moral order compatible with society. In conclusion, promoting traditional Chinese culture attaches importance to moral cultivation, life values, and ideals. Emphasizing the ideas and universal harmony can alleviate the conflicts between people today. It is especially urgent and vital to focus on traditional Chinese culture in universities where intellectuals are concentrated [12].

(3) Optimizing the specific content of martial arts

education in universities

The adjustment of martial arts teaching content is directly related to the students' interest and effectiveness in learning. In answering the question of "What do you think should be strengthened in future martial arts education?" 51.07% of the students answered that self-defense should be strengthened, and 43.60% felt that traditional national culture should be emphasized. Therefore, in future martial arts classes, we should strike the right balance between technicality and culture and nationality and worldliness. In addition, 56.60% of the teachers thought that strengthening traditional national culture should be dealt with first, while 51.07% of the students thought that self-defense should come first. The difference in ranking between teachers and students may be caused by different perceptions of martial arts [12].

(4) Stimulating students' interest in martial arts practice

Interest is the best teacher, and stimulating students' interest and desire to learn martial arts is essential in enhancing martial arts teachers' teaching effectiveness in universities. The charm of martial arts does not only lay in the martial arts skills themselves but, more importantly, in the profound Chinese national spirit that permeates them. Therefore, in terms of teaching philosophy, the guiding ideology of "student-oriented and health first should be firmly established. The selection of teaching content and the determination of teaching methods should be based on the actual needs of students, starting from stimulating students' interest in martial arts. In teaching content, the monotonous teaching techniques of the past should be abandoned. By tapping the cultural resources of martial arts techniques and making technical teaching a cultural communication process, students could acquire the techniques while developing a passion for martial arts. With more knowledge of historical figures and enhanced physical experience, they could be

motivated to learn martial arts and related knowledge [12].

5. CONCLUSIONS

This study focuses on “teaching beliefs and teaching effectiveness of UMATs.” After interviewing UMATs from the Pearl River Delta region and East, West, and North Guangdong universities that offer martial arts courses, we discussed the teaching capacity of current UMATs and related problems. Subsequently, we examined the UMATs’ teaching beliefs and effectiveness and the relationship between the two. The recommendations for reform in terms of methods, approaches, and experiences could inform the policies and decisions of universities, governments, and sports and education administrators.

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Research on Blended Teaching Based on MOOC: Taking Macroeconomics Course as an Example

Xinyu Wang*, Wensen Wu

North China University of Technology, Shijingshan District, Beijing, China

*Corresponding author.

Abstract: MOOC-based mixed teaching is a new teaching mode based on the students, using information interaction and dynamic adjustment as its basic principles. It has combined the advantages of online learning and offline teaching, which can well solve the problems of low teaching effectiveness, insufficient teaching result and incomplete feedback in macroeconomics courses teaching. It has also built a three-stage teaching structure in term of pre-class, in-class, and after-class, based on the problem-based learning.

Keywords: Blended Learning; MOOC; Macroeconomics

1. INTRODUCTION

As a teaching mode that combines traditional offline learning with online learning, blended teaching is a form of multiple teaching. In the 2016 guiding opinions of the Ministry of Education on deepening education teaching reform in colleges and universities affiliated with central departments, it was pointed out that efforts were made to promote intra-campus and inter-campus online and offline hybrid teaching and to promote student-centered changes in teaching and learning methods, while emphasizing the implementation of information technology into the teaching level; in the 2018 guiding opinions of the Ministry of Education on strengthening the construction and application of online learning spaces, the modernization of educational governance in Spatial digital education resources are highly valued; in the mean time, in the 2021 guiding opinions of the Ministry of Education's on the construction of first-class undergraduate courses, the construction of online first-class courses is based on five principles and seven construction contents. All of these above had emphasized the importance of promoting blended teaching.

MOOC (Massive Open Online Course) is currently an important online course development model combined with blended teaching. Based on the needs of course learning, the content of the course is divided into different parts with multiple topics for recording and explanation, and various forms such as tests and discussions are adopted to collect, analyze, and present students' learning progress. It relies on the digital presentation form to provide support for teachers to

master the degree of knowledge learned by students to develop more targeted offline courses.

At present, researches on these two aspects are being constantly carried out. The current research points out that the idea of effectively combining MOOC and blended teaching has guaranteed the quality of teaching and promoted the balanced development of educational resources [1], and has refined the MOOC model of online teaching and offline teaching [2]. The current research has also pointed out that under the current teaching mode with teachers as the main body and with the lack of insufficient interactivity, the choice of mixed teaching based on MOOC is a major focus of college education reform [3]. The research has also put forward an integrated blended learning teaching model combined with guiding, teaching, learning, doing, creating, and evaluating [4], which focus on the overall teaching design, curriculum resource construction, application and effect evaluation and other aspects to conduct research [5]. It has sum up six pairs of relationships related to blended teaching [6], from which it transferred to the field of evaluation criteria and evaluation of specific effects. This includes how to better implement and evaluate the effectiveness of blended teaching, strengthen immediate ability supervision, and daily management [7-8].

Macroeconomics, as one of the most important basic courses in economic management disciplines, is an indispensable leading course that trains students to use macro analysis methods to analyze the overall economic operation phenomenon and construct economic thinking. Macroeconomics is also an important part of ideological and political education that enables students to understand the basic modes of national economic operation and cultivate a sense of social responsibility, laying an important foundation for the following professional economics courses. However, due to the abstraction of teaching content, the limited teaching time, and the differences of teaching groups [9], it has led to three major problems in macroeconomics teaching: unclear teaching effectiveness, insufficient teaching outcomes, and incomplete teaching feedback. The research pointed out that it is an ambitious idea to solve the problem of changing the curriculum from traditional offline teaching to the blended teaching mode [10], and

carrying out the practical exploration of teaching reform under the four application levels [11] to dig deeper into the pain points of teaching and using the complementary characteristics of traditional teaching and networked learning as a new idea for curriculum development [12]. However, the research also pointed out that in blended teaching, the relationships between groups should be handled well, and the advantages and disadvantages of blended teaching should be treated dialectically [12-13]. Guided by the “trinity” of knowledge dissemination, ability training, and value shaping [14], a specific framework for mixed teaching of macroeconomics at different stages has been constructed [15].

2. PROBLEMS IN MACROECONOMICS TEACHING

(1) The abstraction of teaching contents leads to low teaching effectiveness

At the conceptual level, macroeconomics courses include a large number of abstract terms such as natural unemployment rate and discount rate. The interpretation of these terms often requires a certain amount of teaching content preparation so that students can fully understand the meaning of the terms and the mathematical graphic analysis represented by them based on a solid basic knowledge of economics. However, if students do not have a good grasp of the preliminary knowledge, they will not master the more abstract concepts and teaching content. Students themselves cannot be sure whether they understand the meaning of the concept correctly, leaving the overall teaching effectiveness in a low state.

At the analytical level, the content of macroeconomics courses generally combines graphical and mathematical analysis methods, which emphasize the use of graphical tools to understand the effects of macroeconomic policies and market changes from the perspective of comparative static analysis and dynamic analysis. Students with relatively weak mathematical knowledge are not proficient in the application of mathematical, physical and chemical analysis. However, in terms of mastering the concept, they often use recitation and memory to directly memorize the conclusions, skipping the process of analysis, making the effectiveness of the analysis level teaching low.

At the same time, current textbooks generally have problems such as the interpretation cannot be unified, which hinders students from in the early preview and later review through the textbook. However, the early

preview and later review are often the key steps to optimize the effectiveness of teaching.

(2) The limited teaching time leads to low teaching outcome

The content of macroeconomics includes at least eight chapters and four markets, covering IS-LM model, national income determination theory, unemployment and inflation, macroeconomic policy, Mundell Fleming model, economic growth, etc. However, the teaching hours provided are generally only 48 hours, which is extremely difficult for students to master such a huge knowledge system. At the practical level of teaching, we strive to simplify it and expand in detail in specific chapters. This is to ensure that students can master the key knowledge content and form a basic macro-analytic thinking under the conditions of class time restrictions. But the limitation is that a considerable part of the content has been simplified. Except for the key knowledge taught, the understanding of a large amount of knowledge stays at the surface and lacks in-depth expansion.

(3) Differences in teaching groups lead to incomplete teaching feedback

The macroeconomics is often a large class system, which usually covers multiple natural classes, among which the multiple classes belong to different teaching departments. And students in economics major are different from science and engineering major and liberal arts major, which has led to a large degree of difference in the performance of students in terms of text comprehension and mathematical analysis comprehension. Students tend to use their own superior abilities to understand, but macroeconomics professors always require students to be able to effectively combine text understanding with mathematical understanding, which lead to the phenomenon that students tend to give feedback in a single form when reporting teaching outcomes. At the same time, combined with the limitation of teaching hours, the teacher's course is mainly one-way teaching, which will further cause the teacher to receive feedback from the students' teaching results at a long interval and a limited number of tests.

3. THE CONSTRUCTION OF MIXED TEACHING OF MACROECONOMICS

The blended teaching of macroeconomics needs to be carried out according to different teaching stages, based on the current problems encountered in macroeconomics teaching. As shown in Figure 1.

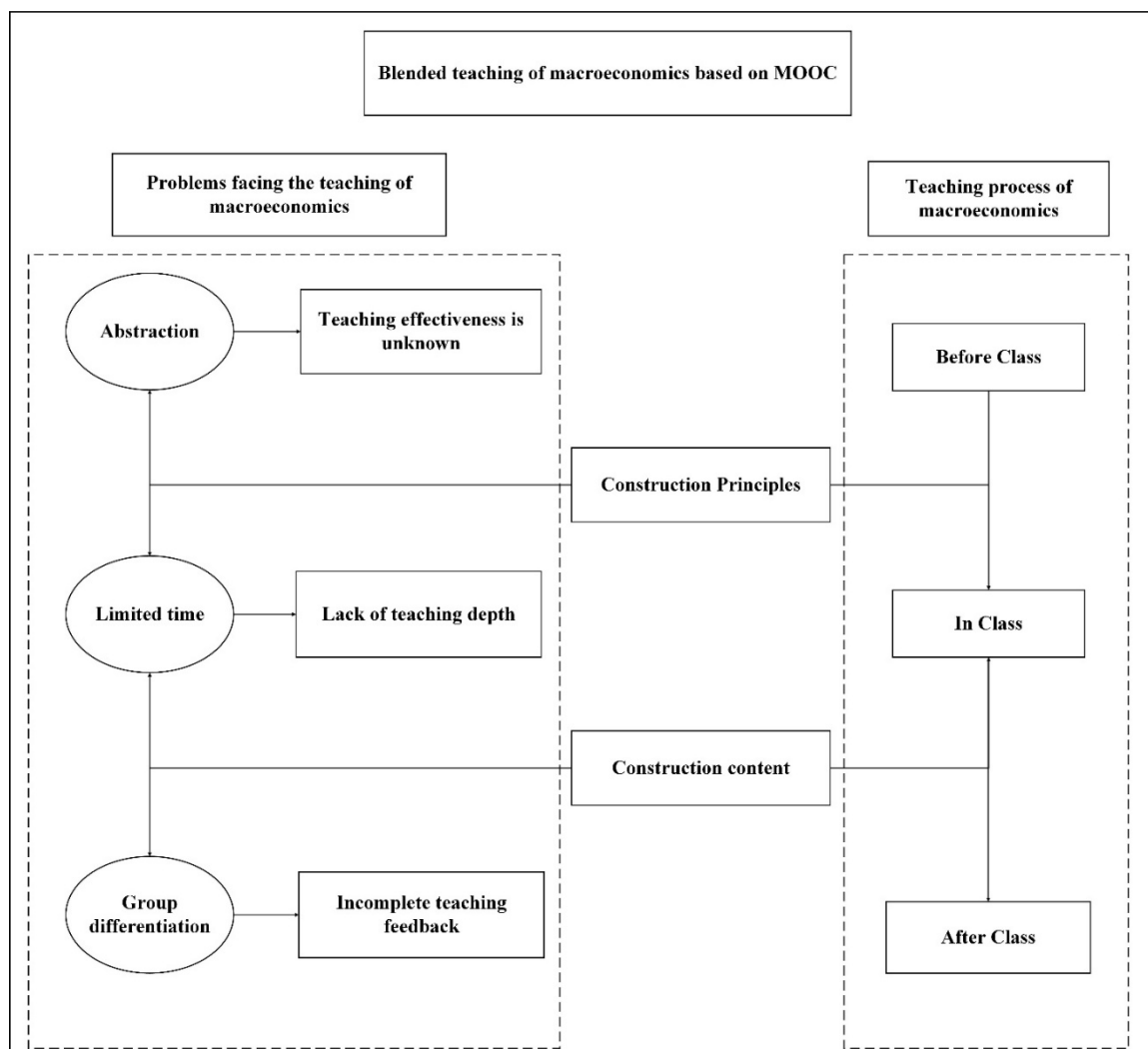


Figure 1 Blended teaching of macroeconomics based on MOOC

(1) Three-stage construction content

Before class, it is necessary to upload relevant materials and mind maps online. At the same time, specific macroeconomic phenomena are used as examples to encourage students to use the uploaded relevant materials and additional MOOC materials for analysis. Motivate students to think about the deep-level economic principles in macroeconomic phenomena, and encourage different students to discuss, play the role of pre-class preview and guidance. Based on the progress of students' online learning and the submitted analysis, the teacher comprehensively judges the students' preliminary preview and understanding of the principles, thereby effectively judging the points that students do not understand and the points that students have relatively good knowledge. At the same time, based on different responses, the students' key points, that is, whether they are more willing to discuss their own views in written form, or are more inclined to express their own ideas in mathematical, physical and chemical forms, so as to determine the overall ability of students.

In the course of teaching, based on the feedback of previous MOOC data, the teacher formulates the

syllabus and teaching content according to the feedback, adjusts the focus of teaching, explains the weaker knowledge points reflected and presented by the students, and deepens the students' understanding of the more superficial knowledge content. During the lecture, students can also start group discussions in real time, conduct group discussions on unclear macroeconomics knowledge points and share their understanding and knowledge on the stage.

After class, it is important to test feedback and consolidate knowledge, and the question types of macroeconomics are more diversified. The question investigation level includes discourse analysis, selective filling in the blanks and mathematical calculations, which require students to proficiently use problem-solving skills while fully grasping the concepts and knowledge structure. Through the comprehensive evaluation of MOOC online test and offline test, quantitative analysis of students' knowledge points is carried out, and the results of pre-class evaluation are compared, so as to effectively evaluate teaching effectiveness, further optimize and improve the course content, and achieve a benign closed loop. After class, it is important to test feedback

and consolidate knowledge, and the question types of macroeconomics are more diversified. The question investigation level includes discourse analysis, selective filling in the blanks and mathematical calculations, which require students to proficiently use problem-solving skills while fully grasping the concepts and knowledge structure. Through the comprehensive evaluation of MOOC online test and offline test, quantitative analysis of students' knowledge points is carried out, and the results of pre-class evaluation are compared, so as to effectively evaluate teaching effectiveness, further optimize and improve the course content, and achieve a benign closed loop.

(2) Construction principles

Student body principle. In the mixed teaching of macroeconomics based on MOOC, the principle of the student body is the first principle to adhere to. Whether it is online or offline teaching, teachers adjust the teaching content based on the information provided by the MOOC platform to feedback students' learning effectiveness, emphasizing the main status of students on the "demand side" of learning content. So as to focus on solving the problems of students in macroeconomic learning to the greatest extent, deepen students' understanding of macro knowledge and improve teaching effectiveness.

Principles of Information Interaction. All effective adjustments are based on information that can be relied upon. Relying on the online information feedback of MOOC, teachers and students communicate smoothly, ensuring smooth information exchange channels, which can find the focus of teaching for teachers, and also show the weaknesses of their own macroeconomic learning for students.

Dynamic adjustment principle. The mastering process of any learning is a constantly changing process. With the deepening of knowledge explanation, teachers need to compare the learning results of students at different stages through online and offline feedback methods, so as to dynamically adjust the coverage and depth of the course content. Difficulty of assessment.

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Research on the Performance Evaluation of Public Cultural Service Supply in Jiangxi Province Based on the IPA Model

Yongqiang Chen

School of Business, Jingsgangshan University, Ji'an, Jiangxi 343009, China

Abstract: In order to understand the performance of public cultural service supply in Jiangxi Province, the public of eleven prefecture-level cities in Jiangxi Province were selected as samples for a questionnaire survey. On the basis of the survey data, the importance and performance evaluation of public cultural services are understood from the public demand, and the IPA analysis method is adopted to construct a four-quadrant square graph, and the supply of public cultural services in Jiangxi province is divided according to the public score. The research shows that the current level of public cultural service in Jiangxi province can not meet the needs of the public; The supply of cultural facilities, the development of cultural activities and the effect of cultural activities should be strengthened. We should maintain the high-quality supply of public cultural services that are relatively satisfactory to the public.

Keywords: Jiangxi Province; IPA Model; Public Cultural Services; Supply Performance Evaluation

1. INTRODUCTION

"Opinions on Accelerating the Construction of a Modern Public Cultural Service System" proposed that performance-oriented, scientific design of government public cultural service assessment indicators, the development of public cultural service institutions performance evaluation system, the performance evaluation results as an important basis for budget, income distribution and reward and punishment of directors. The Public Cultural Service Guarantee Law of the People's Republic of China issued in 2017 emphasizes the need to strengthen the performance evaluation of public cultural services. The performance evaluation of public cultural services has become an important task of national cultural reform and development, an important guarantee to promote the modernization of national cultural governance system and governance capacity, and to meet the people's yearning and pursuit for a better life [1].

2. LITERATURE REVIEW

The research results of domestic and foreign scholars on the performance of public cultural service mainly focus on the following three aspects: firstly, the research perspective is divided into comprehensive evaluation perspective and classified typical evaluation perspective. Studies on comprehensive evaluation perspective are abundant, involving

comprehensive performance evaluation index levels, rich indicators and a large number [2]. Studies on classified typical evaluation perspective are mainly conducted from the perspective of cognition of specific service objects, equalization of service supply, consumer satisfaction and efficiency of input and output [3]. Secondly, the research object involves government organizations at different administrative levels [4], urban and rural service subjects [5] and different types of cultural service institutions [6], etc. Thirdly, the technical methods mainly use DEA input-output method [6], factor analysis method [7], cluster analysis method, Boston matrix method [8], entropy method [2], analytic hierarchy Process [9] and other different quantitative methods to study the performance of public cultural service.

The above research results constitute the theoretical basis, background analysis basis and policy design reference of this study. But in the context of the research topic and the research content, the existing research is limited by the following deficiencies: (1) conditions, the existing empirical research in the index design is usually to quantitative, objective and structured index is given priority to, qualitative, subjective and lack the semi-structured metrics to build index system is the lack of integrity and logical; (2) The existing research perspectives and objects mainly focus on the government, special groups and some specific public cultural service institutions, and there are few research results from the perspective of public perception and public satisfaction; (3) From the perspective of research scale, existing studies focus on Beijing, Shanghai, Zhejiang and other developed regions, while there are few relevant research achievements in less developed regions, especially Jiangxi province.

Therefore, this paper takes public cultural services in Jiangxi Province as the research object, and uses IPA method to comprehensively evaluate the importance and satisfaction of public cultural services from the perspective of the public, so as to help relevant government departments improve management efficiency and decision-making level.

3. A BRIEF INTRODUCTION OF IPA EVALUATION METHODS

IPA analysis is not only a means of service quality assessment but also a reasonable management tool. Its logic lies in revealing the existing quality factors and

further insight into the influence level of different factors. By comparing I(importance) and P(performance), IPA analysis method can confirm whether the service delivered by the organization is recognized by customers and the order of service quality improvement. Its advantage lies in that it can pay more attention to the quality attributes that need to be improved, so as to help the organization improve decision-making level and reduce resource waste.

The application of IPA analysis method is divided into two stages: first, the questionnaire designed based on the perceived importance and satisfaction of service quality is issued to obtain the mean values of each factor in these two aspects; Then, the mean values of customer perceived satisfaction and importance for each factor are mapped to two-dimensional quadrants. Importance and satisfaction were represented by X-axis and Y-axis respectively, and all factors were distributed in the four quadrants, so as to evaluate service quality according to the distribution of factors in the four quadrants. These four quadrants are the "advantage" region of "high importance, high satisfaction (significant performance)" respectively. "Low importance, but high satisfaction (significant performance)", "continue to maintain" region; The "secondary improvement" area of "low importance, low satisfaction (poor performance)" and the "key improvement" area of "high importance, low satisfaction (poor performance)".

4. COGNITIVE EVALUATION AND ANALYSIS OF PUBLIC PERFORMANCE OF PUBLIC CULTURAL SERVICE SUPPLY IN JIANGXI PROVINCE

(1) Survey questionnaire design

In order to accurately understand how the supply of public cultural service satisfies the public demand in Jiangxi Province, this study designed a questionnaire on the importance and satisfaction of the supply of public cultural service according to the construction of the existing public cultural service system in Jiangxi Province. The questionnaire consists of three parts. The first part of the questionnaire is the demographic information of the interviewees, including gender, age, education level, prefecture level city division, income level, living time and so on. The second part is the public perception of the importance of public cultural service supply in Jiangxi Province and the public's satisfaction with the existing public cultural service supply. It mainly includes the supply of cultural facilities, the supply of facilities, the supply of cultural services, the carrying out of cultural activities, and the carrying out of activities. There are 21 designed questions. Respondents were asked to rate the 21 questions on a scale of importance and satisfaction. The third part of the questionnaire is the general evaluation of the public on the supply of public cultural services in Jiangxi Province, involving 6 questions. Likert5-point scale was used to measure the items in this survey, which was convenient for respondents to

understand and answer the items. The scale ranges from 1 (strongly disagree) to 5 (strongly agree), that is, the higher the score is, the higher the respondents' recognition of the question.

(2) Sample source

This paper studies the supply performance of public cultural services from the perspective of the public, requiring respondents to have a certain understanding of public cultural services, so as to ensure the effect of the survey to the greatest extent. Therefore, this paper mainly involves the staff of cultural institutions, citizens (enterprise personnel, cultural service volunteers, cultural service enthusiasts), some of the elderly and the disabled.

In order to make the results of this survey is much more universal, selected the Nanchang city in Jiangxi province, Jiujiang city, Ganzhou city, Yichun city, Jian city Pingxiang city, Jingdezhen city, Yingtan city, Xinyu city (Fuzhou city eleven prefecture level), and in the above prefecture level of villages and towns, community, cultural activities and a questionnaire foot traffic.

The survey was conducted by random sampling. A total of 1000 questionnaires were sent out and 903 were recovered. The overall recovery rate of the questionnaires was 90.30%, including 805 valid questionnaires and 80.50% effective sample recovery rate. In terms of the gender structure of the sample, the proportion is balanced, with males accounting for 46.35% and females 53.65%. People aged from 26 to 35 were the majority, accounting for 39.47%; The second group was 18-25 years old, accounting for 29.72%. In terms of educational level, college or bachelor degree is the most, accounting for 50.41%. In terms of income, 36.15% of respondents had a monthly family income of 3,000-5,000 yuan. The second is the family monthly income of 5000-10000 yuan, accounting for 21.85%. In terms of years of residence, more than half of the respondents have lived in their place of residence for more than 7 years, and the number of people living for less than 7 years is insufficient. In terms of geographical distribution, the distribution of the surveyed objects in each region is relatively uniform, which can better reflect the supply of public cultural services in this region. □

(3) Reliability and validity analysis

In order to test the reliability of the data collected from the formal questionnaire, this paper used SPSS to analyze the index data of the 21-item scale, and the Cronbach coefficient obtained was 0.93, indicating that the scale has good internal consistency and high reliability.

In order to ensure the Validity of the questionnaire, relevant literatures at home and abroad were reviewed in the questionnaire design process in this study, and the concepts involved in the study had certain reference basis. In terms of the questionnaire structure, the KMO sample measurement results of the questionnaire data by SPSS showed that the KMO

value was 0.91, and the Approximate Chi-square test value of Bartlett spherical test was 8379.99, and the P value was close to zero, reaching the significant level, indicating that the questionnaire scale sampling is good.

(4) Results of Data Analysis

1) Evaluation Results of "Importance"

Through statistical software analysis of the questionnaire, we can understand the public's evaluation and ranking of the importance of public cultural services (see Table 1), and master their demand preferences for public cultural services. The data analysis results show that the mean value of the importance score of 21 items of public service cultural service supply is between 3.78-4.79, and the mean value of 19 items is more than 4 points, that is, the public thinks that public cultural services are "important" in daily life, and the supply of them is an important factor for the successful completion of public cultural activities. The average of the other two items also exceeded 3.7 points, which is very close to the "important" level. Among the 21 public cultural services, three public cultural services are considered most important by the public: the quality of cultural activities (mean 4.90), the richness of cultural activities (mean 4.87) and the free opening of public cultural venues (mean 4.79). The overall average score of the mean value of "importance" evaluation of 21 questions was 4.39, indicating that the public attaches great importance to the content of public cultural service supply.

2) Evaluation Results of "Performance"

As for the performance of public cultural service supply, this study evaluates the public's satisfaction with the existing public cultural service supply. The

survey results (see Table 1) show that the public's satisfaction with the current supply level of public cultural services in Jiangxi province is "average". The average satisfaction of 21 projects is only between 2.80 and 3.67, and the average satisfaction of 3 projects is lower than 3.0, which has not reached the level considered by the public as "average". The average score of 18 items was higher than 3.0, and the highest score was 3.57, which was "average". Among the 21 public cultural services, the three public cultural services with the lowest score and the least satisfaction from the public are: cultural activities targeted at vulnerable groups (with an average of 2.80), cultural activities carried out by enterprises through naming (with an average of 2.85), and the degree of participation in cultural activities (with an average of 2.90). The total average score of the mean "satisfaction" of 21 questions is 3.19, indicating that the current supply level of public cultural services is difficult to meet the needs of the public.

The average value of the public's overall evaluation of the public cultural service level in Jiangxi Province (see Table 2) is 3.12, indicating that the public's overall level of public cultural service in Jiangxi Province has not reached a satisfactory level. Among the specific evaluation items, the public's overall evaluation of the supply of cultural facilities is the highest, with an average value of 3.28, only reaching the "average" level. However, the overall evaluation of the implementation effect of cultural activities was the lowest, with an average value of only 3.01, indicating that in terms of supply, the implementation effect of public cultural services in Jiangxi province did not reach the level of public satisfaction.

Table 1 Public evaluation on the importance and satisfaction of public service cultural supply in Jiangxi Province

	provision of public cultural services	serial number	importance evaluation			satisfaction evaluation		
			mean	standard deviation	sorting	mean	standard deviation	sorting
provision of cultural facilities	library (Rural Library Construction)	1	4.13	0.589	14	3.13	0.689	12
	construction of mass art galleries (cultural centers)	2	4.07	0.876	17	3.18	0.816	10
	construction of museum (memorial hall)	3	4.54	0.890	9	3.21	0.850	9
	comprehensive cultural station construction	4	4.46	0.873	10	3.15	0.843	11
	construction of cultural arena (stage)	5	4.67	0.786	7	3.51	0.796	3
	mobile culture equipment configuration	6	3.89	0.981	20	3.04	0.881	16
	Provision of auxiliary cultural facilities	7	3.78	0.880	21	3.07	0.890	14
supply effect of culture Facility	equipment configuration of public cultural venues	8	4.19	0.862	13	3.23	0.812	8
	utilization rate of public cultural venues	9	4.03	0.805	18	3.06	0.855	15
	number of public cultural venues construction	10	4.71	0.901	6	3.55	0.931	2
	construction quality of public cultural venues	11	4.76	0.921	4	3.57	0.961	1
cultural service supply	public cultural venues are open free of charge	12	4.79	0.861	3	3.36	0.921	6
	reading places update books for	13	4.40	0.765	12	3.01	0.865	17

	loan							
	Organize cultural training activities	14	4.60	0.788	8	3.29	0.808	7
	activities to send drama and film to the countryside were carried out	15	4.10	0.803	15	3.50	0.873	4
cultural activities develop	local mass cultural activities carried out	16	4.43	0.876	11	3.41	0.896	5
	cultural activities aimed at disadvantaged groups	17	4.09	0.879	16	2.80	0.919	21
	cultural activities carried out by enterprises through naming	18	4.01	0.775	19	2.85	0.905	20
developing effect of culture activities	richness of cultural activities (programs)	19	4.87	0.908	2	3.09	0.948	13
	quality of cultural activities (programs)	20	4.90	0.942	1	3.00	0.952	18
	Participation in cultural activities	21	4.73	0.879	5	2.90	0.889	19
grand average		4.39				3.19		

Data source: According to the survey data analysis

Table 2 General public evaluation of public cultural service supply in Jiangxi Province

Overall evaluation project	mean	standard deviation
Your general assessment of the provision of cultural facilities	3.28	0.912
Your overall evaluation of the supply effect of cultural facilities	3.08	0.876
Your overall assessment of the provision of cultural services	3.02	0.769
Your overall evaluation of the conduct of cultural activities	3.23	0.901
Your overall evaluation of the effectiveness of the campaign	3.01	0.923
Your overall evaluation of the supply of public cultural services in Jiangxi Province	3.12	0.876

Data source: According to the survey data analysis

5. IPA EVALUATION RESULTS

When constructing IPA coordinate system, "satisfaction degree" is taken as the horizontal axis and "importance degree" as the vertical axis. The total mean of the mean of "satisfaction degree" was 3.19 and the mean of the mean of "importance degree" was 4.39. The cross points in the IP graph were determined,

and the cross lines were drawn from these points as the boundaries of the four quadrants in the coordinate system. Then, according to the importance score and performance score, 21 items of public cultural services involved in this survey questionnaire are positioned and the IPA grid of evaluation factors is drawn (see Figure 1).

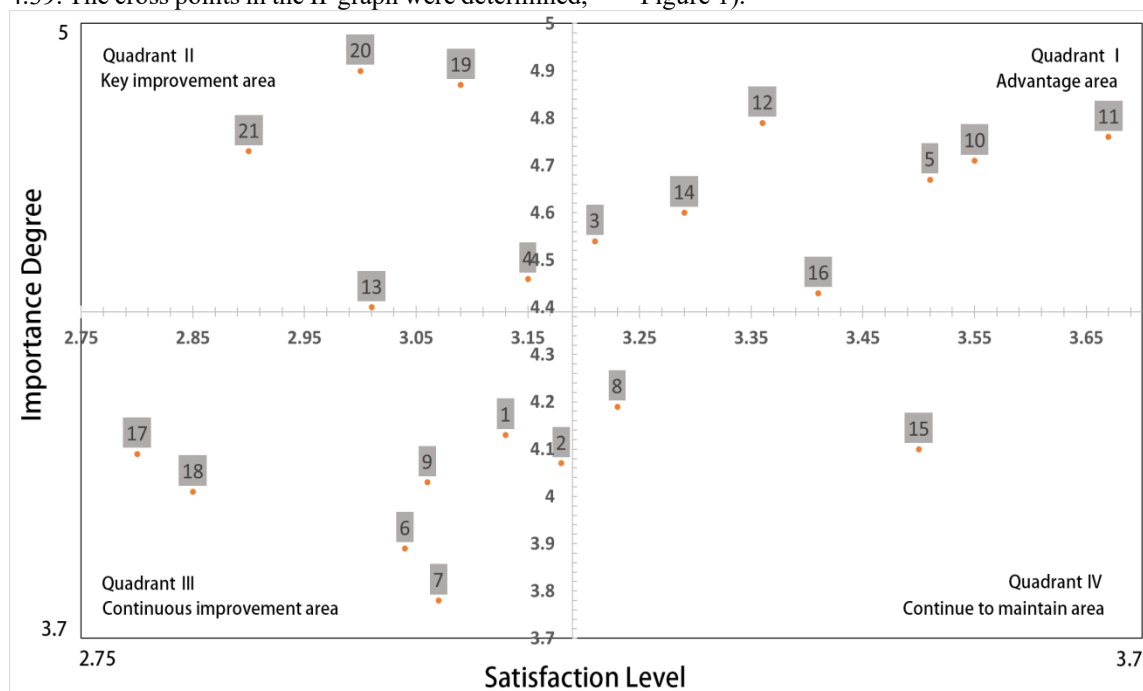


Figure 1 IPA location map of performance evaluation of public cultural service supply in Jiangxi Province

Quadrant I is the area with superior supply of public cultural services. The public attaches great importance to the public cultural services in this area and is relatively satisfied with the public cultural services

actually perceived. This region is the advantageous supply area of the existing public cultural services, and should continue to maintain this advantage in the future supply. Among the 21 items of public cultural

services in this survey, 7 items are located in this region, they are "3 -- Construction of museum (memorial hall)"; "5 -- Cultural activity square (stage) construction"; "10 -- Number of public cultural venues"; "11 -- Construction quality of public cultural venues"; "12 -- Public cultural venues open free of charge"; "14 - Organizing cultural training activities"; "16 -- Development of local mass cultural activities". According to the analysis principle of IPA, these seven public cultural services are not only very important to improve the public's perception of the quality of public cultural services, but also the current supply situation is relatively satisfactory to the public.

Quadrant II is the key improvement area of public cultural services. Public cultural services in this area are highly valued by the public, but the real experience is not satisfactory. This area should be given priority attention and the next step should be focused on improvement and perfection. In this survey, 5 public cultural services are positioned in this region, they are "4-comprehensive cultural station construction"; "13 - - Updating and borrowing of books in reading places"; "19 -- Enrichment of cultural activities (programs)"; "20 -- Quality of cultural activities (programs)"; "21 -- Participation in cultural activities". These are the public cultural services in Jiangxi province in the future need to focus on improvement.

Quadrant III is the secondary improvement area of public cultural services. The public does not pay much attention to public cultural services in this area, and the public's real experience is not satisfied. The supply of this area should be improved after the key improvement area. A total of 7 projects are located in this area, specifically "1 -- library (construction of rural library)"; "2. Construction of Mass Art Museum (cultural Center)"; "6 -- Mobile culture equipment configuration"; "7 -- Provision of auxiliary cultural Facilities"; "9 -- Utilization rate of public cultural venues"; "17 - Cultural activities aimed at vulnerable groups"; "18 -- Cultural activities carried out by enterprises through naming". These supply projects are low-priority public cultural services that can be gradually improved.

Quadrant IV is the area where the public cultural service supply continues to be maintained. The public does not attach much importance to the public cultural service in this area, but they are satisfied with the actual perceived public cultural service. As a result, public cultural services in the region may be oversupplied. Two items of the questionnaire in this study are targeted at this area, they are "8 -- Equipment configuration of public cultural venues". "15 - to send drama, send movies to the countryside activities." According to the analysis principle of IPA, it shows that the supply level of some existing public cultural services exceeds the expectation of the public, thus obtaining "over-value service". However, it should also be clearly recognized that such "over-value" supply may be caused by the relatively low level of

public demand for certain types of public cultural services at the present stage.

6. CONCLUSION

(1) The current level of public cultural services in Jiangxi Province cannot meet the needs of the public. Questionnaire survey data show that the average value of public attention to public cultural services is 4.39, which is much higher than the average value of 3.12 for the overall satisfaction of public cultural services. This shows that the existing level of public cultural service is still difficult to meet the public demand for public cultural service supply. In the five aspects of public cultural services, the public's satisfaction with the supply of cultural facilities is relatively the highest at 3.28, followed by 3.23 for the implementation of cultural activities, 3.08 for the supply of facilities, 3.02 for the supply of cultural services, and 3.01 for the implementation of activities. Satisfaction in all five categories was "average". Therefore, the level of public cultural services in Jiangxi province needs to be comprehensively improved.

(2) We should focus on strengthening the supply of cultural facilities, the development of cultural activities and the effects of activities

According to the results of IPA analysis, 5 out of 7 items related to the supply of cultural facilities, 2 out of 3 items related to the carrying out of cultural activities and all 3 items related to the carrying out of activities are distributed in the second and third quadrants of IPA grid, that is, areas in need of improvement in IPA grid. It shows that the public has a low evaluation on the supply and service of cultural facilities and the service of carrying out cultural activities, and there is a big gap between the effect of carrying out activities and the demand of the public. Therefore, public cultural services in Jiangxi province should focus on strengthening the supply of these three aspects of cultural services.

(3) We should maintain a high-quality supply of public cultural services that satisfy the public

Most of the supply effects of cultural facilities and the supply of cultural services are basically distributed in quadrant i and iv of the IPA grid, namely, in the supply advantage areas where the public is relatively satisfied. However, it should be clearly seen that the public's real feelings about these relatively satisfied public cultural service projects are only "average". Therefore, the supply of these aspects of public cultural services should not be neglected or even reduced just because these projects are in the "advantageous supply area" or "continuous maintenance area" in the IPA grid. Although the public cultural service of Jiangxi province has made continuous progress in the supply and implementation of cultural service in recent years, there is still a large space for improvement and improvement. Therefore, in terms of public cultural services that the public is relatively satisfied with, it is also necessary to maintain effective and high-quality supply.

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Orientation of University Education Reform in the New Era: An Integration of Humanity Education and Science Education

Datong Feng

Dalian University, Dalian, Liaoning, 116622, China

Abstract: The reform of university education in the new era is suggested to get rid of the separation and confrontation between humanity education and science education, and eliminate the concealment of humanistic spirit and the marginalization of humanities, the narrow specialization of education, and the utilitarianism of education. In reflecting on the roots of Chinese traditional pragmatism and the narrow instrumental rationality of Western education, we should base ourselves on the educational goal of cultivating new people of all-round development in the era, and promote the deeper generative integration between humanity education and science education in terms of educational concepts, educational contents, and educational methods.

Keywords: Humanity education; Science education; Integration

1. INTRODUCTION

The progress of human development is the process of human creation. This process is reflected in two aspects. One is the process of understanding, conquering, and transforming nature, which generates the material civilization; the other aspect is the process of understanding and improvement of human beings ourselves, thinking about the relationship between people, people and society, and people and the nature, which creates spiritual civilization. All human knowledge is generated in the exploration of these two kinds of civilizations and the relationship between each other. As a result, two major categories of subjects, namely, natural science and social science (the humanities) are generated and thus, the division of natural science education and humanity social sciences education has resulted.

Material civilization and spiritual civilization are of equal significance to the development of human society, but in the higher education system aspect, these two types of education are in different positions in practice.

2. THE FRAGMENTATION, PAROCHIALISM AND UTILITARIANISM OF UNIVERSITY EDUCATION

(1) The concealment of the humanistic spirit and the marginalization of the humanities

At the time of its birth, higher education was mainly focused on the spiritual civilization of human beings, with the commitment to the humanistic and social science education. it can be concluded that the

humanities are the study of human beings themselves, and the basic philosophy of the humanities is the ideals of human beings and the ideals of humanistic education^[1]. In modern times, especially with the rapid growth of material wealth after the industrial revolution, and the increasingly prominent role of science and technology. It caused the separation of material civilization and spiritual civilization.

This contradiction has also affected higher education significantly, and correspondingly led to the opposition between the concept that emphasizes humanities and social sciences and the viewpoint that emphasizes science and technology. As Clark Kerr paraphrased, the universities have become the center of the "knowledge industry", but the higher education has deviated from the humanities and lost its position^[2]. As a result, humanity and social science education are suppressed, and the voices of humanities and social science voluted down, higher education only focuses on science and technology education, completely abandoned its role in shaping people's inner world and the growth of human. Hence, division and estrangement of subjects between humanities and science and technology are formed. In the aspect of talent training, we have seen a one-dimensional and instrumental tendency of human development, and humans are even enslaved by technology, which has violated the educational concept of all-round human development. Thus, the people cultivated by the school use scientific knowledge and skills to conceal their emptiness and paleness in spirit, and they believe in the all-round development of science.

(2) The narrow specialization of education and utilitarianism of education

The situation we are faced now is that the suppression of humanity and social science education has led to the separation of humanity and social science knowledge from science and technology knowledge. This leads to the college students lacking of systematic scientific spirit, since they have learned scientific knowledge but ignored the scientific spirit, or learned scientific skills but ignored the inner will quality. The students cultivated in this model are no longer suitable for the modern society. They lack the inherent personality, values, and innovative spirit. They can only be a scientific and technological labor force and fall into dependence on technology, without the liberation and development of human beings. Such an education itself

is an anti-education practice.

Even within the same science and technology professional education, there is also a narrow specialization tendency. The structure of each major is so narrow designed that college students can only master a certain aspect of one specific professional knowledge, but have little knowledge of related subjects of the major, or even the knowledge of different directions within the major. Thus, college students have become narrow-minded people with only one-sided knowledge and fail to meet the needs of economic and social development for compound talents. Moreover, this kind of professional curriculum setup is not suitable for the development trend of high integration and high intersection based on high specialization neither.

3. ANALYSIS OF THE ROOT CAUSES OF THE SEPARATION OF HUMANITY EDUCATION AND SCIENCE EDUCATION

(1) Negative factors inheriting from Chinese traditional cultural education

The traditional culture of China is a double-edged sword. On one aspect, it has a profound outstanding traditional culture, but on the other aspects, it has some shortages. Firstly, the academic and educational tradition have always focused on practicality. This is because the earliest established empiricism philosophy in ancient China has always occupied a dominant position in education, while one of the main features of empiricism is the focus on practicality.

The second unfavorable factor in Chinese traditional culture is the dogma and rigidity in education. It is manifested in the emphasis on academic tradition and suppression of innovation. It seems that the entire Chinese academic history has become the affiliate of Confucius. It represents the blind obedience and lack of critical thinking and independent thinking. People intends to trust a ready-made authority.

Another important aspect is that traditional Chinese academic activities were organized by academic focal points dominated by the ruling class, rather than supported by a systematic methodology. Therefore, in the process of pursuing academic focal points, the intellectuals often fell into the quagmire of monistic determinism due to the objective cultural environment of the feudal government and their subjective utilitarian and practical attitude towards academics. The academic thought condition after Dong Zhongshu's proposal of "rejecting other schools of thought and respecting Confucianism only" was an example. Naturally, the theories and knowledge that were not the academic focal points were defined as valueless knowledge.

(2) The influence of narrow instrumental rationality of western education

The rapid development of productive forces of Western capitalist society accelerates the society into a modern and secular society. Universities have also undergone enormous changes in education philosophy. While

making great contributions to social, political, and economic development, the instrumentalism is widely recognized. It means that higher education should serve the society as a tool to solve the problem in daily life, rather than to perfect people. This kind of thinking has contributed to the success of modern American universities. However, when combining with the traditional Chinese pragmatism, the higher education has developed into a narrow instrumental rationality, emphasizing on technology, skill, efficiency, and effectiveness. The development went much far away from the orientation that higher education should serve the politics and economy. What's more even worse, some people put forward the viewpoint of operating universities in company's business philosophy and turn the university in industrialized model.

Underlying the split between humanistic and scientific education is the separation between humanistic and scientific spirits. Fundamentally, they represent the contradiction and opposition between value rationality and instrumental rationality. When this view develops to the point that the importance of practical utilitarian and the role of tools exceeds the value of human being, human being will become the slaves of tools, thus higher education will restrict people's all-round development, far from the real education.

4. THE INTEGRATION OF HUMANITY EDUCATION AND SCIENCE EDUCATION IS THE RETURN OF INTRINSIC VALUE OF EDUCATION

(1) The integration of humanity education and science education represents the need for universities to conform to the development trend of the times

Looking at the history of human development, we have found that science education and humanity education have experienced about three stages. The first stage happens in the agricultural society. Traditional humanity education and liberal education ignores the importance of science education; the spirit is above the material, which was an imperfect spiritual civilization. The second stage originates from the modern industrial society, where science and technology education ignored the important role of humanistic education, thinking that material is the primary, spirit is secondary or even useless. Thus, it went to the other extreme and resulted in an imperfect material civilization. The third stage is the current knowledge dominated society, which should be manifested as the integration of humanity education and science education also the integration of material and spirit. Only this education model can benefit the person's development.

In the process of cultural creation, the fact is often the unity of science and humanities. For the civilization created by mankind, it seems difficult to define a specific civilization as material civilization without any spiritual civilization, or the opposite.

To conclude, the humanity education should not be separated from the science education, but should follow the form when they were created, i.e., the humanistic spirit is nurtured in the scientific creation,

and the scientific spirit is embodied in the humanistic creation. We should pass on our culture based on this logic. Hence, humanity education and science education should be unified, which can be expressed as cultural education.

(2) The integration of humanity education and science education is driven by the need for human freedom and all-round development

The practical value of higher education cannot be denied by the society. The universities should keep pace with the development of economy and society. University should be a place for accepting higher education, rather than a training center for advanced skills. What universities are engaged in is the "human" education, with the focus on the unity of human sociality and personality, rather than engaging in "labor force" education.

In fact, the science and knowledge that seems to be impractical has the highest value. It represents a spirit of free exploration, a desire for freedom, and the development of individual personality. Just as Flexner stated, Academic institutions should devote themselves to cultivating curiosity. The further they deviate from practical application, the greater their contribution to human welfare and intellectual interest^[3] the current development of subjects has entered a highly intersecting era. What the students are faced with is the rapidly development and change of the world. Under this circumstance, the students must change, because the students with one-dimension thinking, limited and specific knowledge cannot adapt to the need for career development and social life, and they will be unable to adjust to the unpredictable possibilities and accomplish the transcendence of the human spirit's inner abundance.

Therefore, a complete set of university education is supposed to a fusion of humanity education and science education, as well as a fusion of humanities and science. Under this education model, the wisdom and spirit of science inherent at humanistic level will be reflected and valued, which in turn become an important path for students to acquire scientific spirit and realize the function of education for human perfection.

(3) The integration of humanity education and science education stands for the need for the development of pedagogic discipline

Contemporary pedagogy has been influenced by scientization and has become more and more narrow-minded. The primary feature is that science separates itself from the its inherent field and dominated the development direction of pedagogy, resulting in the declining of humanistic characteristics of pedagogy. This is because in the face of the richness and complexity of human and social life, the existing pedagogy cannot give an accurate "scientific explanation". What's more, due to the great achievements of science in transforming the natural world, the scientific paradigm has become an ideal and

standard paradigm, thus, pedagogy is forced to accept the transformation driven by science. First, education has been artificially divided into humanity education and science education, which separated the human-oriented education pursuing completeness. Hence, humanity education has been set aside, and science education become the dominant education activity. Secondly, the excessive pursuit of quantification and empirical study in pedagogy has led to the gradual narrowness of the subject's horizons, focusing on the cognitive aspect. This is totally against the original intention of education, which aims to give people wisdom and spiritual power. The management, curriculum contents and teaching methods of education have all deviated from the value of education due to the scientific transformation. As a result, education is narrowed to knowledge education only, and education management has become standardized and accountable system, thereby confining teachers' creativity; the curriculum contents are designed as knowledge for easy memorization and assessment, and gradually have evolved into abstract symbols that have broken away from life; the education methods mainly follow Herbart's principle of "educate through teaching"^[4]. In reality, higher education become the low-level memorizing and understanding, failure to develop the students' higher-order thinking abilities.

The evolution of pedagogy needs the integration of humanity education and science education. It requires to broaden the horizon of subject development at a higher level and return to the mission of people cultivation instead of centering on knowledge delivering. We can conclude that there is no knowledge that can isolate itself from human, and science is also people's understanding of the objective world. Science itself contains its inherent meaning, and that is just what people defines science. Viewing from this perspective, science can be defined as humanity, and science education as humanistic education. How to better integrate humanistic education and science education and to conduct humanistic science education, is not only an important issue faced by the education, but also an important opportunity for the education development.

5. CONCLUSION

The reform of university education in the new era is suggested to get rid of the separation and confrontation between humanity education and science education, Teaching people to be a well-behaved person was the soul of university education., we should base ourselves on the educational goal of cultivating new people of all-round development in the era, and promote the deeper generative integration between humanity education and science education in terms of educational concepts, educational contents, and educational methods.

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The Implementation Path of Ideological and Political Education in College English Teaching Based on “New media and Integration of Online and Offline Course”--Take Guangzhou Huashang College As an Example

Zhu Xia

Foreign Language Department, Guangzhou Huashang College, Guangzhou 511300, China

Abstract: Under “big ideological and political” Education, and the new era of media development, College English, as the demonstrative course of “Ideological and Political Curriculum Reform” of Guangzhou Huashang College, during its process teaching, needs to break the traditional mode of classroom teaching, incorporate the teaching resources of new media and the interactive resources from the second classroom, integrate ideological and political elements into the teaching process, exert its synergistic effect to cultivate cultural confidence and correct values among the college students, break the time and space limitation of the traditional learning, so as to realize the organic combination of English language teaching and the correct value guidance, and form a long-term mechanism that integrates college English teaching and ideological and political education.

Key words: College English; Ideological And Political Education; Implementation Path; New Media; Integration Of Online And Offline Course

1. INTRODUCTION

“The New Guidelines of Ideological Construction for Institutions of Higher Education” (2020) points out: *“Ideological and Political Education” is the basic task of higher education, which needs to integrate the values into the imparting of knowledge and training of competence.* [1] This shows convincingly that, to ensure the ideological and political education in colleges and universities, it is needy to firmly hold the core status of the theory course of ideology and politics, and then incorporate it into the teaching of public required courses, including college English, so as to exert its synergistic effect to cultivate cultural confidence and correct values among the college students and form a long-term mechanism that integrates college English teaching and ideological and political education.

In 2020, the government released “The New Outline to College English Curriculum”. The new guide puts forward new requirements, sets new goals and makes a clear explanation to the nature of college English education.

So as to carry out the basic task of education-“Morality Education”, the educational institutions should combine the ideological and political elements of the Chinese Communist Party, a new era of socialism with Chinese

characteristics, Chinese excellent traditional culture, and core socialist values into the teaching process. It is extremely important to comprehensively implement the educational guidelines formulated by the Party, practice the fundamental task of establishing moral integrity in cultivation and pursue education for all-round development during the whole process of teaching. [2]

2.THE IMPLEMENTATION PATH OF “IDEOLOGICAL AND POLITICAL CURRICULUM REFORM” IN COLLEGE ENGLISH TEACHING

On the national ideological and political work conference of higher education, general president Xi stressed that “We should take good advantage of the main channel of classroom teaching and make all kinds of courses go in line with the course of ideological and political education to form the coordination effect, so as to practice the fundamental task of establishing moral integrity in cultivation and pursue education for all-round development in all courses.

Having studied the important spirits of President Xi, the backbone teachers from Foreign Language Department of Guangzhou Huashang College set up a teaching team to implement the reform of college English teaching based on “Great Ideological and Political Education”. Since its foundation, the team has always adhered to the core concept of “Ideological and Political Education” -helping students to set up the correct values during the teaching of English language knowledge and the cultivation of language skills.

The College English teaching team of Huashang in “Ideological and Political Education Reform” was founded in 2018. The team is consisted of many backbone and excellent teachers from the department, and now is constantly and dynamically absorbing excellent teachers to join in. At the early stage of team building, it gathered the renowned senior professors, backbone teachers, and young teachers to cooperate with the educational reform projects and scientific research projects of the school to implement the “Ideological and Political Education” in College English teaching, which cultivated and also promoted the young and middle-aged teachers' enthusiasm in teaching and research. In the process of team construction, the leader of the team launched the “Ideological and Political Teaching Reform” education

teaching reform based on “The New Outline” (2020) and “The New Guide” (2020). Team members carried out the questionnaire survey to collect data to analyze and solve problems. They revised the course syllabus, optimized the teaching plan, adjusted the teaching content and teaching method, so as to integrate the elements of moral education into college English teaching, highlight double objective of knowledge and competence education and ideological education, which has effectively laid a solid foundation for the future reform.

Specifically, the implementation of ideological education reform in college English course is mainly realized through the following four aspects: incorporating the ideological concept to optimize the classroom teaching, integrating online and offline teaching, constructing interactive resources of “second classroom” through the new media and implementing educational innovation by combining intelligent media into the teaching practice and educational reform.

2.1 Incorporating the Ideological Concept to Optimize the Classroom Teaching

The “Ideological and Political Reform” teaching team in College English from Huashang College organizes the teachers to have in-depth and systematical analysis of the ideological elements in textbooks and refines the ideological elements that may be contained in many units, ensuring there must be ideological elements incorporated into the language teaching activities in class and there must be a focus on ideological elements in one period of teaching. And it also needs to make sure that there must be a clear ideological theme at the head of each unit, in the content and activity design of each unit, in the practice and final output tasks and projects of each unit.

In each class, students are divided into team groups to make presentations or reports on themes containing ideological and political elements of the Chinese Communist Party, Chinese excellent traditional culture, and core socialist values. Students are motivated to tell Chinese stories, spread Chinese culture, deliver Chinese voices and present Chinese solutions through various forms, such as speech, drama, poetry reading, dubbing, etc. The students’ presentation being melted into the classroom activities is an significant form of “communicative methodology to teaching”, which highlights the principle of objective teaching and is in line with the requirements of moral and political education that requires selecting teaching contents containing moral and ideological elements, thus helps to launch a targeted ideological and political education in the process of classroom teaching.

2.2 Integrating Online and Offline teaching

During the process of teaching reform, College English teaching team of Huashang College also integrates the online course - “College Viewing, Listening & Speaking” from the online course platform Chaoxing with the classroom offline teaching to carry out an integrated mode of teaching. This online course was recorded by the excellent college English teaching team of renowned senior professors, backbone teachers, and young teachers from Huashang College, which purposely, tactfully, and

softly incorporates the ideological and political elements into each period of online course. With the application of intelligent learning Apps and online learning platform, this new mode of teaching would help to break the restriction of traditional one-dimensional teaching and the space and time limit of audio-visual classroom training, creating a students orientated mode of teaching, which can help to strengthen students' subjectivity and expand the dimension and breadth of education during the whole process of teaching and learning.

2.3 Constructing Interactive Resources of “Second Classroom” Through the New Media

With the resources from the textbook of college English as the basic resources and online course from the online platform Chaoxing recorded by the team itself as the supportive resource, the team is committed to construct multi-dimensional, diversified and interactive resources for college English, through the rich and abundant campus culture activities and the second classroom activities such as forums from renowned teachers, the National College Students' English Contest, Speaking or Writing Contest on Patriotic Themes, the Recitation Contest on Chinese Classic Poetry, etc.

2.4 Implementing Educational Innovation by Combining Intelligent Media into the Teaching Practice and Educational Reform

Teachers adopt intelligent and mobile new media apps such as I-learning App (an app which provides digital resources for all the contents of the textbook such as the audio-visual materials in each chapter), Pigai App (an free online platform which provides automatic examining of the English compositions, translation, error correction, essay writing, and oral English reading exercises, as well as giving suggestions for improvement), Chaoxing App (an app which provides resources such as first-class courses from excellent and first-class universities and functions of classroom management and interaction) to design classroom activities and assign tasks for students, which help to break the time and space constraints by providing 24-hour non-stop learning resources for the students.

3 SAMPLE CASE OF TEACHING PLAN-TAKE UNIT 1 COLLEGE LIFE, BOOK 1, COLLEGE ENGLISH LISTENING, VIEWING AND SPEAKING AS AN EXAMPLE

In this part, some concrete measures will be presented through a related teaching plan of the first two periods in unit one, book one, from the course of *College English Listening, Viewing and Speaking*, to show the readers how to implement targeted ideological and political education in the course of college English.

3.1 Teaching objectives

Teaching objectives include 3 perspectives: knowledge, competence and literacy.

(1) For the linguistic knowledge part, students will learn about words and expression related to goals of college education, qualities and values of college students, core socialist values, basic required qualities and proper values of college students, media literacy, love for the hometown and love for the country.

(2) For competence part, students will learn how to express in concrete and specific details, students will improve listening skills, viewing skills and speaking skills while drilling, and improve communicative skills in group cooperation while speaking;

(3) For literacy part, students will strengthen their understanding of the goals of college education and core socialist values, deepen their understanding of basic responsibilities of a college student, and understand what basic responsibility they should undertake for own behaviors and words as a college student.

3.2 Lead-in: Students' presentation and warming-up

(1) Students make Pre-class Research Presentation: *Mottoes from Some famous Universities in China*

(2) Teacher greets Students and talks with them freely focusing on goals of College education after the video watching by asking some questions: "What do you think are the goals of college education?" or "what are you expecting from college education?"

(3) Teacher leads Students to the topic "Goals of College Education"

While discussing the topic of goals of college education, teacher further challenges Students by leading them to the three main goals of college education-improving academic skills, improving social skills and building up core socialist values.

Then students are encouraged to make oral practice about "improving social skills" and "building up core socialist values" by following the "what-how" pattern.

Innovative Focus and critical thinking development: This part helps to strengthen students' understanding of the goals of college education and core socialist values.

3.3 While drilling viewing and speaking

(1) Teacher leads students to the topic by saying: With the development of the internet and all kinds of social media, such as WeChat, weblog, Tiktok, Facebook, twitter etc., it is very common that people are posting views on the all kinds of social media platforms freely. But as a college student, have you ever thought about "What should we keep in mind when posting views on the social media? And What basic qualities and values should a college student bear?"

(2) Teacher leads Students to watch the video clip about Ji Ziyue after introducing the background of the news: "The University of Chinese Academy of Sciences expelled a master's degree student on Sunday after she repeatedly made "false statements" about the Nanjing Massacre on her foreign-based social media platform."

(3) After watching the video, teacher cast a vote through Chaoxing online platform "Should Ji be expelled from school?" Then, teacher present some hot comments online to the students such as:

It serves the student right. How can we expect him to serve our great motherland with heart and soul when he is armed with more capital? How can we train our top talents for those who go against our country? How can we slacken our morality education in higher education institutions?

--from Tranquility

(4) Teacher asks Students to make bullet comments on screen through the Chaoxing online platform about Ji's

case.

(5) Teacher asks Students to debate over the topic "whether Ji should be expelled from school?" by following the tips:

Do you think Ji should be expelled from school and why?

What should we keep in mind when posting online?

As a college student, what values should we bear in mind?

Innovative Focus and critical thinking development:

The judge (also a student) can decide which team won finally, while Teacher just summarized that the meaning of debate is not to win, but to deepen Students' understanding of basic responsibilities of a college student. Our history should be valued and respected fully with patriotism emotions. Ji's words run against the university's values and seriously harmed the feelings of Chinese people. Either as a Chinese or as a colleges student, they should undertake basic responsibility for own behaviors and words.

3.4 After drilling

Teacher assigns internet searching and presentation tasks to the students: Students are required to search information about the two internet celebrities-Tamdrin and Li Ziqi, and compare them with Ji Ziyue and think about the following questions:

What contributions have they made to their hometown and to the country?

What contributions can you made to your hometown, the society and the country?

Students are required to make a presentation about "Love My Hometown and Love My Country" in the next before-class presentation.

4. CONCLUSION

Based on the new requirements put forward by "The New Guidelines of Ideological Construction for Institutions of Higher Education" (2020) and "The New Outline to College English Curriculum" (2020), the thesis puts forward the specific path and methods to the implementation of ideological and political education reform of college English, and shows concrete measures in how to reconstruct the contents in college English teaching through some related cases. During the process of curriculum reform and practice, the college English teaching reform team from Foreign Language Department of Guangzhou Huashang College, holds on tightly to the basic task of moral and value education to realize the ideological and political education reform in college English, mainly by incorporating the ideological concept to optimize the classroom teaching, integrating online and offline teaching, constructing interactive resources of "second classroom" through the new media and implementing educational innovation by combining intelligent media into the teaching practice and educational reform, aiming to form an radiating, advanced and propagable experience and mode for other universities.

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Construction of Teachers' Ethics in Colleges and Universities

Ronglin Shan

School of Foreign Languages, Sichuan Minzu College, Kangding, 626001, China

Abstract: On behalf of the Party Central Committee, President extended festive congratulations and sincere greetings to teachers and educators across the country on the 34th Teachers' Day. He stressed that teachers had made outstanding contributions to national development and rejuvenation by implementing the party's education policy, teaching and educating people with painstaking efforts and silent dedication for a long time. Teachers are engineers of human soul and inheritors of human civilization, bearing the responsibility of spreading knowledge, ideas, truth, shaping soul, life and new people [1]. The work of teachers, especially college teachers, is particularly important that the construction of teachers' ethics plays a vital role in the quality of talent training. High learning is a teacher, and only when you are upright can you demonstrate. This work will analyze the significant problems of teachers' ethics in colleges and universities, and explore the measures and strategies of teachers' ethics construction.

Key Words: Colleges and universities; Teachers' ethics; Construction; Measures

1. INTRODUCTION

With the development of society and the progress of science, technology and culture, the times have endowed college teachers with new connotations and missions, and noble ethics are particularly important. Teachers' personality charm is a huge educational resource, and noble moral sentiment is an important connotation of teachers' personality charm. Teachers' education and teaching activities are an activity of cultivating personality with personality and shaping soul with soul. Teachers should achieve the unity of being people, learning and teachers, and be consistent in appearance and inside. Sound personality charm has a strong appeal and influence on students. The sacred duty of teaching requires teachers to have profound knowledge, rigorous academic spirit and tireless teaching attitude, pursue the frontier of disciplines, care about human destiny, promote and maintain social fairness and justice, and motivate students with unrelenting learning and exploration. Moreover, college teachers are required to have excellent ethics and noble personality charm. For college teachers, learning and exploration should be integrated into their whole careers. Also, they should be willing to learn, be good at learning, and constantly explore unknown fields. Only by constantly strengthening learning can they continuously improve their ideological quality

and working ability, and adapt to the new situation and requirements of higher education. It is the bounden responsibility of colleges and universities to deeply analyze the problems faced in the construction of teachers' ethics and take effective measures to carry out the construction of teachers' ethics.

2. PROBLEMS EXISTING IN TEACHERS' ETHICS IN COLLEGES AND UNIVERSITIES

Currently, the college teachers' ethics are generally good. The vast majority of teachers are noble, dedicated, indifferent to fame and wealth, and devote themselves to educating people, cultivating a large number of outstanding talents for the country and local. However, a few cases of violating teachers' ethics also occur occasionally, which has a great harm, has an extremely negative impact on the image of university teachers, and even affects the image of the whole teaching team.

2.1. Individual teachers do not require themselves according to the code of conduct for colleges teachers. Love and dedication are positive career expectations and ideal pursuits of all walks of life. However, a few college teachers do not understand their code of conduct, have weak sense of teachers' ethics and lack of professional ideal. Also, they do not have enough enthusiasm and initiative in learning, do not seriously study relevant educational theories, educational policies and regulations, and do not have firm career ideals and beliefs. Individual college teachers are satisfied with the current situation, do not want to make progress, and are not strict with themselves. Without concentrating on the theory and knowledge of relevant disciplines, the relevant professional knowledge can not be updated in time, and their classroom quality is poor. They don't care enough about students, relax their requirements, and their professional quality is not improved enough. The teaching content can't keep pace with the times. Individual college teachers did not abide by academic ethics in order to evaluate their professional titles. Very few college teachers have relaxed the improvement of teacher's ethics cultivation, and abnormal teacher-student relations occur occasionally. Many problems related to teacher's ethics show that individual college teachers do not understand the code of conduct, do not recognize their role and mission, and strictly demand themselves.

2.2. Individual colleges teachers lack professional ideals

The professional ideal of college teachers is their

passion and motivation to devote themselves to the cause of higher education. Since they choose teachers, they should be indifferent to fame and wealth, love college students, love the classroom, be full of continuous enthusiasm and motivation for scientific research, and like to constantly explore knowledge in related fields. Teachers' professional identity is the spiritual pillar of teaching and educating people. However, individual college teachers are influenced by utilitarianism and pragmatism in today's diversified values and interest patterns. Their professional ideals are no longer firm, which is reflected in more consideration of interests, less consideration of professional ideals and feelings, stronger individual consciousness, weaker overall concept, higher awareness of rights and money, and lower awareness of responsibility. It can not well balance the relationship between ideal and reality, rights and obligations, and lacks the necessary sense of responsibility and overall view in the choice of value behavior [2]. The happiest thing in life is that the work they are engaged in is their favorite work. If the work of college teachers is tempted by money and power, it will be difficult to devote themselves to teaching and educating people and work quietly (i.e., the gradual dilution and loss of professional ideals and professional beliefs), which is the biggest professional sorrow.

2.3. Individual teachers fail to fulfill their duties of teaching and educating people

Teaching and educating people is the bounden duty of teachers, while individual college teachers have weak educational consciousness, only teach mechanically, and basically do nothing in educating people in practical work. In teaching, they regard imparting knowledge to students as their teaching goal, ignore the cultivation of students' personality and ideological and moral quality, and pay more attention to teaching than educating people. They did not pay enough attention to classroom ideological and political education, and did not timely and correctly guide and solve the ideological education problems reflected in the classroom. Individual teachers ignore the teaching organization and management in the classroom and ignore the phenomena of violating classroom discipline such as late and early departure, absenteeism, sleeping in class, playing mobile phones, etc. As a result, the students who were listening carefully were also affected and could not study quietly. Thus, students lose interest in class content, resulting in classroom teaching unable to achieve the due teaching effect [3]. Some teachers do not prepare lessons adequately, do not study teaching materials and disciplines enough, and the teaching methods are old and backward. The contents can not stimulate students' thinking and inspire students' wisdom, and do not teach students according to their aptitude. They lack targeted teaching, and students gradually lose confidence in teachers and courses.

3. MEASURES FOR THE CONSTRUCTION OF TEACHERS' ETHICS IN COLLEGES AND UNIVERSITIES

Teachers' ethics in colleges and universities is an important part of the construction of teachers' team. The school level must form a long-term mechanism for teachers' ethics training. Teachers must deeply realize the importance of teachers' ethics, constantly learn relevant knowledge and improve their ideological quality and professional quality. They can really become students' personal mentors and good teachers and friends, and can infect and influence students with profound knowledge charm and noble personality charm.

3.1. Schools should form a long-term mechanism of teacher morality training

At the school level, it is necessary to strengthen the construction of teacher ethics training system. Strengthening teachers' moral training and improving teachers' professional quality are the key means to improve teachers' overall quality. Colleges and universities should improve teachers' ethics education and training programs, enrich educational channels and methods, improve the effectiveness of teachers' ethics education, and gradually build a hierarchical, classified and hierarchical training system. Teachers are guided to form noble teacher ethics and good teacher style throughout the whole process of training [4]. College teachers are the guides for the knowledge growth and ideological progress of college students. They should not only teach good books but also cultivate good people. Value orientation and positive guidance are carried out for teachers through teacher ethics training, and teachers' ideals and beliefs are continuously strengthened to improve their moral cultivation and professional level.

3.2. Teachers should constantly improve their own ethics

As the inheritor of human civilization, college teachers bear the responsibility of spreading ideas, truth, shaping souls and new people. The expectations of society and the times for teachers should be the motivation for teachers to continuously strengthen their professional ethics and professional level. Therefore, college teachers should constantly strengthen the study of relevant theories, combine their professional theories with teaching and learning practice, grasp the pulse of the times, comply with the trend of the times, have the courage to innovate, and constantly update and strengthen their professional quality. Besides, they should strengthen their own moral cultivation, learn the norms of teachers' ethics, consciously practice the standards of teachers' ethics, and resist the erosion of various adverse social trends [5]. College teachers should constantly strengthen their study and improve their moral quality and professional level in combination with their major and actual situation. Teachers should be strict with their moral vision, and lead students with a positive attitude,

thus better serving students and society.

3.3. College teachers should take the initiative to enhance their moral behavior

Scrupulously abiding by professional norms and performing duties are the code of conduct that all walks of life should abide by. For college teachers, they should adhere to good teachers' ethics in the process of behavior, teaching and scientific research, and constantly strengthen their teaching by word of mouth and example, thus playing a good role as a model for students. College teachers should clearly recognize their teacher identity, always bear in mind their professional dignity, strictly abide by the code of ethics, and constantly improve their moral quality. Apart from imparting knowledge to students, teachers should shape personality with personality, shape soul with noble soul, pay attention to the guidance and education of students' morality, and earnestly undertake the responsibility of teaching and cultivating college students' personalities. Teachers should pay attention to communication with students, take the time to actively communicate with college students, and understand students' inner world and career ideals. In the face of confused students, teachers should develop and guide them, help them get out of the empty environment, clarify their career ideals and career pursuit, and improve their teachers' moral level in teaching and learning [6]. At the same time, it plays a positive and exemplary role for college students.

4. CONCLUSIONS

In the information age with infinitely rich sources of knowledge, students are no longer satisfied with the mechanical teaching of knowledge in class. The era enforces new and higher requirements on college teachers, which requires them to constantly explore and pursue new knowledge. Teachers' self-development and promotion will be a long-term project. Under the guidance of Xi thought on socialism with Chinese characteristics for a new era, college teachers should take an active part in the training of teachers' ethics organized by the university, and take the initiative to study relevant theories and knowledge to constantly improve their moral level and teacher's ethics at the same time. They should earnestly study and deeply understand the spirit of the national

education conference, continue to learn and innovate, improve their professional quality and professional ability, and become college teachers with noble ethics and exquisite business. It is necessary to understand, respect and trust their students, guide them with inclusive feelings, and do a good job of serving young people with a broad and loving heart.

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The Optimization of the Quality Assurance System for the Cultivation of Postgraduates in Universities

Enming Zhao

College of Engineering, Dali University, Yunnan, Dali 671003, China

Abstract: In recent years, with the continuous increase in the number of graduate students, quality education has become the most popular education topic. In order to ensure the quality of postgraduate training, China has also begun to reform the tutorial system training mechanism. On this basis, local colleges and universities will be under pressure from various sources for various reasons. This article investigates the basic situation of postgraduates and tutors in a certain school, and found that 76.36% of the graduates of this school have a bachelor's degree and 23.64% of them have a college degree. The number of tutors who have a graduate degree and are full-time teachers is the largest. There are 57 people. The number of tutors with doctoral degrees and full-time teachers is the least, only 6. In addition, a survey on the teaching ability of tutors and the satisfaction of graduate students' training results was carried out to adjust the graduate training program to achieve high-quality graduate talent training.

Keywords: Master Graduates; Training Quality Assurance; Tutorial System Training Mechanism; Teaching Ability

1. INTRODUCTION

Higher education is responsible for the important task of cultivating professional talents and promoting science and culture. As the highest level of education in higher education, postgraduate education needs to set an example of building modern socialism. As the scale of postgraduate education in China continues to expand, the quality of postgraduate training has become more prominent, and the conflict between quantity and quality has become more and more intense. So, it is the purpose of this article to discuss how to ensure the quality of graduate education and solve the problems in graduate education[1-3].

At present, many scholars have conducted optimization studies on the quality assurance system for the cultivation of postgraduates in colleges and universities, and have achieved good results. For example, many foreign universities have introduced strict evaluation and exclusion systems into their graduate education training mechanisms. This system will put pressure on students to graduate and increase the crisis of graduate students to a certain extent, but it does not mean that it will have a negative effect. On the contrary, it will encourage graduate students to

study hard, stimulate students' enthusiasm for learning and creation, and ensure graduate education. The improvement of quality and the improvement of scientific research and innovation ability[4-6]. A scholar established a subcategory rating index system for the quality of higher education by analyzing the needs of graduate students and the main influencing factors on the quality of graduate training, and gave guidance on the establishment of a quality assurance system for graduate talent training. For example, universities must innovate in graduate talent training management model to achieve a sound postgraduate talent training quality and social security system [7-8]. Although the research on the optimization of the quality assurance system for postgraduate training in universities has made great progress, it is still necessary to reform the training plan to improve the quality of training and realize the output of graduate students who develop in multiple directions.

This article explains the connotation of the quality assurance system for postgraduate training in universities. According to the guarantee elements of the postgraduate training quality assurance system for postgraduates, it investigates the source of graduate students and the structure of the tutor team in a certain university. In terms of the quality of postgraduate training, it is necessary to improve the teaching abilities of tutors in all aspects, which also reflects that schools should attach importance to the quality of postgraduate training in order to raise the level of education as a whole.

2. RESEARCH ON THE OPTIMIZATION OF THE QUALITY ASSURANCE SYSTEM FOR THE CULTIVATION OF POSTGRADUATES IN UNIVERSITIES

2.1 Research Purpose

This article discovers the problems existing in the process of postgraduate training through investigation and proposes countermeasures to solve the problems. To verify the necessity of constructing a postgraduate training quality assurance system, it is hoped that the research results of this article can provide theoretical support for deepening the reform of local higher education and postgraduate education.

2.2 Research Methods

Taking a university as an example, this article randomly selected 533 graduate students to fill out the questionnaire through a questionnaire survey. The

questionnaire was handed out in person, and returned in person after filling out. Therefore, the effective questionnaire was 100%. The questionnaire mainly surveys the status quo of the quality of postgraduate training and students' satisfaction with all aspects of the quality of training. Based on the results of the analysis, it gives constructive suggestions that can improve the quality of postgraduate training in the school.

3. ANALYSIS OF THE RESULTS OF THE OPTIMIZATION OF THE QUALITY ASSURANCE SYSTEM FOR THE CULTIVATION OF POSTGRADUATES IN UNIVERSITIES

3.1 Analysis of the Status Quo of the Quality of Postgraduate Training

3.1.1. Investigation and analysis of the status of graduate students

Table 1. Sources of graduate students

	Qualifications before graduate school		Domicile	
	Undergraduate	Specialist	Town	Rural area
Male	223	75	96	202
Female	184	51	67	168
Percentage (%)	76.36	23.64	30.58	69.42

Table 1 shows the enrollment of graduate students in a

school in 2018. The total number is 533. From a horizontal analysis, 298 are males, 96 are from urban areas, and 202 are from rural areas; 235 are females, 67 are from urban areas, and 168 are from rural areas. From a longitudinal analysis, there are 407 people with a bachelor degree before graduate school, accounting for 76.36% of the total number of people, 126 people with a college degree before graduate school, accounting for 23.64% of the total number; the total number of people from cities and towns is 163, the proportion is 30.58%. The total number of people from rural areas is 370, which is 69.42%. Whether the graduates with a bachelor's degree before the graduate study accounted for the majority, indicating that the level of academic qualifications is also one of the factors affecting the quality of postgraduate training. Most of the graduate students come from rural areas. Under normal circumstances, their financial pressure is greater. In the process of studying, they may need to work-study and do some part-time jobs to relieve the financial pressure, which reduces the study time of these students, which is bound to be Affect the quality of postgraduate training. Therefore, it is necessary to provide financial aid to students in difficulties and vigorously support students to complete their studies.

3.1.2. Basic situation of the mentor team

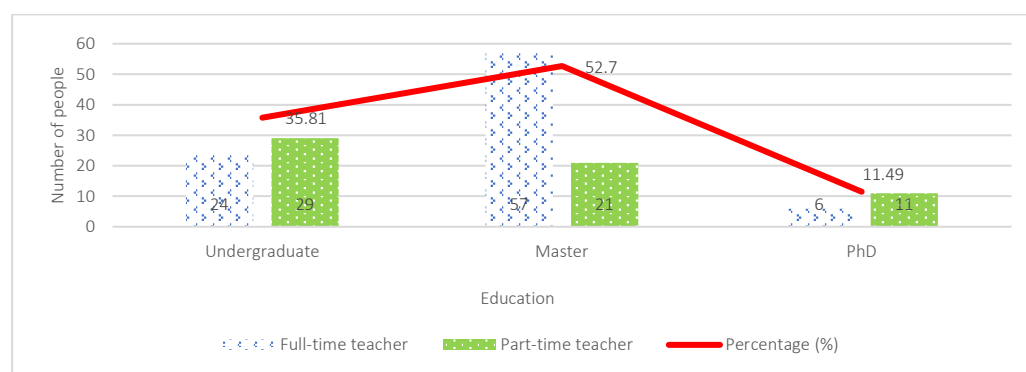


Figure 1. The composition of the mentor team

Figure 1 shows the structure of the postgraduate tutor team. From the data, it can be seen that the tutors with a bachelor degree account for 35.81% of the total tutors. Among them, there are 24 full-time teachers and 29 part-time teachers; The number of tutors accounted for 52.7% of the total, of which 57 were full-time teachers and 21 were part-time teachers; tutors with a PhD degree accounted for 11.49% of the total, of which, 6 were full-time teachers and 11 were part-time teachers. The academic level of the tutor is also one of the important factors affecting the quality of postgraduate training.

3.2 Analysis of the Results of the Postgraduate Training Quality Survey

3.2.1. Investigation and analysis of the ability of postgraduate tutors

As shown in Figure 2 is a survey of graduate students' satisfaction with the level of their tutors. When

students evaluate the academic ability of the tutor, the majority of students think that the tutor's academic ability is qualified or above, and the number of students who think that the tutor's academic ability is average is the largest, accounting for 43.8%, indicating that basically the tutor's academic ability is still obtained by the student recognized; when evaluating the scientific research ability of the tutor, 11.5% of the students think that the tutor's scientific research ability is excellent, 17.0% of the students think it is good, 12.1% of the students think it is fair, 24.6% of the students think it is qualified, and 34.8% of the students think it is unqualified. The school's tutor's scientific research ability did not meet the requirements of the students. The school needs to pay attention to the improvement of the graduate tutor's scientific research ability; when evaluating the tutor's teaching ability, only 3.9% of the students think that the tutor's teaching ability is

unqualified, indicating the student's recognition of the teacher's teaching ability very high; when evaluating the moral literacy of tutors, students think that the mentor's moral literacy is average, the number of students who think that the mentor's moral literacy is excellent accounted for the second place, and the proportion of unqualified students reached 13.6%, indicating that the mentor's moral literacy is affected by the students. Doubts, schools need to develop

quality training courses to improve the moral quality of tutors. When evaluating the tutor's academic attitude, up to 39.5% of the students thought that the tutor's academic attitude was unqualified, indicating that the tutor's attitude towards teaching and educating people was not rigorous enough, and there was some slack in teaching, and the school should improve the academic atmosphere.

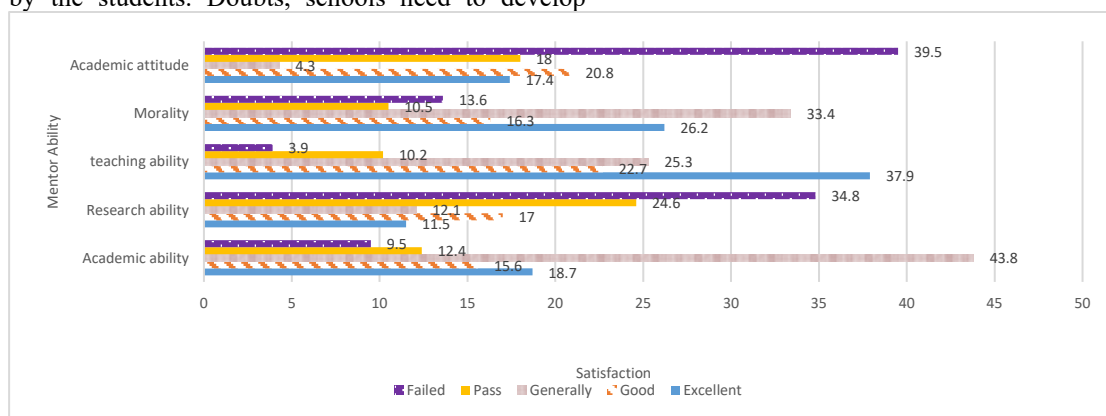


Figure 2. Instructor's ability satisfaction survey (%)

3.2.2. Survey on the results of postgraduate training

Table 2. Postgraduate training results(%)

	Excellent	Good	Generally	Pass	Failed
Employment status	6.8	21.6	37.7	20.5	13.4
Social evaluation	6.0	24.7	32.1	25.4	11.8
Professional knowledge	9.3	26.0	48.4	13.7	2.6
Paper publication	1.2	14.6	45.8	21.1	17.3

As shown in Table 2 is a survey of satisfaction with training results. It can be seen from the data in the table that the employment situation and social evaluation satisfaction have similar proportions in each item, indicating that there is a certain connection between employment situation and social evaluation. If the employment rate rises, then society's evaluation of schools will also be to make some changes, increasing the employment rate and improving the employment situation are important links in the quality system of postgraduate training. In professional knowledge satisfaction, the rate of failure is only 2.6%, indicating that graduate students have a good grasp of professional knowledge, but the proportion of excellent ones is also small. Graduate students should study professional knowledge in depth. In the satisfaction degree of paper publication, the proportions of excellent, good, fair, qualified and unqualified are 1.2%, 14.6%, 45.8%, 21.1%, and 17.3% respectively. The percentage of satisfaction with excellent papers is very small, and most of them are papers. Satisfaction with publication was average, and 17.3% were unqualified, indicating that the school did not attach importance to paper management and the quality of student papers was low. The quality of the thesis is the main task of the postgraduate quality training system. Therefore, the school should strictly

control the quality of the thesis.

4. CONCLUSION

This article investigates the satisfaction of graduate students in a certain university with the quality system of postgraduate training. In the process of researching the postgraduate training of the school, it is found that students will face economic pressure and the tutors are not high in scientific research level in teaching ability, and their academic attitudes are not rigorous, and put forward targeted suggestions on these issues, hoping that these suggestions can improve the shortcomings of the graduate training program in colleges and universities, and realize the high quality of graduate education.

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Education of International Students in Guangdong Universities: Significance, Development Trend and Path Choice

Jiao Zeng

South China Business College, Guangdong University of Foreign Studies, Guangzhou, Guangdong, 510545, China

Abstract: International students' education is the basic human resource support to promote Guangdong to realize the functions of hub, economic and trade cooperation center and important engine of "the Belt and Road" Initiative. In the past 15 years, the overall scale of international students in Colleges and universities in Guangdong has gradually expanded, but it has not formed a stable development trend; The proportion gap between academic students and non academic students is narrowing, but more than half of them are still academic students; Although it is not high to win the Chinese government scholarship, Guangdong colleges and universities always tend to academic students. In the context of the new era, we should further understand the political, economic and cultural values and significance of developing international education education in China, and attract high-quality international students to study in Guangdong. The flexible setting of scholarships is the external attraction, and improving the quality of higher education in Guangdong is the internal charm and fundamental.

Key words: Study in China; International students' education; the Belt and Road Initiative

1. INTRODUCTION

Since the "the Belt and Road" ("B&R") initiative was put forward in 2013, the "five links" have achieved remarkable results. Guangdong not only has the historical and cultural characteristics of the birthplace of the maritime Silk Road and the famous hometown of overseas Chinese, but also has the practical location advantages of high openness, strong economic strength and great radiation driving effect. Therefore, it is indisputable to position it as a "strategic hub, economic and trade cooperation center and important engine" in the construction of "B&R". Cultivating international students can not only directly promote the connection between the people, but also provide human resources and intellectual support for other "four links". Clarifying the development status, change characteristics and future trend of international student education in Colleges and universities in Guangdong since the new century has reference significance and practical value for Guangdong Province to adjust the policy of international students in China under the background of "B&R".

2. ON THE SIGNIFICANCE OF DEVELOPING INTERNATIONAL STUDENT EDUCATION IN GUANGDONG IN THE NEW ERA

2.1 With the continuous expansion of education

opening to the outside world, serving the national strategy is the due meaning of Guangdong higher education

Firstly, the development of international student education will still be an important part of education opening to the outside world. In 2015, "the vision and action of promoting the joint construction of the Silk Road Economic Belt and the 21st century Maritime Silk Road" proposed to "expand the scale of international students and carry out cooperative school running". In 2016, "several opinions on doing a good job in the opening up of education in the new era" systematically designed the opening-up strategy of higher education, emphasizing that the opening-up of education should cooperate with "B&R". In the same year, "the education action to promote the co construction of 'B&R'" put forward specific implementation plans to provide support for promoting the construction of "B&R" in the field of education. In 2018, 492, 200 international students came to study in China, and China has become the largest destination in Asia. [1] International student education has also become an important medium and image window for China's education opening to the outside world. In June 2020, "the opinions of the Ministry of education and other eight departments on accelerating and expanding the opening-up in the new era" further pointed out that we should unswervingly adhere to the opening-up of education, take the initiative to strengthen mutual learning, mutual tolerance and exchange with countries all over the world, and form a more comprehensive, wider field, more level and more active pattern of opening-up of education. It can be seen that the grand strategy of strengthening the brand of "studying in China" will not change, and the development of international student education is still an important content of education opening to the outside world.

Secondly, Guangdong higher education should serve "B&R" initiative. As an important function of modern universities, social service plays a more and more important role in national and social development. "B&R" construction is a major strategic decision made by China to actively respond to profound changes in the global situation and coordinate the overall situation at home and abroad. In the process of further promoting the "B&R" construction, Guangdong, as a "strategic hub, economic and trade cooperation center and important engine", should play the role of higher education. Recruiting foreign students from countries along the "B&R" line is one of the important ways for Guangdong universities to

cultivate international talents at all levels who know more about China, are friendly to China and are close to China. These reserve talents will be potential supporters, promoters and participants of the "B&R" construction.

2.2 Under the background that the development direction of education internationalization remains unchanged, improving the competitiveness of students is the inevitable choice of higher education in Guangdong

First of all, the direction of internationalization of higher education will not change for a long time in the future. In recent years, populist right-wing forces in developed countries represented by the USA and UK have taken advantage of public discontent to set off a new round of anti globalization thoughts, but the process of globalization will not stop; China's rise provides opportunities and benefits for the establishment of a new globalization model that is development oriented, emphasizes inclusive growth and takes into account efficiency and fairness. ^{[[2]]}In this context, the internationalization of higher education is still an important trend in the development of higher education in the world, and its development direction will not be easily changed. In March 2019, the British government issued "International Education Strategy: Global Potential, Global Growth", The report proposes to further expand the scale of international student recruitment, and the number of British international students will increase to 600000 by 2030. ^{[[3]]}The United States, Japan, Australia and other countries also take the recruitment of international students as an important strategy for the international development of higher education, and regard it as education export, which is included in the statistical caliber of national economy and service export. Therefore, at present and for a long time to come, recruiting international students is still an important way to realize the internationalization of higher education in Guangdong Province.

Secondly, the competitiveness of Guangdong universities to attract high-quality international students needs to be improved. Since the reform and opening up, through the implementation of key construction projects such as "211 Project", "985 Project", "advantageous discipline innovation platform" and "characteristic key discipline project", the overall strength and international competitiveness of China's higher education have achieved unprecedented development, which is mainly reflected in the sharp rise in the ranking of international universities, the continuous rise in the ability of scientific research and innovation, and the continuous emergence of high-level and high-quality talents. But behind the achievements, there are still realistic gaps. Facing the competition in the international higher education market, we have to admit that the overall competitiveness of Chinese universities needs to be improved, especially in attracting international high-quality students. There is still a big gap with the traditional higher education powers in Europe and America. The ranking of the volume and quality of higher education development in Guangdong Province is extremely disproportionate to the situation that

the economic aggregate ranks first, which is mainly reflected in two aspects, First, the gross enrollment rate of higher education is relatively low. In 2019, the gross enrollment rate of higher education in Guangdong reached more than 46%, an increase of 3.57 percentage points over 2018, but still 5.6 percentage points lower than the national average level (51.6%) in that year, It can not be compared with 73.76% (2017) in Hong Kong Area, 84.69% (2018) in Taiwan Area and 85.27% (2018) in Macao Area, This shows that the popularization level of higher education in Guangdong needs to be improved.

Secondly, the ranking of world universities is not ideal. Among the four recognized authorities, there are only two Guangdong universities ranked among the top 500 world universities in USNews2020, THE2020 and QS2021, and five Guangdong universities ranked among the top 500 world universities in ARWU2019. However, Guangdong universities have performed extraordinary in recent years, constantly breaking records in the world rankings, and the number of Universities on the list is increasing.

2.3 With the deepening of the "double first-class" construction, improving the ranking of world universities is an important move for colleges and universities in Guangdong

First of all, the construction of "double first-class" will continue to deepen, which is intended to build a powerful country in higher education and provide important support and driving force for national development. Higher education can promote national development and prosperity, which has long existed in the modern history of the world. For example, the rise of medieval universities promoted Italy to become the first world scientific activity center in the modern history of the world; Humboldt's reform of Berlin University promoted the development of higher education in Germany and promoted Germany to succeed the world science activity center. It is precisely because of the increasing contribution of modern higher education to national development. Hadro Perkin regarded the University as the "power station" of human society. ^{[[4]]}It can be predicted that the role of University "power station" or "gas station" will be more prominent in the future. "The preservation, teaching, application and innovation of knowledge, the inheritance and progress of civilization, the exploration and cultivation of talents, and scientific discovery, support and renewal are all based on higher education." ^{[[5]]}The "double first-class" construction in the new era is an action response to give full play to the role of "power station" of colleges and universities. The overall plan has planned three stages of development goals for the "double first-class" construction. "By 2020, several universities and a number of disciplines will enter the world's popular column, and several disciplines will enter the forefront of world-class disciplines. By 2030, more universities and disciplines will be among the most popular in the world, several universities will be at the forefront of world-class universities, a number of disciplines will be at the forefront of world-class disciplines, and the overall strength of higher education will be significantly improved. By the middle of the 21st century, the number

and strength of first-class universities and first-class disciplines will be in the forefront of the world, and we will basically become a powerful country in higher education. " These plans reflect the long-term characteristics of the national strategy. Therefore, the "double first-class" construction will undoubtedly continue to advance in depth.

Secondly, the government, universities and society will continue to pay attention to the international ranking of universities, which is another motivation to recruit foreign students. Regardless of the controversy over the advantages and disadvantages of the ranking of world-class universities, it has become an indisputable fact that governments, universities and society pay special attention to it. With the promotion of "double first-class" construction, domestic and foreign universities are more sensitive to the ranking of Chinese universities in the world universities. On the one hand, as mentioned earlier, higher education has become an important factor affecting economic and social development, and people pay more attention to its quality; On the other hand, the government and society have invested heavily in higher education and want to understand the investment effect through recognized channels and channels. From the ranking standards of the four most influential ranking institutions of world universities, QS and THE take the proportion of international students as more important evaluation indicators. The weight of "proportion of international students" in the former is 5% and that in the latter is 2.5%. When other indicators are difficult to improve rapidly, recruiting a large number of international students can be regarded as a "shortcut" to quickly improve the ranking. From the above analysis, it is not difficult to understand why colleges and universities attach so much importance to recruiting a large number of international students. At present, five universities in Guangdong have entered the "double first-class" list, but their ranking is not ideal in the world university ranking list. In addition to practicing their internal skills and strengthening connotation construction, benchmarking construction is also a reality they must face.

3. ANALYSIS ON THE EDUCATIONAL

Table 1 overall situation of international students in Colleges and universities in China and Guangdong province (2004-2018)

year	whole country			Guangdong province			
	Number of people	Annual growth rate (%)	rate	Number of people	Annual growth rate (%)	Proportion in the whole country (%)	Number of colleges with international students
2004	110,844	/		3,933	/	3.5	17
2005	141,087	27.3		5,399	37.3	3.8	18
2006	162,695	15.3		7,327	35.7	4.5	21
2007	195,503	20.2		8,986	22.6	4.6	24
2008	223,499	14.3		9,811	9.2	4.4	25
2009	238,184	6.6		11,331	15.5	4.8	26
2010	265,090	11.3		14,110	24.5	5.3	27
2011	292,611	10.4		15,973	13.2	5.5	32
2012	328,330	12.2		20,940	31.1	6.4	33
2013	356,499	8.6		21,813	4.2	6.1	35
2014	377,054	5.8		21,298	-2.4	5.6	41
2015	397,635	5.5		23,015	8.1	5.8	41
2016	442,773	11.4		24,605	6.9	5.6	46
2017	489,127	10.5		30,654	24.6	6.3	50
2018	492,185	0.6		22,034	-28.1	4.5	51
Average annual growth rate (%)	11.4			14.5			

STRUCTURE OF INTERNATIONAL STUDENTS IN COLLEGES AND UNIVERSITIES IN GUANGDONG

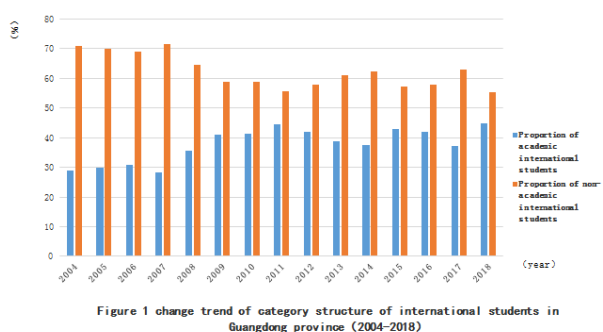
3.1 The overall scale has gradually expanded, but a stable development trend has not been formed

In terms of absolute scale, the number of international students in Colleges and universities in Guangdong is increasing and the scale is gradually expanding. The number of colleges and universities recruiting international students has increased from 17 to 51, with an average annual growth rate slightly higher than that of the whole country, but it has slowed down in recent years. Table 1 shows that the growth rate of international students in China and Guangdong has been significantly higher than the 6.94% planned in the "study in China plan", ^{[[6]]} The average annual growth rates of 11.4% and 14.5% have increased the number of international students in Colleges and universities in China and Guangdong Province by 3.4 times and 4.6 times respectively in the past 15 years; By 2018, the number of international students in Colleges and universities across the country had reached 492000, which was close to the phased overall goal of 500000 in 2020 planned in the "study in China plan".

However, the annual growth rate of international students in Colleges and universities in Guangdong fluctuates greatly, and even rises and falls sharply in recent years. From table 1, in the past 15 years, the annual growth rate of international students in Colleges and universities in Guangdong is the highest, 37.3% in 2005 and -28.1% in 2018. Compared with the whole country, the amplitude is large. In particular, it is worth noting that after the 2013 "a" initiative was put forward, the annual growth rate of international students in Colleges and universities in Guangdong actually fell by a cliff, and remained low for four consecutive years. After a sudden sharp rebound in 2017, there was another cliff drop in 2018. The specific reasons behind this need to be deeply explored and analyzed, but one thing is certain, The endogenous driving force of international student education in Colleges and universities in Guangdong is insufficient for foreign students, and has not formed a stable development trend.

3.2 The proportion gap has been narrowing, but more than half of the students with academic qualifications have not yet passed

Compared with non-academic international student education, the scale of academic international students can better reflect the overall attraction of a country's higher education. Because pursuing a degree program requires more time and energy, international students will consider the costs and benefits. Therefore, when they choose the destination of studying abroad, they will pay more attention to each other's international reputation of higher education and talent training quality. At the same time, the receiving colleges have higher requirements for applicants. According to the data over the years, the number of academic and non academic international students in Colleges and universities in Guangdong is increasing, but their respective proportions are constantly changing. The proportion of the former began to rise slowly in 2008, then decreased slowly after reaching the peak in 2011, and then developed in waves. It rose again to nearly 45% in 2018, but never more than half. There are still more non academic international students. In 2018, the proportion of academic international students exceeded that of non-academic international students for the first time, accounting for 52.4% (see Figure 1). This once again shows that Guangdong universities are not attractive enough to academic international students and have not formed the advantage of attracting international high-quality student.



3.3 The proportion of Chinese government scholarships is not high, but it always tends to be awarded to academic international students

Table 2 distribution of Chinese government scholarship students from China and Guangdong province (2004-2018)

year	whole country					Guangdong province					
	Number of scholarship recipients	Annual growth rate	Proportion of international students in China	Academic international students		Number of scholarship recipients	Annual growth rate	Proportion of international students in Guangdong	Proportion in national scholarship	Academic international students	
				number	Proportion in total winners					number	Proportion in Guangdong winners
2004	6715	/	6.1%	3945	58.7%	262	/	6.7%	3.9%	214	81.7%
2005	7218	7.5%	5.1%	4227	58.6%	258	-1.5%	4.8%	3.6%	209	81.0%
2006	8484	17.5%	5.2%	5357	63.1%	339	31.4%	4.6%	4.0%	280	82.6%
2007	10151	19.6%	5.2%	6615	65.2%	380	12.1%	4.2%	3.7%	305	80.3%
2008	13516	33.1%	6.0%	9681	71.6%	484	27.4%	4.9%	3.6%	402	83.1%
2009	18245	35.0%	7.7%	14275	78.2%	595	22.9%	5.3%	3.3%	499	83.9%
2010	22390	22.7%	8.4%	18563	82.9%	680	14.3%	4.8%	3.0%	601	88.4%
2011	25678	14.7%	8.8%	21905	85.3%	716	5.3%	4.5%	2.8%	665	92.9%
2012	28768	12.0%	8.8%	25025	87.0%	794	10.9%	3.8%	2.8%	729	91.8%
2013	33322	15.8%	9.3%	29037	87.1%	912	14.9%	4.2%	2.7%	783	85.9%
2014	36943	10.9%	9.8%	32564	88.1%	1005	10.2%	4.7%	2.7%	879	87.5%
2015	40600	9.9%	10.2%	36287	89.4%	1083	7.8%	4.7%	2.7%	955	88.2%
2016	49022	20.7%	11.1%	43186	88.1%	1287	18.8%	5.2%	2.6%	1163	90.4%
2017	58572	19.5%	12.0%	51554	88.0%	1545	20.0%	5.0%	2.6%	1379	89.3%
2018	63041	7.6%	12.8%	56649	89.9%	1685	9.1%	7.6%	2.7%	1559	92.5%

The study on the influencing factors of international students in China points out that scholarship is an important influencing factor. [7] Generous scholarships can attract talents from all over the world to study in China and improve the quality of students. Chinese government scholarship projects include bilateral projects, Chinese University projects, The Great Wall projects, EU projects, AUN projects, PIF projects, WMO projects, etc. At present, 289 designated colleges and universities nationwide provide a wide range of academic courses for scholarship winners. [8]

As can be seen from table 2, the proportion of Guangdong international students who won Chinese government scholarships has been lower than the national average for a long time. From a national perspective, the proportion of international students who have won Chinese government scholarships has increased slowly year by year, while the proportion of international students who have won Chinese government scholarships in Guangdong Province in the number of national winners is slowly decreasing, forming a scissors gap. This coincides with the existing research results. The top 10 provinces that have won Chinese government scholarships can be basically divided into Beijing-Tianjin Area (Beijing and Tianjin), the middle and lower reaches of the Yangtze River Area (Shanghai, Hubei, Zhejiang and Jiangsu), and the Northeast Area (Heilongjiang, Liaoning and Jilin). Almost all the top four over the years are Beijing, Shanghai, Hubei and Jiangsu. The number of international students with national scholarships in Guangdong Province has fallen out of the top 10 since 2010. [9] As a port open to the outside world, the number of international students in Guangdong Province has always been in the forefront in China, but the ranking of the number of international students does not match the proportion of receiving Chinese government scholarships. However, there is an obvious feature worth noting. For a long time, among Guangdong international students who have won Chinese government scholarships, academic students have always been in the dominant position, always more than 80%, and showing a growing trend. This shows that the national scholarship in Guangdong Province is more inclined to academic students.

4. THE PATH CHOICE TO IMPROVE THE ATTRACTION OF "STUDYING IN GUANGDONG"

4.1 Establishing the overall view and improving the understanding of the value and significance of international students' Education in China

As the foundation project of "B&R" construction, international student education in China should establish the overall awareness of "educational diplomacy", and give full play to the soft function of international student education from the grand level of international pattern, national strategy and economic and social development in Guangdong and even the Great Bay area of Guangdong, Hong Kong and Macao. The plan for studying in China clearly proposes to cultivate a large number of high-quality international students who know and are friends of China. Guangdong universities should deeply understand the connotation and value of this goal and do not take preference when recruiting international students. Recruiting foreign students from both developing and developed countries serves the national strategy and should be treated equally. Strengthen the matching between international student education and the positioning of "B&R" strategic hub, and make Guangdong international student education become the cradle of cultivating high-quality, innovative and friendly international talents. Eliminating public prejudice requires joint efforts of many parties. The scholarship system for foreign students in China has been questioned or even misunderstood. In particular, the outbreak of the Student Companion incident of Shandong University in 2019 pushed China's international student education to the forefront of the storm, and China's foreign education has also been criticized. Statements such as "paying people to study in China" and "foreign students are masters" have damaged the international image of the Chinese government. It is also easy for some Chinese people to dislike foreign students in China, which is not conducive to the long-term development of the country's cause of studying in China. Although this is related to the incitement of some media to ignore the facts, it is also related to the lack of publicity by the official mainstream media. Therefore, the government, universities and the public should correctly understand the value and significance of international student education in China.

4.2 Attaching importance to scholarships and employment, and enhancing the attraction to high-level international students

To develop international student education in China, we should not only pursue the growth of quantity, but also pay attention to the improvement of quality, so as to prevent falling into the "comparative advantage trap". Therefore, on the basis of stable quantity, we should strive to improve the proportion of international students with academic qualifications. Guangdong Province is a strong economic province in China, and Guangzhou and Shenzhen are the first tier cities in China, but Guangdong's international student education is not as prominent as its economic status in the country.

Try to establish a flexible and diverse scholarship system to attract outstanding international students to study in Guangdong. Among the international students coming to China, Asian students account for 64.1%, African students

account for 17.4%, European students account for 11.9% and American students account for 8.5%.^{[[10]]}In reality, university rankings and professional attractiveness are not easy to change in the short term, while scholarships can be changed in the short term. In view of the low acquisition rate of Guangdong international students at the level of Chinese government scholarships, there are two suggestions: one is to strive for more Chinese government scholarships; the other is to make full use of Guangdong's economic advantages and try to establish a flexible and diverse scholarship system, such as scholarships at all levels and enterprises at the level of provincial and municipal governments. Enterprises attract outstanding international students to study in Guangdong by issuing scholarships. Since the "B&R" initiative was put forward, Chinese enterprises have moved to countries along the "a" line on a large scale, but the shortage of human resources has deeply troubled the enterprises. There is an urgent need for a large number of technical and skilled talents who have feelings for China, understand Chinese culture and are familiar with Chinese equipment and technical standards.^{[[11]]}

4.3 Enhancing their own strength and building a world-famous university and discipline professional group

The strength of higher education itself is the key to attract high-level international students. The Brookings Institution, an American think tank, found that from 2008 to 2012, the 10 metropolitan areas centered on New York, Los Angeles, Boston, Washington, San Francisco, Chicago, Dallas, Philadelphia, San Jose and Miami accepted 36.3% of international students. The first ranked New York region, relying on the agglomeration effect of high-quality higher education, especially the global competitiveness of world-class universities, attracts 48.8% more international students than Los Angeles, nearly twice as many as Boston.^{[[12]]}Since the 21st century, the interest income generated by the practice of educational service trade has promoted the rapid development of international study abroad education and stimulated the competition between educational powers and the "dividend" of international study abroad education.^{[[13]]}But in the final analysis, high-quality higher education is the foundation of competition.

From the perspective of spatial layout, the high-level universities in Guangdong are mainly distributed in the two central cities of Guangzhou and Shenzhen, which are also one of the four central cities in the Guangdong-Hong Kong-Macao Greater Bay Area. Guangzhou has the largest number of universities, with Sun Yat sen University and South China University of technology as the leading universities, with strong comprehensive strength. As a rising star, driven by the special economic zone and the central city of Guangdong-Hong Kong-Macao Greater Bay Area, Shenzhen has invested a lot of resources to build a number of high starting point universities, especially the Southern University of science and technology and Shenzhen University, which have the fastest development momentum, and introduced a number of famous universities to set up branches in Shenzhen.

Therefore, taking Guangzhou and Shenzhen as the center, it radiates to the surrounding areas, and forms a linkage effect with Hong Kong and Macao, the other two central cities in the Great Bay Area, so as to create a gathering place for famous universities and well-known disciplines and specialties, and enhance the attraction of foreign students in China.

5.CONCLUSION

Although COVID-19 has had a negative impact on international educational exchanges, the pace of international educational exchanges will not stop in the long run. China will also further open up its education to the outside world and upgrade the Education initiative under "B&R" Initiative. The policies and services of students studying in China will also be improved, and they will participate more deeply in major global education initiatives and governance, and expand the supply of international public goods for education. Some problems in the process of education service for studying in China can not only be attributed to the university itself, but also to the adverse impact of the objective environment. However, the university should not be blamed entirely. The basic direction and confidence of opening up of education should not be shaken by some problems in the process of providing services for studying in China. We must maintain strategic focus in the complex international and domestic environment.

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Theoretical Logic and Mechanism Construction of Environmental Law Teaching from the Perspective of Interactive Participation

WANG Xiaodong

School of Law, Lanzhou University of Technology, Lanzhou 730050, China

Abstract: Modern legal education should have a certain degree of humanism. Environmental law education has certain internal logic, and its main characteristics should be reflected in the target subject orientation. The internal logic and positive significance of participatory teaching management are established by the practical development of legal subject education innovation, the active response of environmental law practice characteristics and the practical demand of enhancing the effectiveness of teaching management. The corresponding system construction should focus on the three basic links of decision-making, operation and evaluation, and promote the benign operation of the system through appropriate incentive and guarantee mechanism.

Key words: Interactive Participation; Environmental Law Teaching; Theoretical Logic; Mechanism Construction

1 THE INTERNAL LOGIC OF ENVIRONMENTAL LAW TEACHING FROM THE PERSPECTIVE OF INTERACTIVE PARTICIPATION

Environmental law education, as one of the future-oriented education form of law, not only through education to cultivate consciousness of ecological civilization, ecological values and ecological dimension, one must do it the condensation, inspiration, carry forward man's subjectivity as the main line, between teachers and students, school and society, between household system and the whole society to construct a new and fruitful relationship. Moreover, the construction of such mutual relations should not be limited to the narrow sense of teaching process, but should be extended to the teaching management that serves the teaching process, so as to realize the participation and interaction of multiple subjects. Environmental education plays a vital role in promoting sustainable development and improving people's ability to solve environmental and development problems. Compared with traditional education, the new education in the new era mainly differs from the previous "single indoctrination" to "two-way participation" and "positive interaction", which is the core transformation of legal education in the new era and is based on the understanding of students' spiritual life initiative development. Teaching management in essence lies in teaching organization system in the way of the existence of the relationship between the, "according to teaching law and certain procedures, principles and methods of teaching activities to plan, organize, direct, supervision and regulation, establish normal and relatively stable teaching process, make people, goods, in the

process of teaching content, time, optimal allocation of information, Activities aimed at keeping the teaching process smooth, ensuring the efficient and high-quality completion of teaching tasks, and achieving educational objectives and talent development objectives." In the teaching management of environmental law course, it is necessary to establish a two-way participation mechanism between teachers and students, strengthen the interaction between the two subjects, and improve the initiative and enthusiasm of students in knowledge acquisition. This is not only in line with the current environmental law course teaching participatory, practical characteristics of the discipline, but also to improve the comprehensive quality of law students.

1.1 Environmental law has the dual character of theory and practice

Legal education not only pays attention to theory, but also pays more attention to practice. As a branch of law, environmental law has the dual characteristics of both theory and practice. It pays attention to both the construction of theoretical building and the absorption of legal practice results, showing its pragmatic side. Through practice-oriented legal education, law students can think and solve problems from the standpoint of legal professionals. The purpose of legal education is to find, judge and solve problems with the unique way of thinking of legal profession. Environmental law is a new subject formed by the mutual combination and integration of law and environmental science, and its practical character is particularly outstanding. It originated from the realistic thinking of serious environmental pollution and ecological destruction, matured from the reflection of the rupture of the relationship between man and nature caused by technological rationality, and developed from the comprehensive consideration of the coordinated development of economy, society and environment. It can be said that the purpose of environmental law is to guide people to think, such as how to avoid the externality of resource development, to coordinate the sharp contradiction between economic and social development and industrial pollution; How to realize the equitable distribution of environmental resources within and between generations; How to coordinate and safeguard the overlapping of environmental rights and interests of pollution victims and social public interests and other practical problems. As a response to the practical character of environmental law, environmental law education should fully endue all kinds of subjects with equal rights and qualifications to participate in teaching management,

and mobilize the enthusiasm and initiative of managers, teachers and students. Through various forms of case teaching, on-site legal education, such as negotiation, lobbying, litigation and other ways to achieve classroom teaching interaction. Through cooperation with environmental groups, we will understand the operational experience and forms of public demands and environmental protection organization. Skills, emotions and other experiences and feelings are acquired through a variety of practical actions through non-traditional teaching methods such as visiting and meeting with pollution victims, role playing and simulated negotiation scenarios.

1.2 The innovation of environmental law education has the essence of subjectivity

In the new era, the main theme of education lies in the student-centered, and the true meaning of legal education lies in fully revealing the subjectivity of students, so that they can learn to think and use law actively, rather than simply memorize certain established and solidified legal provisions. Environment as one of the new form of law education, legal education is supposed to get rid of the shackles of the traditional knowledge and intellectual education, change the law to understand the meaning of the law, imparting knowledge for the purpose of the traditional education mode, in respect of teaching participants in particular, on the basis of the students' subjectivity, opening in order to inspire, to carry forward and develop the subjectivity of the people as the main line of education reform. In this process of reform, equal subject environment and good interaction are the key factors that determine the success or failure of the reform. The introduction of students' participation in the teaching management will help to integrate and regulate various factors affecting the teaching of environmental law, capture the aspects of positive significance to the development of the subject, overcome and eliminate the influence of adverse factors, so as to provide a teaching environment that can stimulate students' potential and interest. From the student

From the point of view, through the active participation of students, the subject status of learning and self-development should be restored. In independent choice, observing, thinking and evaluation process, combine the law principle, specification and internalizing their own knowledge system, the way of intellectual activities in condensed in the knowledge into students' individual thinking of law, the knowledge embedded in the thought idea, the moral norms into students' individual thought and behavior. From the perspective of teachers, the participation of students will change the teacher-centered teaching pattern, get rid of the dilemma of pure knowledge teaching, thus stimulating the enthusiasm of teachers and bringing about the excitement of ideas and the collision of methods. Through the participation of students, teachers can understand the teaching feedback, find out the weak links, find out the problems and causes in the teaching process more accurately, urge teachers to make effective improvements and adjustments, and promote the smooth development of teaching research.

1.3 The teaching of environmental law has practical needs

In the teaching process of environmental law, the relationship between the educational administration department as the administrator and the teachers and students as the managed is not a simple relationship between the management and the managed, but a harmonious relationship between the initiative and practice. The process of teaching management is the dynamic practice and two-way construction of multiple subjects in essence. Therefore, to establish the dominant position of people in the management process, and then organize all management activities around mobilizing people's initiative, enthusiasm and creativity is an important premise to improve the effectiveness of teaching management. Traditional higher education teaching management emphasizes administrative means, highlighting the status and role of educational administration department as a manager in teaching management, but ignores the subjectivity and enthusiasm of teachers and students, making teaching management become a one-way teaching instruction transmission and implementation, so it is often passive and inefficient. Introducing students' participation in teaching management can better overcome this shortcoming and stimulate the enthusiasm of teachers, students and administrators. In the teaching decision-making stage, endowing students with the right to participate in decision-making, fully listening to students' opinions and suggestions, and actively creating an environment and atmosphere in which students can participate and want to participate will enhance the rationality and scientificity of teaching decision-making. In the stage of teaching selection, students' independent choice can reflect their requirements for law course design and realize the optimization of the course. In the implementation stage of teaching plan, students' participation can realize the interaction between "teaching" and "learning", and form a two-way driving force of teaching and learning, so as to improve the quality of teaching. In the teaching evaluation stage, students' participation can feedback problems and put forward suggestions and opinions for improvement, which is convenient for the management department to coordinate and control the weak links in time.

2 INSTITUTIONAL CONSTRUCTION OF ENVIRONMENTAL LAW TEACHING FROM THE PERSPECTIVE OF INTERACTIVE PARTICIPATION

2.1 Environmental law teaching decision-making

Decision theory says that if we have all the relevant information, if we can start from a given system of preferences, and if we have all the knowledge about the means or resources at our disposal, then the rest of the problem is purely logical." But the reality is that the hypothetical conditions do not exist or are difficult to achieve in real life. For the decision makers of teaching management, it is only a hope to have complete information, and the reality is to have as much information as possible, which means that teaching decision-making needs broader subject participation, broader scope of

participation and deeper level of participation. And, in fact, the influence of the traditional system, the environmental law curriculum decision-making stage, the student basically do not have the rights of participation in decision making and modifying, decision making, relevant departments are not timely conduct propaganda, explain and guide, so that the majority of students do not understand teaching decisions of the background, specific content, the teaching quality of decision making and therefore affected. In this case, the establishment and design of the system and measures for students to participate in teaching management, so that students have full rights to know, participate and make decisions, will undoubtedly help promote information transmission and feedback, and collect more knowledge and wisdom to improve management efficiency.

2.2 Implementation of environmental law teaching

Generally speaking, teaching implementation is the management of teaching activities carried out according to the teaching plan. It includes the organization and management of teaching process with teachers as the leading, students as the main body and teachers and students cooperating with each other, and the teaching administrative management with the teaching management departments of schools and departments as the main body. Teaching implementation is the core part of teaching management, which ensures the stable operation of teaching work by implementing various teaching management systems. The existing teaching implementation system in colleges and universities is limited by strict teaching plan implementation, which often falls into the standard system and lacks flexibility. It pays attention to the implementation process of conformity without considering the particularity of law teaching activities, and emphasizes obedience consciousness but lacks participation mechanism. As a result, the teaching operation process becomes rigid and conflicts and frictions continue. It not only restricts teachers' subjectivity and creativity, but also leads to the lack of vitality in teaching activities, and is not conducive to mobilizing students' enthusiasm and initiative, so that learning becomes a passive recipient. In this case, timely introduction of students' participation will help promote the dialogue and coordination between subjects, form a multi-party interaction and coordination mechanism, and bring vitality to the original solidified teaching implementation system. Students are both the aim and the center of legal education. Giving students the right to fully participate in teaching operation and management is not only a requirement to improve teaching quality, but also a return to the origin of education. Only when the role of students as a driving factor is fully mobilized, can the healthy operation of teaching management system be effectively promoted.

2.3 Evaluation of environmental law teaching

Teaching evaluation refers to the use of a series of evaluation indicators to evaluate the quality and effect of teachers' classroom teaching. Teaching evaluation is an important means to understand and further improve teaching quality. At present, the teaching evaluation of

environmental law in colleges and universities is generally organized and managed by the Teaching Affairs Office, and the evaluation is arranged at the end of each semester. Students directly evaluate teachers' classroom teaching by using the teaching evaluation software system. The evaluation content includes teaching attitude, teaching level, teaching content and teaching effect. The evaluation results are divided into excellent, good, qualified and unqualified levels. In order to encourage the participation of all students, students can only see their course grades after the evaluation of environmental law teaching. But the experience shows that the effect of existing student teaching evaluation is not obvious, and it is basically a mere formality. Many students do not pay attention to this form of teaching evaluation, there is a serious "less problems, more good words; Find fewer faults and more points. In order to make students really participate in the evaluation of environmental law teaching and carry out a more objective and comprehensive evaluation, at least two aspects should be adjusted. First of all, we should attach importance to students' teaching evaluation. If the teaching evaluation in which students participate is just a form, it will lose its meaning of existence. In this respect, the practice of some western universities is worth learning. For example, Yale University will carry out the curriculum evaluation project under the guidance of the faculty committee every year, which will be operated by students in detail. All courses with more than 40 students will be strictly evaluated, and the results will be regularly published in the Curriculum Evaluation Guide. Others have increased the weight of teaching in faculty hiring, promotion and pay decisions. Secondly, we should optimize the way of teaching evaluation. Teaching evaluation not only helps students to think about their own learning, but also promotes the improvement and promotion of teachers' teaching level. It should not be a simple grading system but a diversified evaluation and feedback system. Consider allowing students to freely put forward their own opinions and views on environmental law courses. For constructive suggestions, teachers should make corresponding improvements in time, and relevant departments should also carry out follow-up inspection.

3 INSTITUTIONAL GUARANTEE OF ENVIRONMENTAL LAW TEACHING FROM THE PERSPECTIVE OF INTERACTIVE PARTICIPATION

Interactive participatory teaching management is not only the integration of students in the process of teaching management, but also a systematic concept change and system innovation of the original teaching management mode. North, a new institutionalist economist, once pointed out that there is a huge gap between individual benefits and social benefits in innovation activities, which greatly reduces individual enthusiasm. For this reason, if there is no practical system design and arrangement, students' participation in environmental law course teaching management can only rely on the subjective consciousness of the management department, teachers and students, and cannot form a long-term interest driving mechanism. In order to solve this dilemma, we can try to

improve the incentive and guarantee mechanism in order to increase the effectiveness of system implementation.

3.1 The construction of teaching incentive mechanism

Management theory research shows that the main incentive effect on individual behavior can be divided into three kinds, namely, material incentive effect, spirit incentive effect and competition mechanism incentive effect. The incentive mechanism of students' participation in environmental law course teaching management should also be carried out around the three ways, and the spirit incentive and competition mechanism should be the main. First of all, combine with the existing academic incentive mechanism to arrange the system. The teaching management of students' participation in environmental law courses should be closely combined with the existing academic incentive system, which should be reflected in the selection criteria of scholarships and grants. In practice, the current scholarship evaluation has been reasonably divided into two parts: academic performance and comprehensive evaluation, so participation in teaching management can be considered as a condition for additional points in comprehensive evaluation. This not only conforms to the evaluation principle of comprehensive consideration, but also plays an incentive role consistent with the current system. Secondly, combine credit system reform to innovate. Credit system is a kind of teaching management system that measures students' academic achievement by credit units. It has the characteristics of flexible learning time limit and flexible management. Under the credit system, obtaining the necessary credits is the basis for students to graduate successfully. It can be considered to enrich the evaluation criteria of students' daily scores, include students' participation in the assessment of environmental law courses' daily scores, and give some weight to promote students' participation enthusiasm. Thirdly, environmental law practice teaching assessment is included. Practice teaching is an important part of environmental law teaching and a key link for students to participate in. We should change the teaching concept of stressing theory over practice and practice over examination. Provide students with a variety of practice forms, a variety of favorable practice conditions, and in the practice process of students' enthusiasm, participation in the evaluation, into the practice of measurement standards. Finally, introduce competition mechanism. In the process of learning environmental law, through the selection of excellent papers, moot court competition and other competition mechanisms, the atmosphere of active participation is formed to promote students to seek knowledge, truth and innovation, actively carry out environmental law thinking training, and further improve the ability to analyze and solve problems by using legal principles.

3.2 The construction of teaching security system

The formation of a good participation mechanism is not only about institutions and articles, but also about establishing institutions and mechanisms on a certain

basis and making them have a solid backing." The same is true for students' participation in environmental law course teaching management, which needs to construct the system from various aspects. First of all, changing the concept of students' participation in teaching management is an important means to cultivate the independent consciousness and learning ability of law students, and also an important link to cultivate the practical character of environmental law. Therefore, the educational administrators, teachers and students should realize the importance of this system ideologically, and actively promote the law teaching management from "authoritative" to "people-oriented", from "teacher-centered" to "student-centered", from "power consciousness" to "service consciousness". Second, establish a guarantee system. Through the student organization which embodies the function of "self-management, self-education and self-service", the organizational foundation of student participation is constructed. A possible solution is to set up a special organization in the league organization, such as "Student Participation Committee for Teaching Management", or to improve the structure of "learning department" in the current league organization and set up "learning management Department". At the same time, the school provides necessary financial and material support to form the material basis for students' participation. Students should be provided with necessary funds for daily operation, funds for special research, office supplies and other material conditions, while providing office space for "Teaching management Student Participation Committee" or "academic management department". In addition, students' participation in teaching management can be incorporated into the existing student support and consultation system, and professional personnel can be equipped to provide consultation and guidance services to students on the relevant issues such as course selection and grade evaluation, so as to build a service guarantee mechanism for students' participation. In addition, some systems related to students' participation in teaching management can be formulated and implemented, such as academic incentive system, practical teaching assessment system, competition system, etc., to improve students' enthusiasm and initiative to participate in teaching management and ensure the quality of students' participation in teaching management.

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Help Student Build Psychological Palisades with Love and Warmth -Case Analysis of College Students' Psychological Problems

Liu Yanfang

Shandong Technology and Business University, Yantai, Shandong 264005, China

Abstract: In recent years, psychological problems and crises caused by this kind of problems have become more frequent among college students. In this context, psychological health education of college students has become an important content of ideological and political education, and it has become a key element to promote the healthy growth of college students and cultivation of qualified intellectual with comprehensive abilities. College students are in the most important stage of their lives when they urgently need meticulous guidance and cultivation. Therefore, paying attention to the psychological health of college students is a responsibility that cannot be ignored in the college ideological and political education. Taking a student's psychological troubles caused by study and family problems as a study case, this article analyzes the causes of the problems, and puts forward relevant countermeasures and summarizes experience and enlightenment, hoping to provide references for the later development of college students' psychological health education.

Keywords: Psychological Problems; Ideological And Political Education; College Students; Countermeasures

1 CASE BACKGROUND AND PROBLEM INTRODUCTION

Psychological health education for college students is an important content of ideological and political work in colleges and universities. For college students, they are at a period when they will go through rapid changes in various concepts and psychological qualities, and gradually mature. In this process, they often face various pressures from interpersonal communication, future job selection, campus and social competition, which all increase their psychological pressure. The multiple psychological problems caused by these kinds of pressure not only affect their enthusiasm, but may also affect their psychological and body health. We should attach importance to the psychological problems of college students and guide them in time, so as to guide them to scientifically walk out of the misunderstanding of self-understanding, update their concepts, surpass themselves, and deal with the challenges of the new era. Student Xiaoqi (a pseudonym) was a junior girl, and she called to talk about her serious anxiety at home during the epidemic. Staying with her parents for a long time made her very depressed. her parents had filed for divorce many times because of the bad relationship between them. Moreover, her mother participated in a cult and paid very

little attention to the family. She was outside all day, and indifferent to Xiaoqi. During that time, Xiaoqi not only faced an important hurdle for the postgraduate entrance exam, but also worried about whether her mother's participation in the cult would have a negative impact on her future political investigation. In addition, many contradictions that had arisen at home for a long time cannot be talked about, and long-term accumulation had made it impossible to resolve. She was very distressed and had no intention of studying for the exam. She even had serious psychological problems such as insomnia and anxiety, and she cried all day.

2 THE NATURE OF THE PROBLEM AND ANALYSIS OF THE CAUSE

Xiaoqi's psychological problems were caused by the pressure of postgraduate entrance exam in the junior year and the discordant family relationship. The main reasons are as follows:

2.1 The junior year is a watershed in the university period, and it is also a critical period in the path of life. In this period of time, most students are anxious, tangled, confused and prone to self-denial. When a person is faced with a choice or when he comes to a fork in the road, there will always be various waves in his heart. Especially in recent years, the number of college graduates has increased sharply, which has increased their employment pressure, and many students even begin to have insomnia and anxiety and other emotions in their junior year.

2.2 The poor family atmosphere of students and the imperfect family support system bring huge psychological pressure to them invisibly. The parents of Xiaoqi did not have a harmonious relationship with each other, and she had always been very worried and scared about whether she could pass the political investigation because of her mother's participation in the cult. At that time, she was in an important stage of preparing for the postgraduate entrance exam, but not only was the family unable to give her enough care and love, but she was also terrified for her mother's involvement in the cult. At the same time, the relationship between her and her mother was not optimistic, and there had always been a gap. In such a long vacation, the conflict intensified.

2.3 Xiaoqi did not have sufficient ability to resist stress. In addition to sufficient sense of security, she was sensitive and fragile, and could hardly resolve her own anxiety. Especially during the epidemic, she was unable to divert her attention by talking to friends and her classmates. She was not able to work out the problems encountered at home, nor could she find a reasonable channel for venting.

Poor psychological endurance led to the accumulation of her negative emotions.

3 PROCESSING IDEAS AND IMPLEMENTATION METHODS

3.1 Comforted mood and listened patiently. Facing Xiaoqi's psychological problems, we started from the perspective of empathy, patiently listened to the problems she encountered, and helped her analyze them. She was very worried about whether her mother's participation in the cult would affect the political investigation link of the postgraduate entrance exam. A professional teacher said it would not have any negative impact, which dispelled Xiaoqi's worry. Like many other students, Xiaoqi suffered a certain anxiety due to the severe epidemic and prolonged home isolation. School counsellors should actively contact students in time and make daily life plans together with them to divert their attention.

3.2 Home and school worked together to intervene in a timely manner. Family plays an irreplaceable important role in the psychological education of college students, and the active cooperation with students' parents can effectively improve their psychological health. After learning about Xiaoqi's situation, we promptly contacted her parents, especially with her father for in-depth exchanges. He said that he felt guilty about that the current family relationship had negative impacts on Xiaoqi but had no better way to solve it. However, he promised to do his best to care for Xiaoqi's feelings, accompany her more, communicate with her, and give her more love. At the same time, we also urged the student cadres and Xiaoqi's roommates to continue to pay attention to her, and often enlighten her through WeChat online, so that she could feel the warmth and care from friends and classmates, which was helpful to reduce anxiety.

3.3 Convene themed class meetings. Some positive messages can be delivered through themed class meetings to guide students to correctly understand the situation of the epidemic, eliminate their panic, and relieve their self-anxiety. It is necessary to hold themed class meetings for all students, so that everyone can share the anti-epidemic deeds around them to spread positive energy and eliminate the panic of some students. In addition, we can strengthen positive guidance, and call on everyone to follow the good models that emerged during the epidemic, strive to be the vanguard of the epidemic, and arouse strong positive energy to overcome difficulties.

3.4 Make full use of "peer education" to strengthen exchanges for the postgraduate entrance examination. One of the main reasons for Xiaoqi's anxiety is the high pressure of the postgraduate entrance exam, especially the confusion about how to prepare for the exam and how to choose the major and target college properly. Therefore, we invited some students who succeeded in the postgraduate entrance exam this year to share their experience, so as to better help Xiaoqi and other students who were equally confused to prepare for the exam. This can help students build confidence in the postgraduate entrance exam, and also help Xiaoqi formulate scientific plan and goal for the exam.

3.5 Continuous attention and timely follow-up guidance. Tracking the follow-up status of students is very important. The problem that a student encounters is a process of dynamic changes, and solving it at the moment does not mean that it will not reappear in the future. Therefore, it is needed to continue to follow up on the recovery of students' psychological problems. Relevant organizations should be good at stimulating students' enthusiasm and self-confidence by carrying out a variety of activities, and provide a platform for them to show themselves, so as to help them build positive psychological qualities and continuously improve their sense of self-efficacy.

4 EXPERIENCE ENLIGHTENMENT AND WORK REFLECTION

4.1 Conduct psychological counseling based on the understanding of students' family. It is found in daily work that many psychological problems of students (social anxiety disorder, learning anxiety, love failure, internet addiction, depression, etc.) are largely inseparable from the parent-child relationship and educational methods of their native families. Therefore, school counsellors should pay attention to the understanding of the students' family situations. The home-school synergy based on the communication with parents is an important part to help students grow up healthily. At the same time, it is necessary to promptly seek help from psychological counsellors of the psychological consultation center to provide students with professional and effective psychological counseling and eliminate the problem in the bud.

4.2 Increase "working temperature" by fastening emotional bonds. College students often face all kinds of problems. Increasing the "working temperature" with emotion means that school counsellors put students in their heart, devote themselves to them, and think about them all the time. If we consistently serve students with this mentality, they will certainly not disappoint our expectations. With love, care, communication and guidance, students will eventually make progress. The hard work and sweat can not only shorten the distance between counselors and students, but also can moisturize the ideological and political education through the whole process in a silent way, helping students grow up more smoothly and healthily.

4.3 Create a network of education with the help of new media. During the epidemic, the physical health of students and their psychological health are equally important. It is feasible make full use of new media platforms such as WeChat, QQ, Weibo and Tik Tok to achieve real-time interaction with students, thereby preventing problems before they happen. During the epidemic, students have to study at home and cannot return to school. How to fully grasp their situations about home study, travels, psychological emotions, etc., undoubtedly puts forward a greater challenge to our work. Therefore, it is needed to make full use of the online platforms to create an education network through a variety of interesting online activities such as cloud videos, cloud class meetings, cloud check-in, cloud competitions, etc.,

which will help students to develop healthy mentality of peace of mind, self-esteem and self-confidence.

4.4 Improve the early psychological warning mechanism by strengthening psychological health education. When a psychological problem appears, it is necessary to find the root cause of the problem in time, and actively strengthen the popularization of psychological health knowledge among all college students. There is a need to organize lectures about psychological health education and publicize relevant knowledge monthly and weekly. It is also practical to improve a four-level early warning mechanism composed of college -- class -- dormitory -- student cadres, so as to provide good tracking services. The cultivation of good psychological quality of college students and the prevention and reduction of various psychological problems all benefit from successful psychological health education.

5 Conclusion and personal experience

Psychological health education and consultation is one of the nine responsibilities of school counsellors, and it is also a key difficulty in the daily education and management of colleges and universities; for psychological health education to achieve good results, it requires full trust and effective communication between counsellors and students ^[1]. It is also necessary to keep abreast of the situation of every student's family with psychological health problems, especially for those who need to be focused on as shown by the results of the psychological census. It is needed to actively play the role of "peer psychological counselling", strengthen the contact between the psychological committee, class teachers, counsellors and students, so as to provide appropriate assistance in a timely way ^[2]. Most of the individualized problems of students are the problems of growing up, such as those in interpersonal communication, study, etc.; School counsellors should analyze specific problems according to actual conditions, guide students in

accordance with their aptitude, use scientific psychological knowledge to resolve their confusion, and give them precise guidance ^[3].

In addition to professional knowledge of psychological health education, school counsellors should also master relevant skills and learn from the experienced teachers in time. The growth and success of students is inseparable from the care, education and guidance of counsellors, and thus counsellors should have a heart of love. Only by educating students with love, convincing by reasoning and touching them with emotion, can the pertinence and timeliness of ideological and political work be improved. As the saying goes, "Even if you are very close to the destination, you can't reach it if you don't walk; even if the thing is extremely simple, you can't succeed if you don't do it." When facing the psychological problems of students, we must respect the privacy and ideas of students, be good at listening to them, and become a "trash can" where students are sincerely willing to speak out. It is necessary to guide students to learn how to adjust themselves, how to decompress themselves, how to manage emotions in work and life, how to effectively adjust and release emotions, and how to cultivate a positive work attitude.

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Construction of Multimedia Network English Teaching System Based on Cloud Computing

Shen Jie

Department of Public Foreign Language Teaching, Hohhot Vocational College, Hohhot 011700, China

Abstract: Multimedia and online English teaching have become indispensable forces in college English teaching in China. The application of cloud computing technology in the field of education is one of the requirements of the development of educational informatization. The development of college English teaching mode under the multimedia and network environment has brought revolutionary changes to the field of foreign language teaching. This teaching model changed the traditional single English teaching model, and had a great influence on foreign language teaching ideas and ideas, and promoted the development of foreign language teaching theory. Multimedia and network teaching have become a pivotal force in China's modern teaching methods. Based on the analysis of the advantages of cloud computing in the field of education, combined with constructivism theory, this paper constructs a multimedia network English teaching environment based on cloud computing, aiming at exploring how to make multimedia and network English teaching make the best of its strengths and avoid its weaknesses, and better serve the college English teaching that advocates quality education.

Key words: Cloud computing; Multimedia network; English teaching system

INTRODUCTION

China is implementing the "Internet +" action plan, advancing the construction of a "digital China", developing a sharing economy, supporting various innovations based on the Internet, and improving the quality and efficiency of development [1]. In Digital China, driven by the big data of "Internet+", as a part of college English education, we are responsible for the training of talents who communicate with the world and are in line with international standards. We must think and practice, think and practice again, this kind of teaching The concept of reform is to constantly explore and modify, and keep pace with the times according to the continuous changes of training goals [2]. With the advent of the information age, each of us has discovered a new world, and has also brought about earth-shaking reforms in education. In the long run, the development of network technology will inevitably bring greater improvements in education and teaching [3].

With the continuous deepening of education reform and the rapid development of computer network technology, the English teaching of higher vocational colleges is increasingly using modern educational technology, especially multimedia-assisted teaching [4]. We believe that further in-depth exploration of the integration of constructivism and multimedia online English teaching

will help to effectively solve these problems, and multimedia online English teaching will also have a broader development prospect [5]. The new teaching model should be supported by modern information technology, especially network technology, so that English learning will develop in the direction of personalized learning, learning free of time and place, and active learning [6]. therefore. The development of college English teaching mode under the multimedia and network environment has brought revolutionary changes to the field of foreign language teaching. This teaching mode has changed the traditional single English teaching mode, and has had a huge impact on foreign language teaching concepts and thoughts, and has promoted the development of foreign language teaching theories. Multimedia and network teaching have become a pivotal force in our country's modern teaching methods [7]. With this weapon, both teaching and learning have undergone qualitative changes, which can provide more and better talents for my country's modernization drive.

CURRENT SITUATION AND CHALLENGES OF MULTIMEDIA NETWORK ENGLISH TEACHING

Since the founding of the People's Republic of China, the discussion on English teaching mode has never stopped. In a certain sense, the national system of learning a foreign language is not only related to the cultivation and training of Chinese English culture, but also related to the future and future of the Chinese nation [8]. If we can't adapt to the tide of scientific and technological reform and reform the existing English teaching model, then the strategic goal of the great rejuvenation of the Chinese nation may stumble on the "fractional determinism" English wooden bridge.

Multimedia English teaching is a teaching activity that uses computers as teaching media to guide learners. Its greatest advantage lies in that it can make classroom teaching vivid and vivid, and enable students to deepen their understanding and absorption of teaching content through modern and diversified information receiving methods such as rich words, sounds, images and animations. At the same time, it also makes fundamental changes in the teaching process, prompting teachers to innovate teaching ideas and teaching methods, and students to change the traditional passive learning methods, thus forming a new combination of teachers, students, teaching materials and teaching methods [9]. Since the advent of multimedia, it has played an incomparable role in providing language practice and imitation, and has occupied an important position in foreign language teaching.

At present, multimedia network English teaching generally pays more attention to hardware configuration

than theoretical guidance; Advanced teaching methods are confined by traditional teaching theories, resulting in insufficient communication between teachers and students in multimedia projection teaching, and the scene and cooperative learning mode of multimedia teaching have not been brought into better play. Influenced by the traditional teaching mode, the advantages of multimedia network are unfavorable factors for some teachers and students. Teachers are unwilling to develop some courseware suitable for classroom teaching. They only rely on the CD-ROM supporting the teaching materials to demonstrate the content of the text to students. It is difficult to innovate and jump out of the content of the courseware. At present, the teaching software developed based on multimedia network background is not mature enough. The teaching plan is carried out according to the pre-designed mode and process, so it can not teach students according to their aptitude. The Internet age provides us with various data, which makes us clearly know the orientation of schools and disciplines, and grasp the future development direction. In this teaching reform, teachers, as one of the main bodies of change, need various adaptations to step down from the main stage of the classroom. For teaching units, we must understand the inner needs of students and the needs of society for talents according to big data, and accurately formulate the training plan only for this year's students according to the combined data of the two aspects. The Internet era changes with each passing day, and the goal of talent training should also be changed in real time according to needs. The invariable training scheme is unscientific, does not meet the requirements of the development of the times, and cannot meet the talent training goal of contemporary college students.

THE SUPERIORITY OF MULTIMEDIA AND NETWORK TECHNOLOGY IN TEACHING

The teaching mode under multimedia and network environment is a teaching relationship based on students' active participation and independent control. Teachers use multimedia technology to creatively build an open teaching environment for students to learn knowledge in multiple ways, and students actively participate in the teaching process with the help of multimedia technology. It has incomparable advantages. Using network multimedia to carry out English teaching can enrich learning resources. Through the high use of computer technology, the world that college students contact is not limited to textbooks, but can see a larger world. This is because the network technology itself has the obvious characteristics of remote tourism, digitization and informatization. In the multimedia network technology classroom, college students can understand the foreign customs they are interested in and learn to talk to foreigners. This is completely different from the traditional English teaching classroom. Network multimedia provides more abundant learning resources for college students for many years. Figure 1 is an overview model of English teaching research.

Multimedia and online foreign language teaching mode have added a bright spot to the current college English

teaching reform. Multimedia teaching provides a real language scene, and carries out human-computer interaction. Teachers and students communicate with each other. Network teaching develops real ideas and language communication activities more widely through the Internet and e-mail. Teaching mode based on multimedia and network enables students to interact with computers, have conversations with other students through computers, and even contact people all over the world. Network teaching enables students to read a lot and listen to language materials at any time. And practice writing. In view of the characteristics of multimedia and network teaching, compared with the traditional college English teaching mode, the former has incomparable advantages. In traditional English teaching, college students are only faced with boring textbooks. Under such learning conditions and atmosphere, it is difficult for them to really improve their learning enthusiasm. However, the multimedia network technology classroom can satisfy the curiosity of college students about knowledge and effectively stimulate their enthusiasm and initiative in learning English. By watching videos, college students can develop a good habit of watching English videos in their lives. Over time, their spoken English and ability can be greatly improved. In this mode, college students can choose courseware according to their own level characteristics, which not only enhances their participation, but also enhances their confidence in learning English.

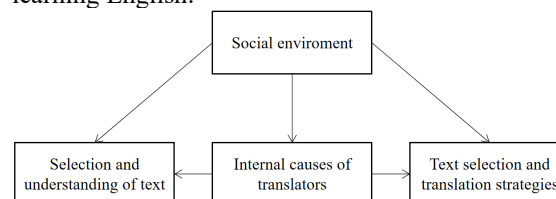


Figure 1 The overall model of English teaching research
DESIGN OF MULTIMEDIA ENGLISH TEACHING ENVIRONMENT BASED ON CLOUD COMPUTING

Multimedia teaching environment refers to a kind of teaching environment that uses a variety of multimedia teaching equipment and modern educational technology to teach. Cloud computing assisted teaching is to use cloud computing platform to build personalized information-based teaching environment in the cloud computing environment, so as to assist teachers' teaching and students' learning, promote the communication between teachers and students and improve the teaching quality.

With the popularization and use of computers and networks, college English teaching content has become a three-dimensional teaching material composed of different carriers such as CD-ROM and network courses. Network technology breaks through the limitation of time and space, breaks through the boundaries of written teaching materials, and realizes resource sharing. Teachers can use the related resources in the network at any time, and provide students with intuitive learning reference materials. This is suitable for classroom teaching, students' autonomous learning and other needs, improves teaching efficiency and creates a modern

teaching environment. In the multimedia teaching environment of cloud computing, by managing a large number of highly virtualized educational resources and educational applications, a unified service integrating fund-raising source pool and educational applications can be formed, and various services can be provided for users with the help of cloud service platform, which can be flexibly expanded according to users' needs. The teaching environment is student-centered, giving full play to students' autonomy, and teachers play the role of organizers and guides in the whole teaching process, which fully embodies the four elements of the teaching environment. Statistics and analysis of big data through a comprehensive platform, so as to further combine teaching objectives with market demand and realize targeted training of talents; Data-based teaching effect statistics also have theoretical and practical basis for the achievements of scientific research projects, so as to better use scientific research to assist teaching and use scientific research to drive teaching.

At present, all colleges and universities have relatively perfect educational administration system and equipment management system, but the application of multimedia teaching resource database, network teaching platform and classroom network which provide multimedia teaching support for teachers and students is uneven in colleges and universities. Therefore, the teaching environment based on cloud computing can be constructed in the following three steps: establishing classroom network to realize the digital management of classroom resources; Build multimedia teaching resource database to realize the sharing of teaching resources; Build a network teaching platform to promote the communication between teachers and students. Teachers can assign homework, correct homework, provide course points, answer questions, conduct online exams, etc. Through the teaching platform, students can discuss problems, submit homework, see their homework results and teachers' comments at any time, and conduct online review. In the process of teaching, teachers and students and students cooperate and discuss synchronously or asynchronously through the Q&A discussion module.

CONCLUSIONS

In the multimedia network teaching environment, how to optimize teaching resources, how to deal with the relationship between teaching and learning, how to improve the management mechanism, and how to further promote teachers' professional development need our constant attention and continuous thinking. Multimedia teaching based on cloud computing realizes the information digitization of the elements of the teaching environment, integrates the elements of the teaching environment, achieves the sharing of data and resources, and brings great convenience to teachers' teaching and students' learning. The application of classroom teaching mode in multimedia and network environment improves the classroom effect. However, if it is not used properly,

it will be self defeating and affect the quality of teaching. Therefore, teachers should combine their own personality teaching with the classroom under the new model and new concept, and constantly explore in the practice of College English teaching. Have the courage to innovate, accumulate teaching experience and strive to receive the best teaching effect. With the vigorous development of cloud computing, how to customize cloud computing services according to users' own needs in teaching will be a problem worthy of thinking and practice in the process of future education development. In the "cloud age" environment, we should master the new ideas and methods of teaching to meet the needs of educational development, so as to promote the rapid development of educational informatization.

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On College Student Management in the Background of Big Data

Xingzhong Zhou

Shandong Water conservancy vocational college, Rizhao, Shandong, China

Abstract: Using big data to build a university student data management platform can not only change the traditional management mode in university education, but also be conducive to realize the scientific and comprehensive nature of university education management, which has far-reaching and practical significance. Based on the construction and data management platform of big data analysis, this paper expounds the advantages and problems of big data student management platform, in order to improve the management of college students with big data participation.

Key words: Big Data; University; Student Management

1.CONSTRUCTION OF A COLLEGE STUDENT MANAGEMENT DATA PLATFORM

Science and technology develop with each passing day and rapid progress. Throughout the course of our lives, data has become an irreplaceable core asset. People use massive large data resources to make efficient and comprehensive data analysis, which not only is close to social needs, but also has a profound impact on social life. In the current social situation, behind the rapid development of college education and the continuous increase of the scale of students is the supporting lack of educational management resources. Therefore, the management of college students faces more and more problems and challenges. As a result, major universities have applied big data technology to the college student management system to realize the effectiveness and scientific nature of student management.

The college student data management platform is a data monitoring platform for students to upload students' enrollment records, attendance attendance, academic performance, book reading, fee payment, activity participation and other related data in real time to realize the joint alliance of departmental data. In a student-managed database, Everyone has their own exclusive database, For example, new students directly generate student electronic files when entering school, Establish a student database; The database has e-curriculum updates in real time, Students upload their attendance records through their attendance recorder, Teachers can simultaneously monitor students' attendance through the teacher's exclusive machine, This can effectively avoid the student evasion of class, absenteeism and other phenomena; Student test scores input by professional class and public class teachers are uploaded to the database, Attendance situation and examination results will automatically generate students' daily study record form; The reading room generates an electronic reading records table; Complete the fee payment electronically;

Sports activities shall be monitored by electronic punching in, Data upload, etc. In this case, the electronic data sheet directly corresponding to college students can be objectively established, and the relevant teachers can use these data tables to analyze the students' relevant learning status and other aspects, so as to carry out the student management work more scientifically and effectively.

2.ANALYSIS OF THE COLLEGE STUDENT MANAGEMENT DATA PLATFORM

The analysis of college student management data platform is mainly calculated through data electronic sheet. Use the calculation results of big data to analyze the needs of students, and improve the relevant work of student management. For example, through the students' attendance records and homework submission, can roughly understand the students' daily learning status, can understand the students' participation in extracurricular activities or comprehensive practice; the electronic clock monitoring data of physical activities can understand the students' physical movement endurance. A comprehensive analysis of these data can provide students with a scientific and reasonable analysis report. According to this report, request and assist students to change the unreasonable things in learning and life, adjust to the optimal learning state. We can also conduct comprehensive analysis through students' electronic file form, financial data form, academic performance form, attendance record form, etc., to comprehensively improve the scientific nature, fairness and transparency of excellent Party membership, award and grant issuance, evaluation and evaluation, so as to reduce the time-consuming, effort and redundant administration in these aspects. You can also understand the psychological state and safety of students through the electronic data form, the attendance records of class, entry and dormitory, confirm whether the students are in school in the first time, and get informed timeliness. The platform analysis of big data is an analysis of students' current and dynamic trends based on their real-time data. It is a powerful weapon to quickly help teachers and schools to understand students.

At present, cloud computing can be seen everywhere in our lives, such as recommending biased shopping through your shopping search, and your browser pushes similar or similar news views to you through your browsing records. Therefore, the comprehensive data analysis will produce a relatively scientific report, and then students can introduce targeted and effective measures to query their academic status in real time, real time, real-time synchronous reminder, data can also use abnormal attention to the students themselves, to achieve

timely and accurate target management. So as to avoid the student management blind area, to maximize to avoid the possibility of major management accidents.

3. CHARACTERISTICS OF THE COLLEGE STUDENT MANAGEMENT DATA PLATFORM

(i) Advantages of college student management data platform

Nowadays, many colleges and universities are advocating loose student management, hoping to create a wide, orderly, relaxed and generous student management atmosphere. However, the loose management needs more real-time data monitoring, so as to accurately grasp the student dynamics, optimize the existing scientific management methods, truly develop the students' personality to the extreme, spread the students' thinking, and realize the innovative development and harmonious coexistence between the students and the school.

① Master the student dynamics in real time

There are certain management loopholes in the traditional student management, such as the attendance data statistics, need to check, he check the way to confirm the students' attendance, then through the department of academic affairs statistics, and then make simple data analysis on academic early warning, make the management of academic early warning students lag. The real-time synchronous data update of the big data platform can understand the situation of the students in the first time, realize the timely and efficient student management, and change the lag and post-hoc nature of the traditional student management. Now, students' problems are gradually diversified, the use of massive data resources to analyze and excavate, through the data analysis to timely understand the dynamic trend of students, prevent small, take precautions, will nip the originally avoided student problems in the cradle.

② Optimize scientific management

With the development of society, the openness of the school has gradually deepened, and students' problems have become more complex, and It is particularly important to pay attention to students' detail management of students. Therefore, big data analysis solves the characteristics of individual students' problems, improves the service quality of student management, and ensures the realization of students' management goals more efficient. In other words, it is the use of big data management platform to make exclusive reports to students' data, according to people, according to everyone's characteristics to real-time management, effectively pay attention to the students themselves, actually solve students' problems, scientific and effective management measures, change the traditional management "tube, care".

③ Improve the effect assessment

Student management work is periodically repeated, through the summary analysis of periodic student management problems, find out the common law, so as to provide the feasible operation basis, weaken the loopholes existing in the management, improve unreasonable treatment means and measures, truly

realize the student-based education concept. Therefore, even in the past, they are the future overture. On the basis of realizing the quantitative index evaluation system of efficient student management, they change from experience management to data and information, realize the self-quantification of students, and further improve the management of college students.

(ii) Problems faced by the college student management data platform

Big data has five advantages, namely, that is, production, defense, participation, personalization and prediction. In simple terms, it is the decomposition and transformation of the data obtained, establish models, conduct operations, release data, and finally realize valuable services. In order to realize the big combination of departmental data, it is necessary to ensure the accuracy of the division of labor and cooperation between each department. From this point of view, big data not only requires the support of professional technology, but also needs a large amount of capital investment and skills with professional knowledge, which should be the primary problem for realizing the student management of big data platform.

Moreover, in the world of big data, the data we can collect is only an extremely small part, and then the accurate operation rules and perfect data system is also controlled by us, conducted by us, and our final decision is often limited by subjective emotions, so the final result will have certain limitations. We can use the data released by the analysis of big data for reference, but we can not use it as a final conclusion. For example, before the final exam, we may be able to find students with a fail trend through data analysis, but the results are not conclusive. For example, we can find that the recent state fluctuations of students, but may not determine the inner state changes of students' anxiety and depression, so the big data platform is only the potential possibility of large probability.

4. SUMMARY

To sum up, big data is gradually mined out the potential value behind it, releasing huge energy. The use of big data platform to extract, integrate, reorganize and innovate the data in student management can not only improve the loopholes and disadvantages in traditional management, but also implement more comprehensive management for college students in a more scientific way. However, it is inevitable that there are still some problems in using the big data platform to realize the college student management, and I believe that it will be increasingly perfect in the continuous use and practice.

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Optimization of Undergraduate Graduation Design Process under the Mode of School-enterprise Cooperation

Guangyu Liu, Enming Zhao, Bao Zhou, Longfei Wang
College of Engineering, Dali University, Yunnan, Dali 671003, China

Abstract: Graduation design is an essential part of college teaching practice, and it is also an important part of fulfilling the requirements of college talent training. There are many problems in the design of current undergraduate graduates in terms of topic selection, guidance methods, and trainers. This article studies the undergraduate graduation design under the school-enterprise cooperation model, and has a general understanding of the relevant theories of the undergraduate graduation design based on the literature and data, and then investigates the status quo of the undergraduate graduation design under the school-enterprise cooperation model based on the questionnaire survey method. According to the questionnaire survey results, among the problems in the undergraduate graduation design under the school-enterprise cooperation model, school-enterprise cooperation is difficult to penetrate into the graduation design, accounting for about 44%. The second is that there is no policy support for the introduction of school-enterprise cooperation in the graduation design; it accounted for about 31%.

Keywords: School-Enterprise Cooperation; Graduation Design; Process Optimization; Talent Training

1. INTRODUCTION

The undergraduate graduation design is an important part of university education [1-2]. This comprehensive practical education link trains students to use the theories and skills they have learned to analyze and solve common practical engineering problems. It has a strong sense of innovation, practical ability and scientific research attitude, which has played a significant role in the cultivation of students [3-4]. At present, there are many problems in the undergraduate graduation design [5-6]. To better link undergraduate education with student employment and strengthen student capacity building, it is necessary to reform the existing teaching methods of undergraduate graduation design [7-8].

Regarding undergraduate graduation design research, some researchers believe that graduation design (thesis) is the final link of undergraduate education practice, and its purpose is to allow students to systematically train and summarize what they have learned about technology research, development and application knowledge. The quality of undergraduate graduation design directly affects graduates' employability and directly reflects the university's

quality of education and teaching. Therefore, strengthening the quality of undergraduate graduation design is a vital link that affects the graduation of college graduates [9]. In terms of students, researchers believe that they have insufficient understanding and attention to the main body of the thesis (design), and insufficient understanding of the topic selection of the thesis (design). The reason for this is that the school did not fully mobilize students for the graduation design in the early stage. The importance of this and the one-sided understanding of students have caused students to ignore the importance of graduation design. Improving the quality of undergraduate graduation design needs to combine student awareness, teacher thinking and the school's high attention [10].

This article studies the undergraduate graduation design under the school-enterprise cooperation model, analyzes the problems of the undergraduate graduation design and the significance of the school-enterprise cooperation on the undergraduate graduation design based on the literature, and then uses the questionnaire survey method to analyze the school-enterprise status of undergraduate graduation design under the cooperation mode is investigated. The process of undergraduate graduation design under the school-enterprise cooperation mode is optimized through the questionnaire survey results.

2. SURVEY ON THE STATUS QUO OF THE UNDERGRADUATE GRADUATION DESIGN PROCESS UNDER THE SCHOOL-ENTERPRISE COOPERATION MODE

2.1 Purpose of the Investigation

This article mainly investigates two aspects. The first is the problems of the undergraduate graduation design under the school-enterprise cooperation mode, and the second is the optimization suggestions for the undergraduate graduation design under the school-enterprise cooperation mode.

2.2 Establishment of the Survey Object

This survey is conducted on the status quo of the undergraduate graduation design process under the school-enterprise cooperation model, so the survey object is university teachers. To ensure the accuracy of the questionnaire survey object, this questionnaire survey adopts an offline questionnaire survey method, so the survey location is the local colleges and universities.

2.3 Establishment of Survey Sample Size

The scopes of the questionnaire survey were established based on relevant literature data and the

actual conditions of the survey activity. The number of questionnaires was set at 136, the number of questionnaires recovered was 134, and the number of valid questionnaires was 128.

2.4 Data Processing

At the level of correlation regression, this study uses statistical correlation and multiple regression analysis. The filling result comparison includes the average value and standard deviation of the correlation coefficient of 50 simulations and the average cumulative absolute deviation of the regression coefficient of 50 simulations. Mean Absolute Deviation Summarize the mean and standard deviation, and each simulation will select thousands of variables and scale scores for correlation analysis and multiple regression. The calculation formulas are:

$$RAD = \frac{1}{k} \sum_{i=1}^k |\hat{s}_i - s_i| \quad (1)$$

$$RAD = \frac{1}{k} \sum_{i=1}^k |\hat{q}_i - q_i| \quad (2)$$

Where \hat{s}_i represents the estimated value of the i-th regression coefficient of the simulation, and \hat{q}_i represents the estimated value of the i-th regression coefficient in the original complete data set.

3. ANALYSIS OF THE RESULTS OF THE QUESTIONNAIRE SURVEY

3.1 Problems in the Undergraduate Graduation Design under the School-Enterprise Cooperation Model

This time through the questionnaire survey method, the current situation of the undergraduate graduation design process under the school-enterprise cooperation model was investigated, and the data on

Table 2. Suggestions on the Optimization of Undergraduate Graduation Design under the Mode of School-enterprise Cooperation

	A college	B college	C college
Choose a reasonable graduation topic	43%	45%	46%
Strengthen the dual management of students	24%	25%	23%
Reasonable use of school-enterprise cooperation platform	33%	30%	32%

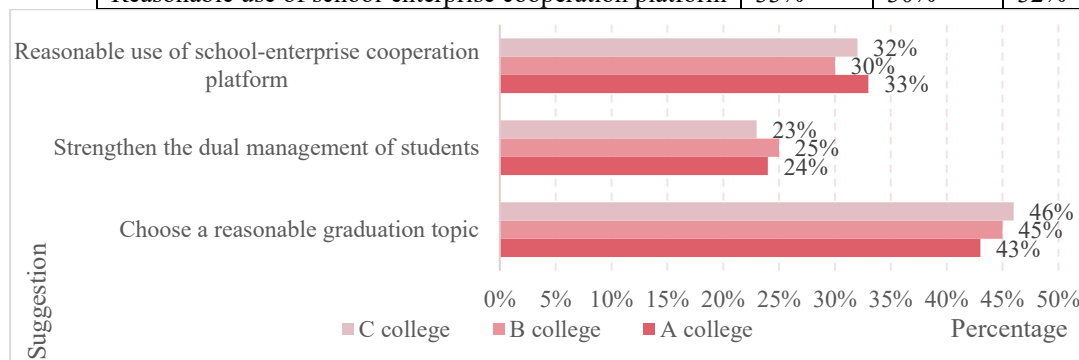


Figure 1. Suggestions on the Optimization of Undergraduate Graduation Design under the Mode of School-enterprise Cooperation

It can be seen from Figure 1 that in the graduation design optimization suggestions under the school-enterprise cooperation model, the rational selection of graduation design topics accounted for about 43%,

the problems in the undergraduate graduation design under the school-enterprise cooperation model was obtained by collating the questionnaire data. The data is shown in Table 1:

Table 1. Problems in the graduation design of undergraduates under the mode of school-enterprise cooperation

	A college	B college	C college
School-enterprise cooperation is difficult to in-depth graduation design	46%	44%	47%
The instructor lacks project practice	23%	22%	21%
Lack of strong policy support from reality	31%	34%	32%

It can be seen that among the problems of the undergraduate graduation design under the school-enterprise cooperation model, the difficulty of in-depth school-enterprise cooperation accounts for about 44%. The second is the lack of strong policy support for school-enterprise cooperation Around 31%.

3.2 Suggestions for the Optimization of Undergraduate Graduation Design under the School-Enterprise Cooperation Mode

This time through the questionnaire survey method, the current situation of the undergraduate graduation design process under the school-enterprise cooperation mode was investigated, and the data on the optimization suggestions for the undergraduate graduation design under the school-enterprise cooperation mode was obtained by collating the questionnaire data. The data is shown in Table 2:

Table 2. Suggestions on the Optimization of Undergraduate Graduation Design under the Mode of School-enterprise Cooperation

This time through the questionnaire survey method, the current situation of the undergraduate graduation design process under the school-enterprise cooperation mode was investigated, and the data on

	A college	B college	C college
Choose a reasonable graduation topic	43%	45%	46%
Strengthen the dual management of students	24%	25%	23%
Reasonable use of school-enterprise cooperation platform	33%	30%	32%

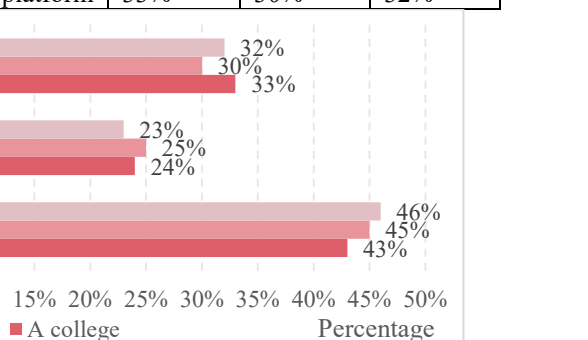


Figure 1. Suggestions on the Optimization of Undergraduate Graduation Design under the Mode of School-enterprise Cooperation

followed by the rational use of the school-enterprise cooperation platform, accounting for about 32%.

3.3 Optimization Measures for Undergraduate Graduation Design under the Mode of School-

Enterprise Cooperation

3.3.1. Strictly control the "three selections" and consolidate the foundation of school-enterprise cooperation graduation design

The "three choices" are the choices of the company, the theme, and the students. The "three-choice one" link is the starting point of the school-enterprise cooperation graduation project, and it is the most complex and important link in the school-enterprise cooperation graduation project. When choosing a company, you must choose an off-campus industry-university-research center, an internship production center, a graduate employment unit, etc. The focus is on whether the partner company can provide the required graduation. The topic selection, or the topic, must be produced by the company's trainer based on actual production. It requires a certain degree of professionalism, practicality, content and innovation. School teachers work with corporate teachers to manage graduation projects' quality, workload, difficulty, and progress. Students should choose students with good learning attitude, strong learning autonomy, interested in the company and willing to participate.

3.3.2. Strengthen dual-school system management to ensure continuous and standardized graduation project. The school-enterprise joint guidance graduation design adopts the "dual teacher" system. In schools, student management is mainly the responsibility of the teachers in the school. Out of school, since a professional teacher is the main person in charge, students must strictly abide by the management regulations of the relevant company. Schools must be at the forefront of graduation projecting, mid-term review, thesis writing, and defense, and enterprises must be at the forefront of the implementation of graduate planning. School teachers pay attention to the standardized management of graduation design, and monitor the progress of graduation projects through project initiation, mid-term review, and thesis writing to ensure the quality and progress of the graduation project.

4. CONCLUSION

This paper studies the undergraduate graduation design under the school-enterprise cooperation model. After understanding the relevant theories, the questionnaire survey method is used to investigate the status of the undergraduate graduation design under the school-enterprise cooperation model. The questionnaire survey results show that the main problem in the undergraduate graduation design is that

the school-enterprise cooperation is difficult to deepen the graduation design, and the school-enterprise cooperative graduation design lacks strong policy support.

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The Training Mode of Graduation Design Teachers in Colleges and Universities under the Mode of School-enterprise Cooperation

Enming Zhao, Guangyu Liu, Bao Zhou, Longfei Wang
College of Engineering, Dali University, Yunnan, Dali 671003, China

Abstract: This article researches the training of college teachers based on school-enterprise cooperation. The thesis starts with the research system at home and abroad, clarifies the research ideas and methods, and determines the research content. Next, the teacher training strategy is studied, and the influence and role of school-enterprise cooperation in teacher training are analyzed. Finally, the thesis takes the training center as an example, analyzes the problems existing in the initial stage of teacher training, and studies the ways to strengthen teacher training. Research shows that under the school-enterprise cooperation model, the quality of college graduate design teachers is getting higher and higher, and more teachers pay attention to teaching style.

Keywords: School-Enterprise Cooperation; Teacher Team; Team Training; Training Model

1. INTRODUCTION

At present, the research and practice of jointly running schools by universities and enterprises is booming. The educational goals and requirements of student training determine the path of school-enterprise cooperation: the sustainable development of enterprises requires school-enterprise cooperation; the market economy requires school-enterprise cooperation; the result of school-enterprise cooperation is interaction and a win-win situation. However, there are still some key issues in the school-enterprise model that have not yet been resolved. For example, the history of China's higher education development is relatively short, and the teaching staff cannot meet the needs of the development of higher education. Therefore, speeding up the creation of high-quality teaching staff is the key. School-enterprise cooperation is an effective way to strengthen the construction of university teachers [1-2].

The research on the training model of graduate design teachers in colleges and universities based on the school-enterprise cooperation model will provide new conditions and means for cultivating innovative talents. Many scholars have conducted research on it and achieved good results. The research content of the training model of college graduate design teachers under the school-enterprise cooperation model is mainly the application research of technology in education. For example, Attebury R proposed the industry-academy-government cooperation system to improve teaching methods and did related research [2]. Major L discussed the teaching design methods of Internet companies and analyzed their effects [3]. Foreign research on school-enterprise cooperation

started relatively early, and put forward many strategies and methods for the specific college graduation design teacher team training under the school-enterprise cooperation model, which are worthy of our reference and reference [4-5].

This article first analyzes the definition and characteristics of the goal of talent training in colleges and universities, and highlights the characteristics and requirements that college teachers must have in order to achieve this goal. Then, in-depth analysis of the problems and reasons for the construction of school-enterprise cooperation teachers in colleges and universities highlights the strategy of establishing school-enterprise cooperation. Finally, it is concluded that the problems of college teachers' inability to meet the needs of college education development, the difficulty of obtaining employment for college graduates, and the large shortage of talents needed by enterprises can be solved through school-enterprise cooperation. Cultivate application talents needed to develop market economy, and establish a model of interdependence and mutual development between schools and enterprises [5].

2. SCHOOL-ENTERPRISE COOPERATION TO TRAIN TEACHERS

(1) In the new century, the training of professional teachers is an inevitable requirement of educational reform and development. The quantity and quality of college teachers have gradually become obstacles to growth. Finding practical and effective ways to train professional teachers is an important topic facing all vocational schools. Due to the characteristics of colleges and universities, their school running, and talent training must be market-oriented, so the training of teachers in colleges and universities cannot be separated from the participation of enterprises. Promoting professional teachers through school-enterprise cooperation is very important to solve the problems of improving the professional technical level, practical ability and curriculum development ability of school teachers [6].

(2) Due to differences in school-running conditions, professional conditions, teacher status, enterprise conditions, and degree of cooperation, specific forms of cooperation need to be adapted to local conditions and explore different approaches and methods. Establish a school-enterprise cooperation mechanism to promote the development of professional teachers: implement an evaluation and selection system. As part of the reform of the staffing system, the survival of the fittest must be

achieved. With the support of relevant departments, we will hire high-quality talents with specific teaching abilities as part-time teachers from the company to enrich the school's teaching staff and optimize the teaching structure.

(3) The fundamental purpose of the school is to cultivate practical talents needed by society. Students receive systematic and practical technical training in the school. Then the school will quickly adapt to business needs at work, reduce labor and labor costs, and improve the efficiency of school operations and business management; implement a school teacher dual certification system: in order to continuously improve the professional level of teachers, a dual certification system must be implemented to obtain teacher qualifications. Certified teachers must also obtain professional and technical grade certificates. In order to promote the continuous development of teachers, encourage teachers to learn, especially to continuously improve their professional skills, so that teachers' abilities and levels can maintain a leading position in the same industry.

3. EXPERIMENTAL RESEARCH ON CULTIVATING THE FACULTY OF GRADUATION DESIGN IN COLLEGES AND UNIVERSITIES

Assignment of Teachers' Tasks in Training Colleges and Enterprises						
Universities are responsible for teaching		Enterprise is responsible for financial support		Colleges and enterprises inspect together		
Investigation time	Public basic course	Professional Course	Theory	Professional Skills Course	Theory class + skill class	Total
The first batch	27%	24%		24%	25%	100%
Second batch	26%	18%		17%	39%	100%

Table 1. Survey of teachers' teaching situation

Table 1 is the survey statistics table of the first and second batches of the teaching situation of all teachers in the graduation design of colleges and universities under the school-enterprise cooperation mode. It can be seen that all teachers teach the first batch and the second batch in the graduation design of colleges and universities under the school-enterprise cooperation mode. The first batch of college graduate design teachers under the school-enterprise cooperation model accounted for 27% of teachers who taught public basic courses, 23% of teachers who taught professional theory courses, and 24% of teachers who taught professional skills courses. They were able to teach theoretical courses + skills courses at the same time. In the second batch of college graduation design teachers in the school-enterprise cooperation model, 26% of teachers teach public basic courses, 18% of

Figure1. School-enterprise cooperation university graduation design teacher team training model

Figure 1 is the training model for the graduate design teachers of colleges and universities with school-enterprise cooperation. In the task distribution of universities and enterprises, universities are responsible for teaching, including lecture observation, teaching design, lectures, internship reports, etc., creating conditions for improving teachers' professional knowledge and internship training capabilities; implementing in-service teachers to enterprises the learning system; and the enterprise is responsible for financial support, including technical funds, teaching equipment funds, and funds for hiring industry experts, engineers and skilled craftsmen as part-time teachers. Finally, colleges and enterprises will inspect the teaching results and quality of the trained teachers together.

4. EXPERIMENTAL ANALYSIS

4.1 The Teaching Situation of all Teachers in College Graduation Design

The following are the first and second batches of survey statistics on the teaching situation of all teachers in college graduation design under the school-enterprise cooperation mode. The experimental data are shown in Table 1.

teachers teach professional theory courses, and 17% of teachers teach professional skills courses. 39% of the teachers who teach theory courses + skills courses at the same time. The proportion of teachers in the second group is higher than that in the first group who can teach theory and skill courses simultaneously, indicating that the quality of the teachers is getting better and better.

4.2 Analysis of the Teaching Styles of School-Enterprise Cooperation in Cultivating College Graduate Design Teachers

As shown in Figure 2, the following is the class analysis diagram of the first and second batch of teaching styles (sensible, emotional, humorous, technical, and natural) of the first and second batch of school-enterprise cooperation college graduate design teachers.

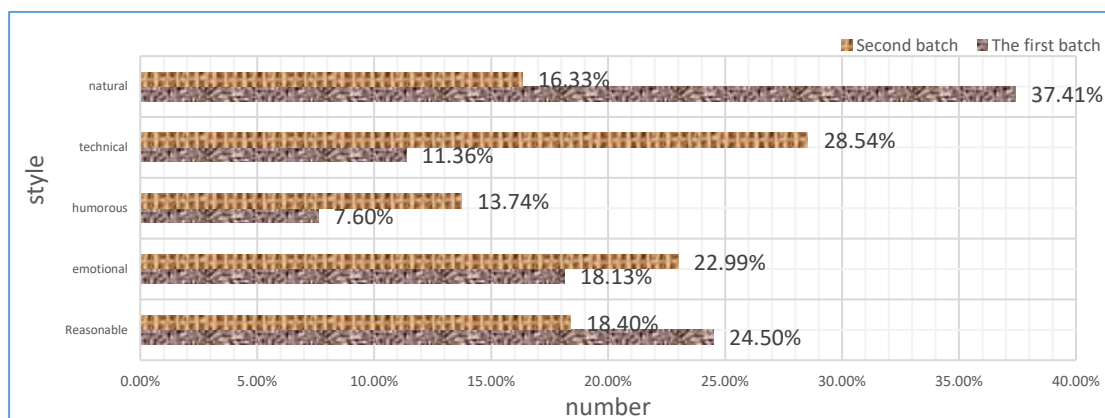


Figure 2. Analysis on the Types of Teaching Contents of Primary School Teachers

Figure 2 is a class analysis diagram of the training teaching styles of the graduate design teachers of colleges and universities in cooperation with schools and enterprises. It can be seen from the Figure 2 that the school-enterprise cooperation college graduate design teacher team cultivates the teaching style. Among the first batch of teaching styles of the faculty of graduate design in the school-enterprise cooperation colleges and universities, the rational teaching style is 24.50%, the emotional teaching style is 18.13%, the humor teaching style is 7.60%, and the skill teaching style is 11.36%, 37.41% of the natural teaching style; and the second batch of teaching styles in the school-enterprise cooperation college graduation design faculty team has 18.40% of the rational teaching style, 22.99% of the emotional teaching style, and 13.74% of the humorous teaching style, 28.54% of skill teaching styles, 16.33% of natural teaching styles. The second batch of teachers accounted for a higher proportion of teachers with skill teaching styles than the first batch of skill teaching styles, indicating that the trained teachers are paying more and more attention to technical teaching styles.

5. CONCLUSIONS

College education and school-enterprise cooperation are brand-new objects in the construction of colleges and universities. This paper analyzes the characteristics and importance of school-enterprise cooperation teacher team construction, deeply analyzes the existing problems, and proposes strategies for future university education, school-enterprise cooperation, and teacher team construction. School-enterprise cooperation promotes teacher training in the context of vocational training; simultaneously, the strength of our school's scientific research helps companies overcome technical difficulties and help companies carry out technological innovation. In the process of strengthening school-enterprise cooperation, attention should be paid to choosing the right time. The normal work of the enterprise and the normal teaching order of the school should not be affected in the process of school-enterprise cooperation. On this premise, as many teachers as possible are selected to enter the enterprise for training, and the school-enterprise

cooperation is promoted to a new height; the depth of school-enterprise cooperation is enhanced school-enterprise culture is organically integrated; the enterprise needs economic benefits and is profit-making. The school must establish a sense of service in the process of cooperation with the enterprise, and it is really considered for the future of the enterprise. This kind of sincere cooperation will surely promote the long-term cooperation between the school and the enterprise to achieve a win-win situation for the school and the enterprise.

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Innovative Research on Educational Management of College Students in the New Era

Lin Na

Department of United Front Work, Yan 'an University, Yan 'an, Shaanxi 716000, China

Abstract: In the network age, the Internet provides a more effective and convenient management channel for the management of college students' education, and at the same time, it also increases the difficulty and complexity of the management of college students' education. In the network age, students' life and ideological outlook have changed greatly compared with those of the past students, which has brought some difficulties to the management of teachers. Many students, influenced by various online dramas and online cultures, are unwilling to study and overindulge, leading to a large number of bad phenomena. Seriously analyzing the characteristics of the Internet age and studying the new issues brought by the development of the Internet to the education management of college students are the key points of the current education management of colleges and universities. It is of great and far-reaching significance to build a strong new education management team, improve working methods, and make full use of the favorable resources of the Internet to do a good job in education management.

Key words: Colleges and universities; Education Management; Innovate

1 INTRODUCTION

With the development of science and technology, information network technology is widely used, and human society has entered the network age [1]. In the Internet age, although people's lives have become more convenient, people's thinking and daily activities are also deeply affected by the Internet [2]. The Internet, a new media, has become an important tool for college students to study and live. The number of college students studying and using computer network technology is increasing rapidly. Quite a few college students have been able to access the Internet proficiently and have become "frequent visitors" of the Internet [3]. Now many college students are addicted to online games all day long, unable to extricate themselves from online social activities, and even some students are addicted to online gambling and are subject to online fraud. The characteristics of network virtualization increase the complexity of the student education management environment and require managers to improve their management level [4]. In this context, the education and management of college students has ushered in new job opportunities and challenges. Information network technology is a cutting-edge science, which is changing rapidly. The application of information network-related technologies to the education and management of college students is also

facing a series of challenges. On the one hand, it is reflected in the hardware construction. On the other hand, it is reflected in the teacher's ability to apply information technology [5].

In the process of using the network, affected by the ideology in the network, students will express their opinions on the Internet and express their opinions on student management through the network [6]. The extensive application of network technology in the practice of college student education management is conducive to improve work efficiency and make the college student management more humanized. To study the influence of "network society" on the quality of college students and what educational countermeasures should be taken to meet the needs of their development, this new topic has very important practical significance and theoretical value at present. A correct understanding of the Internet and effective use of its platform can restrain the negative effects of the network and effectively serve the education and management of students [7]. In order to make a breakthrough in the management of college students, we must make good use of the network. At the same time, the renewal and iteration of information network is very rapid. After mastering the original technology to implement education management, many teachers are often faced with updating their horizons and relevant information operation methods, which is tantamount to increasing the difficulty of education management and putting forward higher requirements for teachers' information technology level and continuous learning ability [8].

2 EDUCATIONAL MANAGEMENT OF COLLEGE STUDENTS

2.1 An overview of student education management in colleges and universities

The management of students' education is an important part of educating people in colleges and universities, which is of far-reaching significance to the formation of students' morality and ability, the direction of personality development and the realization of the goal of higher education in China. College students in different times determine the characteristics and direction of college student management in different times. At present, the only child accounts for a relatively high proportion in all colleges and universities. They have not experienced too much tempering, have strong acceptance of new things, do not understand the complexity of society, are easily influenced by negative factors, and even go to crime. At present, the most important communication medium for

students is the Internet. They widely use Weibo, WeChat and other communication tools in their lives, and some college students become Weibo-controlled and mobile-phone-controlled [9]. This brings both opportunities and challenges to the management of college students' education. Society requires colleges and universities to cultivate all-round talents with comprehensive qualities, social responsibility and group consciousness. This makes the contradiction between students' ideological will and behavioral consciousness, and has multiple personality characteristics. Once again, with the deepening of education reform and the blind expansion of enrollment scale, the employment of students is another difficult problem in the management of college students. It can be seen that the management of college students is complicated and difficult. Improve the understanding of college student management, and let college student management play a role in higher education.

In the network age, the differences in values between teachers and students can be intuitively reflected. Nowadays, the Internet is full of comments or videos with various negative emotions. These negative emotions will subvert students' values, think that this society is evil, people are malicious, and students can hardly feel the beautiful existence. The rapid development of network technology has brought more profound changes to people, and people are increasingly relying on the network [10]. Dynamic and intuitive network has abundant information and wide coverage, which has a profound influence on young students. The influence of some comments on the Internet on young students, as well as the uncontrollable nature of students themselves, have increased the difficulty of college students' education management. Teachers, as the leader of traditional ideas, also take the initiative to master and impart educational resources. However, in the network age, students have far more ways to acquire knowledge than classroom learning. Many students think that it doesn't matter if they miss a class, they can make use of network resources for secondary study or even multiple studies, and they can make up for the content in the class as long as they make up for it properly after class, which brings new challenges to teachers.

2.2 PROBLEMS EXISTING IN THE EDUCATIONAL MANAGEMENT OF COLLEGE STUDENTS IN THE INTERNET AGE

Information network technology has been widely used, and the Internet has become the fourth most dynamic and open media after newspapers, radio and television. It has four characteristics that traditional culture does not have: cross-cultural content, cross-regional communication, cross-border supervision and cross-identity communication. The network has brought great changes to students' study and life. A remarkable feature of college students in the Internet age is freedom, which is reflected in the fact that many students freely express irresponsible remarks and publicize unverified news on the Internet. There are all kinds of information in the network, including negative information, which embodies the idea of putting interests and money first. Young students'

discrimination ability is weak, and they are inevitably influenced and tempted. The mode of student education management in colleges and universities is still preaching, and it is difficult to play its due role. The society has brought opportunities to college students. Obviously, college students can't leave the network world, but it also brings challenges to teachers' daily moral education. Teachers tend to neglect the training of students' network moral awareness in daily classroom, and it is difficult for students to distinguish between good and evil and learn to protect themselves in the network world. It is easy to be biased by various words and deeds in the network, resulting in ideological errors.

Compared with the information dissemination in the real society, the network has a broader activity space. Everyone who goes online is not only the receiver of information, but also the publisher of information. One-way communication of information has been replaced by two-way and multi-way communication of information. With the global exchange and sharing of information, people's communication can no longer be restricted by time and space, or by different values, ideas, lifestyles, religious beliefs, customs and so on among netizens. Many students are influenced by online dramas and online novels, and they have some misunderstandings about teachers and even school leaders. It is believed that school leaders are all managed because of the interests, and even some students are poisoned by the "useless learning theory". Some students think that even if they study hard, it is difficult to achieve success in today's society. It also leads to teachers' management difficulties, students are unwilling to listen to teachers' suggestions, and it is easy to skip classes, doze off and play with mobile phones in class. The classification of complexity factors in education is shown in Figure 1.

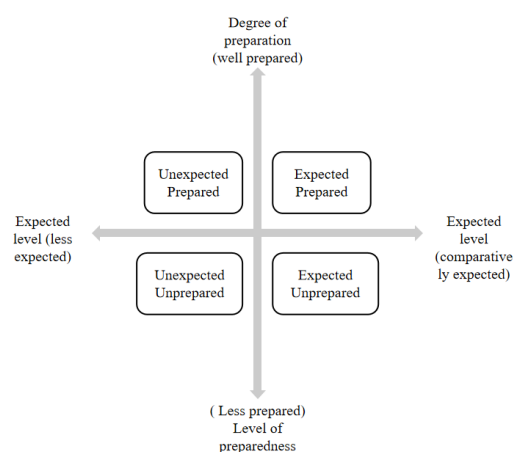


Figure 1 Classification of problem complexity factors in education management

Students can quickly obtain a large amount of information from the network, which is unmatched by traditional education. It not only brings great convenience to students, but also urges students to doubt traditional education and no longer trust traditional education. However, students have long been addicted to the Internet and neglected their studies, which also increases the difficulty of students' education management to a certain extent. Online games

are more vivid, exciting and interactive, which is easy to fascinate. In particular, many college students with poor self-management ability are infatuated with them and neglect their studies. Long time on the Internet leads to "Network disease". Students immerse themselves in the endless complex information network for a long time, which is easy to break away from the class and collective, so they are easy to be blindly lazy and produce empty and poor psychology. The emptiness of the network world and the big gap between the virtual world and the real social situation, the network may make students dare to tell the truth, but the reality may make students retreat immediately when they encounter problems. Many students are active on the Internet, dull in life, not good at words, and tend to be withdrawn. If students can not correctly understand the relationship between reality and virtual, they will often indulge in network, online love, fear of communicating with real people, and even some students have psychological barriers to communication.

3 THE INNOVATIVE PATH OF COLLEGE STUDENTS' EDUCATIONAL MANAGEMENT IN THE NEW ERA

In the aspect of information environment construction, we should further deepen the construction of smart campus, and build a theoretical platform and network platform for students' education management. Under the background of the existing information network platform, colleges and universities should make full use of the existing conditions, and work out educational programs and management programs suitable for students' learning situation. College student administrators should combine online management with offline management, strengthen the hardware and software of campus reality, and improve the attraction of reality to students. We should pay attention to the collection, compilation and analysis of all kinds of information in the information platform, so as to truly infiltrate data and information into the human education, and give full play to the value of information and data. In addition to the traditional information website platform, colleges and universities should also consistent with the times, strengthen the development of applications such as mobile phone clients, and integrate people into the smart campus environment in a way that is more suitable for the development of the times. Some students are addicted to the online virtual world, mainly because their psychological demands in the real world are not satisfied. Colleges and universities should actively carry out the activities that students are interested in, meet the psychological demands of students to the greatest extent in reality, and make students feel happy and enrich their hearts. At the same time, a good communication and interaction environment between teachers and students should be established at several digital platform ports, which is convenient for teachers to carry out education reasonably and timely, and also convenient for teachers and students to communicate more directly.

In terms of innovative educational management concept, we should further develop the "people-oriented" educational management concept. With the support of information and data technology, students' differences will

be presented with more specific digital features. This is the unique advantage of college students' education management in the new era, and it is also one of the contents that teachers need to pay special attention to. The Internet age rapidly covers people's living space, and is increasingly occupied by the colorful world reality in the pure land of universities. Ideological work is no longer a simple job of watering and fertilizing. The management of students is greatly challenged, but the network also brings great opportunities to the management with its openness and advancement. Colleges and universities should strengthen students' subjective initiative and enhance students' consciousness of actively adding people to the learning atmosphere. Take advantage of data, actively pay attention to students' real needs, understand the reasons behind the differentiated data, and carry out more targeted management and education, so that students' education management can be more effective and more in line with students' growth needs.

Internet resources are a double-edged sword for teachers. Although Internet resources may bring some negative effects to students, teachers can also use positive Internet content to guide students and reshape their values and outlook on life. The network is open, breaking through the limitation of time and space, prompting individuals to be more closely linked together, and different ideologies and cultures are in conflict and integration. College students are in an important period of forming world outlook, outlook on life and values, and they are easily influenced by bad things, resulting in wrong ideas. Students' educational administrators in colleges and universities should use the network platform to set up red websites. Teachers can improve the information management system of college students, mark students' personality characteristics and the influence degree of the network on students, and use the information management system to communicate and contact with students in time. The author suggests that teachers can often recommend some excellent videos, excellent reading materials and so on in the class group, so that students can browse and comment with their mobile phones, so that students can feel the charm of beautiful things and create a good network application atmosphere for students.

4 CONCLUSIONS

With the rapid development of information technology, computer network has become an important means for college students to acquire knowledge. The rapid development of network brings convenience to people, but it also increases the difficulty of college students' education management. It is an indisputable fact that the network has a profound influence on college students' world outlook and outlook on life. Under the background of the Internet age, the management of college students becomes more difficult. In the network era, the management of college students' education should make full use of the advantages of the network to improve their work, actively discover the adverse effects of the network on students, and take targeted measures to reduce the adverse effects of the network on students and cultivate high-quality talents with correct thinking. The era itself is

the era of promoting the concept of effectiveness, information and competition. We must devote energy, boldly innovate and build our ideological education team for students. In the new era, managers are required to explore innovative methods of student education management with higher management level and accomplishment, correctly guide and educate students, and urge them to become qualified builders and successors of the socialist cause.

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The Influence of Citizens' Sports Rights on The Development of Health Education

Yan Lingxiani, He Li, Xu Yiwei

College of Physical Education, Henan Polytechnic University, Jiaozuo 454000, China

Abstract: If the citizen's physical education health education wants to develop continuously and rapidly, it must be combined with the law to protect the citizen's basic sports right from the legal point of view. Based on the study of the content, nature and characteristics of citizens' sports rights, combined with the development status quo and existing problems of healthy physical education, this paper puts forward the sustainable development strategy of health education, and analyzes them from the perspective of health education and citizens' sports rights.

Keywords: Citizens' Right To Sports; Health Education; Sustainable Development

INTRODUCTION

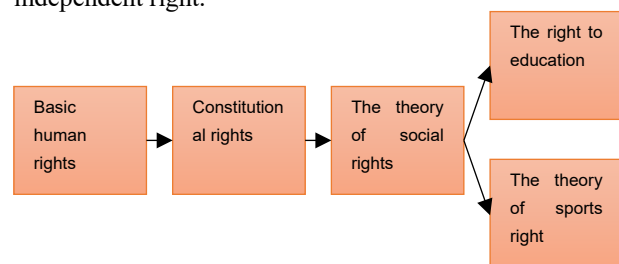
In today's society, the progress of science and technology, rapid economic growth, social well-being, at the same time, the issue of human rights began to be paid attention to by people from all walks of life, more and more people gradually pay attention to their rights and obligations. Moreover, rights and obligations, as a universal social value, are widely recognized by the people [1-3]. With the development of sports, the popularity of national sports and national fitness, sports rights have gradually evolved into an independent right, accepted by the masses of the community, has become a basic rights and obligations of citizens. Moreover, the survey shows that with the advent of the Internet era, the development of social networks, more and more people immersed in the network social circle, e-sports circle, intoxicated with the virtual world of the network, the national health index shows a downward trend. In order to improve the national health index, it is necessary to strengthen the construction of citizen sports, safeguard citizens' sports rights, help citizens to carry out health education and development, and call on the masses to exercise actively and strengthen their physical fitness [4-7]. Based on the actual situation, this paper analyzes and explores the sports rights of citizens, and discusses the impact of citizens' sports rights on the development of health education.

RESEARCH AND DEVELOPMENT OF CITIZENS' SPORTS RIGHTS.

With the progress of our society and the strengthening of the construction of the legal system, the scope of people's claims is becoming more and more extensive, and more and more fields are involved. In particular, the rise and prevalent of national sports, fitness for all, so that sports rights gradually become an independent right [8, 9]. Especially in today's society, where people's physical fitness is generally declining, it is urgent to strengthen sports construction, improve health education and safeguard the basic rights of citizens in sports.

The status quo of sports rights research.

The evolution of research and development on the nature of sports rights is described in Figure 1 below. For the world, the development of citizen sports rights, which has been explicitly designated as written into the legal text only a few decades, is still in the early stages of development, is not perfect enough, and citizens' sports rights are still a new right. In our country, since the reform and development, the rule of law in our country has been accelerated, the pace of progress is very fast, the scope of civil rights is more and more extensive, its content has been revised and adjusted again and again, but also become more specific. Sports to promote health, health needs sports, sports and health is the most closely linked, it as a part of the people's material and cultural life, by the masses of people's favor and love, so the citizen sports rights have also developed into a basic independent right.



A review of the evolution of the nature of sports rights Since the reform and opening up, with the continuous improvement of living standards, people's pursuit of life is also higher and higher, pay more attention to the quality of life, material and cultural life more and more colorful. Gradually, sports and health issues have also received widespread attention, the realization and protection of sports rights of workers and people also highlighted. Professor Yu Shanxu, a famous scholar, pointed out in On The Sports Rights of Citizens that sports rights have become an important part of the modern civil rights system in today's society, and that the Outline of China's National Fitness Plan should put the protection of sports rights at the core and effectively safeguard the basic sports rights of our citizens. In his book "Sports", Professor Fu discusses the specific content of civil rights, as well as the nature of their inclusion, and in "Sports Law", Professor Liu Yuke expounds the sports rights and obligations of our citizens comprehensively, and explains the realization, guarantee and disaster relief of sports rights.

The significance of sports rights research.

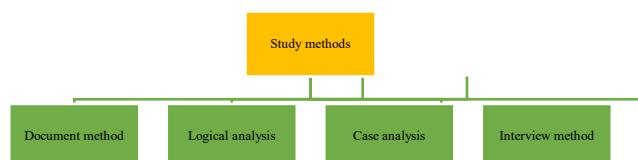
Sport is closely linked to health, "sport promotes health" and "health requires sports". With the continuous development of society and rapid economic growth, people's living standards have been greatly improved, at the same time, the pursuit of a higher quality of life,

promote the healthy development of the body and mind, is becoming an essential part of people's daily life. In today's society, where the market economy is developing so rapidly, while our personal, property and political rights are guaranteed, the rapid rise of sports, the prevalent of national sports, more people began to pay attention to their own civil sports rights. With the continuous promotion of sports undertakings and the promotion of citizens to take an active part in physical exercise, the degree of realization of citizens' sports rights has become a measure of a country's sports development level of the main symbol. To study the influence of citizen's sports right on the development of health education is an important research content of macro-control of sports development, and also a basic guarantee to promote the prosperity and development of sports in our country.

Since the reform and opening-up, China's Constitution stipulates: "The country has developed sports, carried out mass activities and enhanced the physical fitness of the people." "The state cultivates young people, adolescents and children in terms of moral, intellectual and physical development." The Constitution has clearly stipulated the combination of health education and sports, the construction of sports, and the improvement of the national health index. The issue of the protection of citizens' sports rights is the first one, because it is not only related to whether China's sports cause can be stable and healthy sustainable development, but also related to whether we can plan and coordinate the beautiful blueprint of China's sports cause. In the future, the development of health education is a challenge to safeguard the protection of citizens' sports rights, plan well, adjust well, and lay a solid foundation for the realization of the Chinese dream.

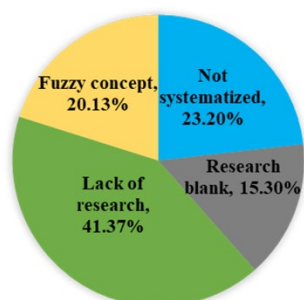
Problems that arise

In the process of studying civil rights issues, common methods are case analysis, logical analysis, interview, literature, as shown in Figure 2.



The method of research and analysis of civil rights law

In the course of research, it is found that there are still some shortcomings and gaps in the study of sports rights of citizens in China, as well as the protection of sports rights, and the main problems include the following aspects, such as Figure 3:



Problems in the study of sports rights

Exposed problems mainly contain the above aspects, the biggest problem is that the study is not deep enough, floating on the surface of the problem, the relatively shallow study, the proportion reached 41.37 per cent, followed by the absence of a systematic structure, at 23.20 per cent, followed by conceptual ambiguity and research gaps.

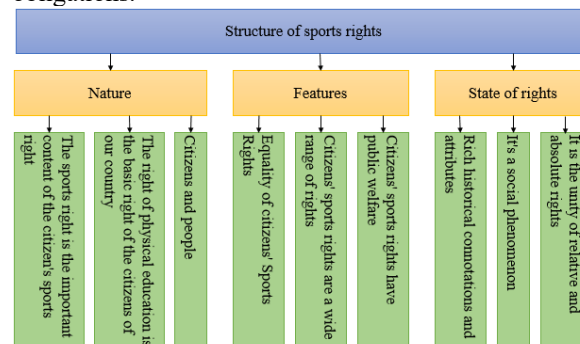
As for the protection of civil rights, in the course of the study, although more constructive opinions were put forward, but did not establish the right to sport as the core position, nor to refine the provisions; There are still many omissions in the study of civil rights, and the study of citizens' sports rights and health education are an important project in the socialist construction of our country for a long time to come.

THE CONTENT OF CITIZENS' SPORTS RIGHTS

The overall structural framework for civil sports rights is shown in Figure 4 below.

Characteristics of citizens' sports rights

Citizens' sports rights are closely related to their obligations. "There is no obligation without rights, there is no right without obligations", rights and obligations in many ways are closely linked, closely related. For the citizens of the Chinese nation, their rights are sacrosanct, as are citizens' sports rights, not only to assume certain sports activities, but also to fulfill the necessary obligations, in the process of sports, love public sports equipment. Marx once said: "No one can leave sports activities to exist", sports for health, health needs sports, in order to promote the development of health education, promote national fitness activities, we must actively promote the development of sports for all, to protect the rights of citizens sports, supervision of citizens to fulfill their sports obligations.



The overall structural framework of citizen's sports rights Citizens' sports rights are equal. In the process of the development of citizens' sports rights and health education, there is no discrimination, and there will be no difference in the treatment of citizens because of their age, economic income, sex, nationality and social status, i.e. the external conditions for participation in sports activities are the same. Moreover, the Constitution stipulates that "citizens of the People's Republic of China are equal before the law". Although the mechanism of citizens' sports rights tends to improve, the equality of citizens' sports rights is threatened and challenged in real life because of our country's large population, unbalanced economic development, large income level gap and difference between urban and rural areas. I believe that in the near

future, with the continuous development of China's economy and the reform of the sports system, the problem of unequal sports rights of citizens will be solved.

The nature of citizens' sports rights requires

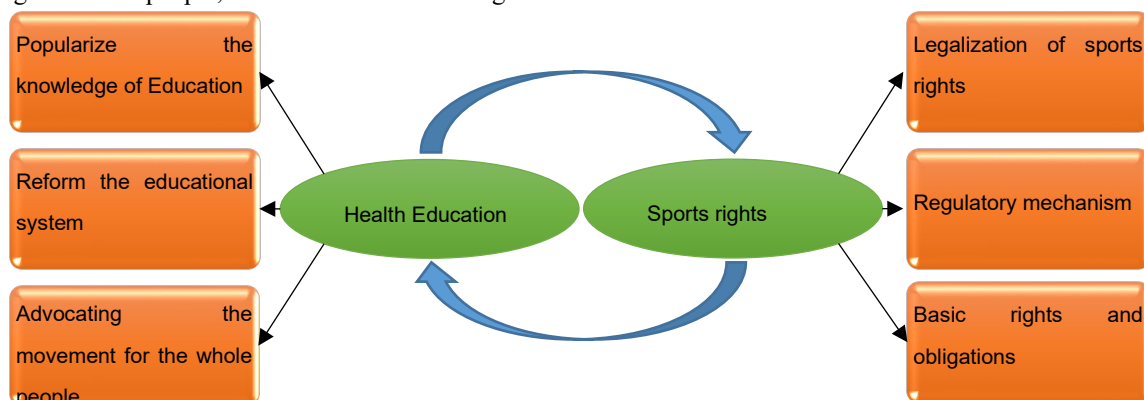
Sports rights, in a legal society, is an important part of the human rights of all citizens of the People's Republic of China. With the development of social economy and culture, with the needs of people more and more diverse, the addition of new content for the human rights of citizens has become an unstoppable trend and trend. In the process of social development, sports have gradually become a demand of people's daily life, and with the improvement of social information, sports have become the needs of people's leisure life, and become an important way to enhance people's physical fitness, has become an effective way to improve the quality of life.

In social life, the sovereignty of the people, which the state has repeatedly emphasized, not only includes the political rights of the people, but also includes the rights of the

economy, culture and so on. As an integral part of cultural life, sports are also an important member of the civil rights family. The development of society needs sports, the all-round development of individuals is inseparable from the company of sports life, so, in today's society, it is necessary to take positive and effective measures to protect the sports rights of citizens.

HEALTH THE SUSTAINABLE DEVELOPMENT OF PHYSICAL EDUCATION

The essence of health education is to improve and enhance the physical fitness of the general public and improve the level of health. Improving the national health index is no longer just about relying on the growth of health care, but on Health Education drugs to maintain health. We must let the people start from the root, participate in the practice of physical exercise, physical fitness, promote physical and mental health. Improve the national health index to achieve sustainable development of health education, figure 5.



The sustainable development of sports health education

The sustainable development of sports health should not only be considered from the perspective of citizens' physical education, but also from the perspective of citizens' sports rights. The two complement each other and complement each other in order to make greater contributions to the cause of socialist sports health.

From the point of view of physical education, for the education sector, the main area groups are the field of education, popularizing the knowledge point of health education, so that the masses understand the importance of sports;

From the point of view of citizens' sports rights, first of all, we should legalize sports rights, affirm citizens' sports rights from the legal point of view, adhere to the principle of "people-oriented", guarantee the sanctity of citizens' basic sports rights.

CONCLUSION

"No rules, no square circle", in the process of the development of citizen health education, we must protect citizens' basic sports rights from the perspective of law. This paper explores the influence of citizen sports rights on the development of health education, puts forward the sustainable development strategy of health sports education through the study of the content, nature and characteristics of sports rights law, and analyzes them separately from the perspective of health education and citizens' sports rights. China's health education in the future

better and faster development, citizens' sports rights must be strictly protected.

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Based On "Healthy China 2030" New Era Sports Social Organization Reform

Shiwen Lan^{1*}, Ting Song²

¹Institute of Physical Education, Gannan Normal University, Ganzhou 341000, Jiangxi, China;

²Institute of Physical Education Graduate Student, Gannan Normal University, Ganzhou 341000, Jiangxi, China

*Corresponding Author.

Abstract: Citizens' physical health problem gradually become one of the important factors that influence the national comprehensive strength in the future, under the circumstances of current social development, realize the comprehensive well-off and accelerating socialist modernization construction, should first will be involved in the process of social development and the industrial development of urbanization, the aging of the population health issues as an important direction of research and solve. In the context of the strategic deployment of "healthy China 2030", social sports organizations will be analyzed to realize the reform that meets the requirements of the development of the new era. A citizen system health evaluation model based on analytic hierarchy process is constructed to conduct real-time evaluation of citizens' physical fitness during the reform process of social sports organizations, provide guidance for their management departments, and make contributions to the great goal of "healthy China 2030".

Keywords: Health China 2030; Social Organization Of Sport; Analytic Hierarchy Process; Environmental Analysis

1 INTRODUCTION

In the context of the development of the new era, citizens' physical health has gradually become one of the important factors affecting the country's future comprehensive strength. Party and state leaders have put forward the idea of building a "healthy China" as the national strategic guidance at important meetings for many times, and the 12th National People's Congress held in March 2015 has stressed the important concept of "healthy China" for many times. In August 2016, in the politburo meeting through the program for the health of China's 2030, is the first time to have the important guidance for the development of strategic significance of citizens' physical health, in the outline points out that under the circumstances of current social development, realize the comprehensive well-off and accelerating socialist modernization construction, should first will be involved in the process of social development and the industrial development of urbanization, the aging of the population health issues as an important direction of research and solve.

Therefore, while citizens can effectively prevent diseases, reasonable and moderate physical exercise should be taken as an important way to improve citizens' physical health (Liu and Li 2017). By organizing sports, social activities to attract people actively involved in the physical training, to improve its constitution to reduce the

occurrence of diseases, the effective reform of sports social organizations, starting from the root to improve its management system and operation mode, and the improvement the construction of citizen physique health comprehensive evaluation index system, in order to realize "healthy China 2030" development strategy guidance is put forward.

In the process of social development, human physical health as important basis for the future development of country and nation, at the same time satisfy the healthy development of the meaning, to develop physical and mental health and social environment, perfecting the construction of national health system, as an important job requirements and strategic deployment task, realize the "two" one hundred development plan, implementation in the true sense of the revival of country and nation. Therefore, the strategic task of developing sports to achieve a strong and healthy China is in urgent need of deployment and arrangement, and the current basic situation mainly includes the following aspects (He et al. 2018).

- (1) the population development age structure changes and tends to be aging.
- (2) citizens' health and physique decline, and chronic diseases become prominent.
- (3) weak awareness of citizen physical exercise and scientific fitness, and abnormal physical diseases.
- (4) citizens' physical health monitoring equipment is not perfect, and physical exercise facilities and venues are not evenly distributed.
- (5) the laws and regulations on citizens' physical exercise and fitness are not perfect, and the functional departments of management institutions are intersected.

Make a comprehensive analysis of the above basic situation, and propose corresponding solutions to various problems. Based on the current citizens' physical health conditions, formulate reasonable and sound management rules and regulations centering on "healthy China 2030", so as to make contributions to the national and national rejuvenation and realize the Chinese dream of "sports power".

2 CONSTRUCTION AND REFORM OF SPORTS SOCIAL ORGANIZATION IN THE NEW ERA

Improving the health of the whole people will be an important task of the development strategy deployment, to contribute to the national construction of a "healthy China", in the realization of the Chinese dream, at the same time to enhance the health of citizens to slow down the aging population and chronic diseases and other problems. In the process of the new era of the

development of the society, the resulting sports social organizations, using different forms of management system and operation pattern around the concept of physical exercise improve the physical health work, with the support of the government and social organizations give full play to the function of sports organizations, enhance the capacity of all departments to cooperate as well as the enthusiasm of the national fitness. At present, sports social organizations generally focus on sports associations, non-sports units run by the private sports organizations, spontaneous citizen mass sports organizations and sports foundations, which determine non-profit organizations that use physical exercise to improve citizens' physical health.

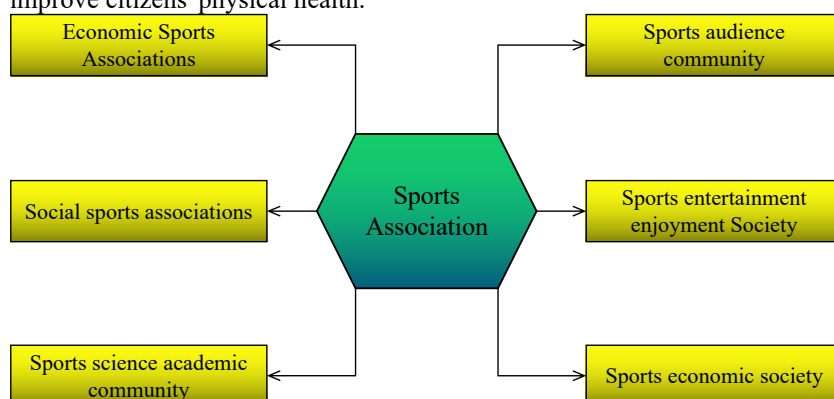


Fig.1. Types of sports clubs

In the process of social development, while paying attention to physical exercise, citizens will participate in sports associations. Because of the nature and function of the society itself, it will cross the role of power with the government departments, thus causing interference in the functions. By separating the functions and powers of the society and the government, strict screening and training should be carried out for the personnel inside the society, so as to reduce the interference of the government to the society and realize the mutual benefit between the government and the people and guide the positive development of the society at the same time.

When the social management of the government and the service functions of the associations are interlaced, the confidence of the state in vigorously developing sports undertakings can be satisfied by reasonably distributing the corresponding functions. In the context of "healthy China 2030" sports development, the functional value of

2.1 sports clubs

Sports associations take sports as the development purpose, a non-profit social organization that is voluntarily participated by citizens and has social management system. Its essence and social status are civil organizations of the same kind that members help and exchange with each other and benefit from each other. Its function is to assist the government and other institutions to realize their functions of serving the people while completing their own physical exercise. There are various types of sports associations, each taking on different roles and tasks, and their classification results are shown in **Fig.1.**

demarcating the boundary between the government and sports associations and strictly managing them will be realized.

2.2 non-enterprise units run by the people in sports

Sports of people-run non-enterprise units around the courtyard, the club and the club organizations such as enterprises, public institutions and social organizations composed of non-profit, non-governmental organization, confirmed after its name after many reform, for sports institutions of government and market is of important significance for the development of undertakings of physical culture and sports, promote social structure more complete and related department for physical culture and sports administrative system construction to meet the requirements of The Times development. The development of major business and capital sources of non-enterprise sports institutions is shown in **Fig.2.**

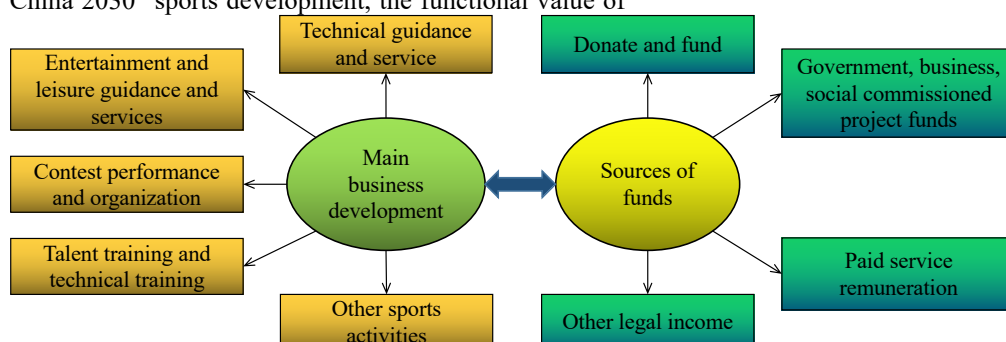


Fig.2. Sports private non-enterprise units

The unclear definition of social legal identity and social status of non-enterprise private sports units will easily lead

to the lack of integrity and lack of law in social sports institutions, which will lead to their avoidance of benefits

and lower social credibility and recognition. In the development process of "healthy China 2030", efforts should be made to improve the legal construction within the system and improve the basic quality of internal function development.

In the development process of non-enterprise sports units run by the private sector, due to the immaturity of system construction and the lack of innovation in form and management, the innovation ability of the units should be developed while improving citizens' physical health, so as to make the development of the units stronger and more mature.

2.3 civic voluntary sports organizations

Mass sports organizations that gather together spontaneously with sports interests [9] achieve the purpose of physical fitness and physical fitness enhancement through the communication of mutual learning and competition within the organization. Because of its diverse forms and more activities, it is a non-profit organization with the nature of civic participation and social initiative to improve its own construction and management.

Due to its high participation rate and wide distribution range, as well as the deviation direction of the current sports development center, it enables citizens to truly realize the benefits of free choice of sports types and full freedom of exercise time, so as to achieve the development goal of having sports around and high social happiness index. Its trend develops towards the direction

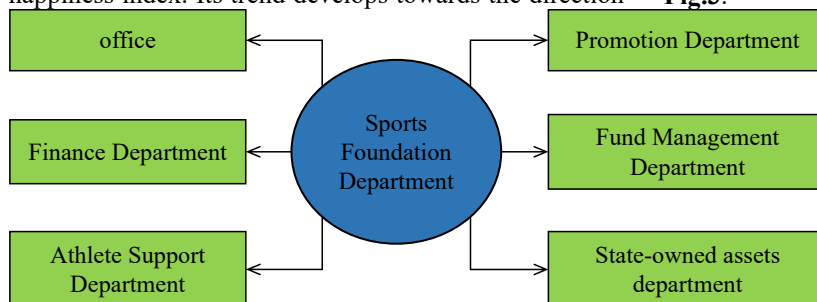


Fig.3. Sports Foundation Department

The resources of sports foundations are not evenly distributed, and are relatively concentrated in the central and eastern regions of China. Therefore, in the process of regional and sports development, the citizens cannot achieve comprehensive and reasonable physical exercise and the citizens in some regions have uneven physical fitness, or even cause a decline. Therefore, the foundation should be established with full consideration of the current number, reasonable allocation of resources, and encourage enterprises in all industries to attach importance to sports, so as to realize the booming development of sports and improvement of citizens' health and physique in all regions in the new era under the background of "healthy China 2030".

3 COMPREHENSIVE EVALUATION OF CITIZENS' PHYSICAL HEALTH UNDER THE BACKGROUND OF "HEALTHY CHINA 2030"

The healthy development strategy of China takes the health of the whole people as the important core, and provides basic conditions for the realization of the

of leisure and entertainment, reasonable structure and distribution and outstanding geographical relationship.

The spontaneous sports organizations are the advantages of reasonable allocation of resources, physical exercise relatively free, but its advantage is also a corresponding problem, social management and legal regulation is not mature and even parts of "blank", and citizens participate in exercise is loose, the sports place is not fixed, therefore in the process of its development construction supervision and legal system is not perfect. Through the reform of sports organizations of the dual management, to achieve the real sense of the mass's conscious restraint, active service of the government management and guidance program.

2.4 sports foundation

Sports foundations [10] are operating institutions for the purpose of developing sports philanthropy, which are divided into public and non-public foundations for supporting sports. Its development direction is to carry forward the spirit of sports and contribute to the improvement of the physical health of the Chinese nation. The public offering foundation has an open fund-raising system and perfect operation system, and its geographical scope is not unique. It can register and raise funds both domestically and regionally, and is committed to the development of sports and the realization of the great goal of building a "sports power" and a "healthy China". The general composition of sports foundations is shown in

Fig.3.

building of a moderately prosperous society in all respects and the great rejuvenation of the nation. By developing social sports organizations, we will guide all people to join sports and fitness programs, improve the organization, management and operation systems, and accelerate the development process of "healthy China 2030". At the same time, a comprehensive evaluation model for monitoring citizens' physical fitness was constructed to evaluate citizens' physical fitness before and after the reform of social sports organization in the new era, and to provide reference opinions for the organization construction.

3.1 selection of physical health indicators

Through to the "healthy China 2030" strategic goal for this paper, combined with the citizen health development goal and the significance, in the world recognized in the strategic planning of health suggests that the health level and the influencing factors of health, a sound service system, and citizens' health care four aspects for the social, personal, and sports undertakings in the economic and

political construction make corresponding Suggestions, citizen's health and perfect the system of sports key task. Therefore, the index system of the current healthy Chinese citizens' physique is constructed as shown in Fig.4, and the principles of comprehensive, objective and fair are followed in the process of index selection.

Through the establishment of index system, the further comprehensive evaluation of citizens' health can be carried out, the unreasonable index and management system in the system can be improved, and the citizens' physical health can be improved.

3.2 comprehensive evaluation system based on analytic

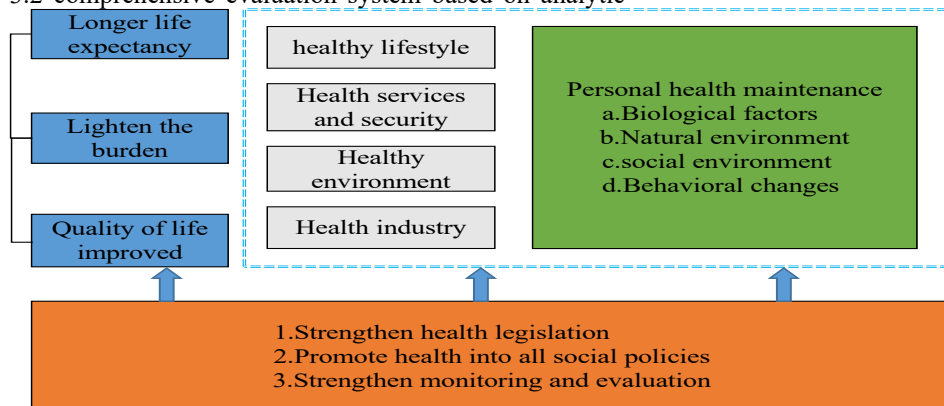


Fig.4. citizen physical health evaluation system

Taking the above index system as the influencing factor of the evaluation model, the judgment matrix of mutual comparison is constructed and the eigenvector and the maximum eigenvalue are calculated according to the value corresponding to its importance degree λ_{max} .

$$\lambda \sum_{j=1}^n \frac{\sum_{i=1}^n b_{1n} \times W_n}{n} \quad (n = 1, 2, \dots, n)_{max} \quad (1)$$

Conduct the corresponding consistency test, and the formula is:

$$CI = \frac{\lambda - n}{n - 1}, CR = \frac{CI}{RI} \quad (2)$$

When the final comprehensive evaluation matrix meets the formula: $CR = \frac{CI}{RI} < 0.1$, It is concluded that the consistency of comparison matrix is good and the comprehensive evaluation model is reasonable. The above model can be used to evaluate the physical health of citizens in a certain period before and after the organizational reform and effectively improve the national health.

4. CONCLUSION

In the process of social development, the "healthy China 2030" development strategy is analyzed to determine the sports social organization structure and management model under its background, so as to further reform and optimize the construction of sports social organization. A comprehensive evaluation model based on analytic hierarchy process (ahp) was constructed to evaluate

hierarchy process

By evaluating citizens' physical health, the paper puts forward corresponding opinions on the management and operation mode of social sports organizations, and promotes the development concept of national fitness and "sports power". The analytic hierarchy process combines expert evaluation opinions and traditional rational knowledge, and determines the weight value through scientific calculation model, and then the final weight value is multiplied by the corresponding data to determine the final evaluation value.

citizens' physical health, and the final results were fed back to the management department for timely improvement, so as to realize the Chinese dream of "becoming a sports power".

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The Influence of Climate Environment on College Students' Aerobic Competitive Ability

Li Zhen, Yang Ziying

College of Physical Education, Henan Polytechnic University, Jiaozuo 454000, China

Abstract: In this paper, the methods of literature, questionnaire and mathematical statistics were used to investigate and influence the climate environment competitive aerobics team. The results show that the athletes with good climate have high enthusiasm for training, the school training facilities meet the needs of the existing training, the school set up a competitive aerobics team, representing the highest level of competitive aerobics.

Key words: Climate Environment; Competitive Aerobics; Athletes; Competitive Ability

1. INTRODUCTION

In 1995, the State promulgated and implemented the Outline of the National Fitness Program to meet the needs of the public for culture, sports and entertainment. The purpose of implementing this plan is to effectively improve the physical quality and health of the masses, which is of great significance to the vigorous development of the nation and the health, happiness and happiness of their children and grandchildren. What is college calisthenics? Calisthenics for college students is a mass sport that includes all kinds of skills as one, such as music, dance, gymnastics, etc., based on aerobic exercise, through hand or all kinds of machinery, to achieve fitness and entertainment for the purpose of mass sports. Competitive calisthenics is a very artistic sports sport integrating gymnastics, music, dance, skills, jumping and beauty. Competitive calisthenics has been introduced into China for a short time, but it is deeply loved by students under the attention of relevant departments. Climate environment actively to carry out the competitive aerobics in recent years, the effect on the development of competitive aerobics in the climate is very good, so the climate environment under the influence of the competitive aerobics in competitive ability, to improve the level of regional competitive aerobics movement, expand the popularity of the competitive aerobics in, has the very vital significance.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects

The influence of climate environment on the competitive ability of competitive Aerobics team.

2.2 Research Methods

Literature method: through the Internet and the school library to consult the related literature about competitive aerobics and athletes' training of competitive ability, provides the theoretical basis for this paper.

Questionnaire survey method: 30 questionnaires were issued to the students of calisthenics of college students in climate environment. 28 questionnaires were recovered and 28 were valid. The recovery rate was 93.33% and the

effective rate was 100%.

3. RESULTS AND IMPACTS

3.1 A brief description of the development of competitive aerobics in climatic environment

Large-scale comprehensive climate laboratory can simulate extreme low temperature, high temperature, humid heat, snow, solar radiation, freezing rain, rain, fog and other climatic environments on the earth's surface, which can meet the needs of large equipment or aircraft climate test. In all climatic environments, temperature and humidity are the most basic climatic factors. On the basis of temperature and humidity, wind, rain, snow, ice, fog and other climatic environments are realized by adding special environmental simulation equipment. Therefore, the simulation of temperature and humidity environment is the core function of large-scale comprehensive climate laboratory, and the environmental simulation system that realizes temperature and humidity is called the basic environmental simulation system.

From the perspective of climate and environmental effects, only when dust on the ground is lifted into the atmosphere can it have a direct impact on the atmospheric environment. Therefore, before we pay attention to the transmission of dust storms, we will first make a brief introduction to the dust source area.

, through the study of source area of dust aerosol release flux found 10 Asian dust storms are the main source area, including Mongolia source area, with the center of Taklimakan desert source area in western China, and with the center of the badain jaran desert in northern China's high desert dust source area contributed about 70% of the total Asian dust release, they can be treated as Asia sandstorm source area of three greatest contribution. The recent research

The Qinghai-Tibet Plateau was added as another important dust source area. Therefore, the frequent occurrence of Asian sandstorms is located in the vast northern region of 35°-49°N and 74°-119°E, mainly in the northwest, most of North China and the northeast plain. Its spatial distribution is basically consistent with the distribution of deserts and desertification in northern Asia. The dust from these sources not only affects the lower reaches of the source area through atmospheric circulation, but also can be transmitted to the far north Pacific Ocean and beyond.

Nowadays, people's living material level is increasing day by day, so the pursuit of green and healthy life is also getting more and more people's attention. In particular, in recent years, a popular trend of national fitness has not only improved people's physical fitness and immunity, but also added an interesting and positive atmosphere to life. In particular, college students' aerobics, its lively and

distinct characteristics in the national fitness movement has a position that cannot be underestimated.

Aerobics for college students and fitness aerobics is a popular sport among the public. It is a comprehensive exercise program that focuses on physical exercise and supplemented by aerobic exercise to improve public health, body shape and entertainment. It originates from the ancient aerobic exercise, which is generally given priority to by freehand or light apparatus. It provides energy for human body under the condition of sufficient oxygen. It lasts for a long time and its intensity is medium and low, which is popular among the public. College students can be divided into three types of calisthenics. The first type is freehand calisthenics, which includes traditional calisthenics as well as calisthenics with different styles created to meet people's different needs, such as rumba, jazz, hip-hop, yoga, etc. The second type is light mechanical calisthenics, refers to the use of a variety of light weight, small body machinery, strength based aerobic exercise, such as flower ball exercise, pedal exercise, rope exercise. The third type is special calisthenics, which has developed rapidly in foreign countries, but has been carried out temporarily in China. Climate environment aerobics represents the highest level of competitive aerobics in the city, and has achieved good results in the past several domestic competitions. Under the guidance of relevant departments, school teams have formed a certain pattern.

3. 2 Influence on the relevant guarantee of competitive aerobics in climate environment

Teaching facilities are the basis of teaching, the quality of facilities directly affects the quality of training. The field investigation of the climate environment found that the school has a special field for aerobics team training, the training facilities of the field are complete, the facilities are slightly damaged. Through the survey of the members of the aerobics team in our school, it is found that although some students think that the facilities are relatively old, 75% of the students say that the conditions of the school site can meet the training needs.

The coach's teaching ability determines the main factor of the development of aerobics. Through the investigation found that most of the climate environment competitive aerobics teachers are bachelor degree, junior college degree accounted for 40% of the total teachers. The data show that the climate environment competitive aerobics teachers have a higher educational background and a certain theoretical level.

College students' aerobics can change the body structure, increase the biceps brachii and other muscles extension, as well as the flexibility of the ligament, improve the structure of the bone, increase the range of motion of each joint, improve the ability of exercise. Promotes the human body blood circulation, enhances the organ function. Can increase the content of protein in blood, reduce cholesterol, reduce fat through exercise, prevent obesity, thereby playing a defensive role to a variety of diseases.

The college student calisthenics also has the extremely important effect to the adjustment body shape. This exercise intensity is small, time consuming is long, the

person that often moves so can subtract inside body redundant adipose, make muscle firm, appearance structure is beautiful, line is soft beautiful. Through the development of muscle strength, the cultivation of elegant posture, so that the learner to achieve the effect of fitness. Exercise in music can bring people fun and motivation, aerobics is the principle. Music can bring high mood and uplifting spirit to learners. Can satisfy the learner in the joyful mood to carry on the movement, the innermost feelings produce the satisfaction and the joyful feeling, achieves the entertainment function

Nowadays, the society is fiercely competitive, the pressure is mounting up, and the pace of life is getting faster and faster, which makes people in a very tense state all the time. Therefore, in order to make people feel relaxed, so that people get emotional catharsis and physical stretch, calisthenics can regulate the psychological and physical role of people. At the same time, regular exercise can also enhance their immunity, improve physical fitness and self-confidence, thereby changing their mental outlook.

In different calisthenics clubs, there are different styles and forms of calisthenics. From the point of view of management, the collection of popular aerobics at home and abroad, more scientific and rational. At the same time, we should have the spirit of innovation, constantly develop new, popular, suitable for the current trend of calisthenics movement, in order to expand the vigorous development of the calisthenics market, promote the internationalization of our country calisthenics has played a certain role.

At present, this kind of competitive ability is divided into three types: the first type of physical education college teachers and students, engaged in aerobics major. The second category is teachers and students in art schools, who are engaged in dance. The third category is amateurs, no formal training, mainly through self-taught methods to master the knowledge and skills of calisthenics. However, their teaching can only play the role of demonstration, the real professional knowledge is very little, this blind teaching method actually seriously slowed down the pace of aerobics development of college students. The teacher of the specialized subject origin passes professional study, cultural theory and movement skill are masterly, make calisthenics gets countrywide scope fast promotion.

According to the characteristics of calisthenics, to fully infiltrate into all age groups, for example, children have 1-3 levels of cheer, ball, and so on, teenagers have 1-3 levels of calisthenics, adults have 4~6 levels of public level calisthenics, pedal exercise, aerobic dance, and so on. Different people can choose their own calisthenics, which is beneficial to strengthen the body, adjust the body posture, improve the stiff and weak movement, smooth movement, beautiful coordination. Especially elderly people, through exercise, can enhance their own immunity, regulate cardiopulmonary function, reduce the prevention of cardiopulmonary diseases.

In order to promote the development of calisthenics better, each region also relatively opened the national calisthenics competition, at the same time, for the

calisthenics rules are more and more standardized. Through the contest, can increase the communication between people, can discuss about the aerobics professional knowledge, broaden the horizon, but also can add their own creativity, combined with the aerobics technical movements, create a more powerful, more learning a set of movements.

Aerobics is a regional college education essential courses, it promotes the students "mind, body, and beauty" in a body's comprehensive development, in their studying academic subjects and energy reserves, also can pass the aerobics exercise, improve their bad posture, cultivating temperament and self-cultivation, give a person the sense of positive. I divide it into the following four points: First, improve your aesthetic ability. Bodybuilding is actually the establishment of physical beauty, specifically refers to the possession of a good body, body, posture, temperament. Students can adjust their body and posture all the time by looking at the mirror and other objects, and practice beautiful and coordinated dance movements, which can not only improve their physical quality, but also improve their artistic character. Second, indigestion. Aerobics can regulate human body cardiopulmonary function, etc, the learning task of college students is various, study pressure big, hard to avoid can have negative, bad mood, is not only to learn, and disease, frustration, emotional sometimes have trouble, aerobics can make people refreshed, promote brain nerve excitement, help to eliminate negative emotions. Third, enhance self-confidence, conducive to intellectual development. Intelligence is the ability to complete all tasks, is the completion of work, learning and other essential conditions. Calisthenics can help students develop attention, creativity, memory and so on, and contribute to the development of brain intelligence. Additional self-confidence also cannot ignore, without self-confidence word, cannot perform the calisthenics that has watchable sex, say commonly namely expressive force is not good. The audience will be impressed by the good performance.

The development of the aerobics is significant, promote national more and more, which cannot little credit for the aerobics, has been very popular square dance, for example, a square dance types have a lot of, have their own characteristics between the north and the south area of the square dance, it both male and female, old and young, age, size, anyone can jump, even opened a square dance competition, also have the corresponding local square dance club. Aerobics promotes the healthy development of the whole people, enhances cardiopulmonary function, and reduces cardiopulmonary respiratory disease.

3.3 General influence of climate environment on college students' aerobics team members

For the school calisthenics team, every year to face the new old alternation, faced with the high school seniors because of the college entrance examination cannot guarantee the training time and other problems. In order to perfect the calisthenics team, we must deal with the proportion of new and old members.

According to the survey on the aerobics team of the school, 14 of the 28 athletes were from the first grade, accounting for 50% of the total number of all athletes. The number of athletes from the second year of high school is 10 and the number of athletes from the third year of high school is 4. According to the interview with the coach of the aerobics team, in order to ensure the sustainable development of the team, the coaching staff discussed and decided to focus on selecting and training the athletes of the first grade. The data show that the proportion of grade distribution of the calisthenics team members under the influence of climate and environment is reasonable, which is conducive to the sustainable development of the calisthenics team in the future.

The participation motivation of the team members determines their attitude towards daily training and the degree of their efforts, which directly affects the future development of the school competitive aerobics team. Therefore, this paper makes a detailed investigation on the training motivation of students in Shizhong Experimental University.

Through the survey, it is found that the top one is entering a higher school, accounting for 60% of the total number. There are 9 players with the training motivation to exercise, and 11 out of hobby, accounting for 40%. According to the above data, the training motivation of the aerobics team athletes under the influence of climate and environment is very clear.

3.4 Influence of climate environment on aerobics training of college students

Whether the training method and content are scientific or not is directly related to the training status of the school athletes, which is the main factor to determine the athletic level of the athletes. Therefore, it is of great significance to study whether the training method and content of the calisthenics team are scientific and reasonable for the future training of calisthenics athletes in experimental University.

According to the survey, among the 28 athletes, 13 athletes were in favor of the current training method and the arrangement of training content. Six members of the team held a disapproving opinion. In the statistics, it was found that the 13 athletes who held a favorable opinion were all students of senior one. The 6 team members who held the opposite opinion believed that the current training method and content were too simple in form and more traditional in content, and the relevant coach indicated that the current training method and content did have the defect of traditional singleton.

As students have to face great pressure to enter higher education. For athletes, learning and training time should be reasonably allocated. The team members decide their own training time according to the actual situation. The survey found that students in climatic environment mainly took part in training in their spare time. When there is a competition task, the coach will conduct intensive training according to the actual situation.

It can be seen from the data that among the 28 athletes, 25 are in favor of the training time, accounting for 89.5% of the total number of athletes who think the current training

time arrangement is relatively satisfactory. According to the data, the training schedule of climate and environment aerobics team is more reasonable.

3. 5 Degree of support for competitive aerobics from leaders of relevant climate and environment departments Under the support of relevant departments and leaders, the development of competitive calisthenics under the influence of climate and environment can go forward. Through interviews with relevant leaders of the school, the school leaders attach great importance to the development of competitive aerobics. We will give strong support both institutionally and financially. Through the survey found that the current climate environment related leaders are very supportive of the development of competitive aerobics.

It can be seen from the data that although each parent thinks that a long time of training will delay academic performance, and hold opposing opinions. But most parents are supportive. Statistics show that 82 percent of parents support their children in competitive aerobics training.

Unique artistry. The artistic expression of calisthenics is strong and gentle. Its movements are smooth and flexible. In the process of exercise, learners not only strengthen their physique, but also feel the beauty from the movement and improve their aesthetic and artistic quality. And aerobics athletes in the competition to show the beauty of health, can fully reflect the artistic characteristics of aerobics.

A cheerful rhythm. The unique sense of rhythm of calisthenics is expressed through music. Its music has a strong rhythm and beautiful melody, mostly based on Latin, Cha-cha, rock and roll and other music, and adapted to the rhythm of aerobics, bright and powerful rhythm can stimulate the emotion of learners, more infectious practice, performance to the audience a fresh.

General adaptability. Its adaptability is mainly reflected in the way of practice. It not only has various ways of practice, but also the amount of exercise can be high or low, which is easy to control and does not have high demands on the site. Therefore, from the different gender, age to different physical quality, technical level of the masses, are very appropriate. In 2009, the national promotion of "college students aerobics exercise standards" on the compilation of aerobics for all kinds of people, to meet the needs of different groups. For example, it is suitable for the movements of children and teenagers from grade 1 to grade 3, adults and middle-aged and elderly people, cha-cha and Jazz, as well as the movements of college students from grade 4 to grade 6. These movements provide a convenient and useful material for the majority of aerobics enthusiasts, fully embodies the fitness of aerobics in general.

The safety of exercise. Its safety is reflected in the fact that learners can choose their own suitable movements in the sound of pleasant music, which can be fast or slow.

4. CONCLUSION

Under the influence of climate and environment, the facilities of competitive calisthenics venues are sufficient to meet the teaching needs. Although the existing teachers have a low education, but regularly participate in aerobics training, can complete the teaching of high quality. Under the influence of climate and environment, the proportion of students in grade is more reasonable, which is beneficial to the training of athletes in the future. Under the influence of climate and environment, the training motivation of students is relatively clear, and most of them take an active participation attitude driven by specific goals. Under the influence of climate and environment, the current training situation of the aerobics team can meet the needs of the members and has been approved by most of them. Under the influence of climate and environment, the development of competitive calisthenics movement benefits from the high attention of relevant departments of schools and the strong support of parents. Although the climatic environment in the existing site facilities to meet the training needs of the aerobics team. However, some facilities are dilapidated, which restricts the development of competitive aerobics to a certain extent. Although the existing training methods and contents in the climate environment can meet the needs of sports, it is found through research that the current training methods and contents are too simple in form and too traditional in content. In the future training process, attention should be paid to the updating of methods and contents. With the appropriate increase of competition communication opportunities, athletes can test the training effect through the competition.

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The Influence of Outdoor High Temperature on Football Special Training

Xing Gang

College of Physical Education, Henan Polytechnic University, Jiaozuo 454000, China

Abstract: This article mainly adopted literature method, questionnaire survey method, mathematical statistics, research methods for further analysis and research of outdoor temperature football training, the efficiency of study, through high temperature outdoor football training venues, status quo of teachers, curriculum, teaching content analysis such as factor analysis, and the motivation of students to participate in football, cognition, interest in other factors, such as survey analysis, high temperature for outdoor football training, the efficiency of research and development, promotion to provide certain theoretical reference basis, provide a reference for the construction of sports culture value and the research results. In addition, the school should strengthen the construction of football field, increase the investment in football field facilities, further expand the football field under the premise of reasonable planning, and improve the auxiliary facilities of football as far as possible to improve the quality of football special teaching.

Key words: Outdoor High Temperature; Football Special; High Temperature Climate

1. INTRODUCTION

Football is a sport with a long and ancient history. Gradually developed into modern football, which is not only a competitive and antagonistic sport, but also a sport that reflects the level of individual physical quality, and also a sport that embodies the sense of cooperation and team spirit among players. The level of athletes is mainly reflected in speed, explosive power, endurance, coordination, agility and flexibility. Due to the popularity of football among the people, many major international matches will be held in summer, and football is also deeply loved by the general public. With the implementation of the reform of physical education, football has also been included in the reform and has gradually occupied a place in the construction of physical education. Although football has long been in the vision of students, the infrastructure, teachers and other aspects of football have not been improved to meet the needs of today's students, and the development of football is still relatively slow. Rejuvenating the country through science and education" is an important strategic guideline to rejuvenate China's comprehensive strength, among which education should be paid the most attention. In the era of rapid development of each country's comprehensive national strength, the cultivation of talents is a very important part of the competition. In our country's talent training program, five thousand years of Chinese culture reminds us to attach importance to the quality education of talents. In recent years, with the influx of various cultures and the rapid development of society, the

relatively single sports programs in Chinese colleges and universities have been unable to attract the interest of college students. For this reason, this paper analyzes the problems existing in the special training of football and puts forward some Suggestions for reference, so as to make a contribution to the development of football.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects

The research object of this paper is outdoor hot soccer special training.

2.2 Research Methods

Literature method: By searching CNKI, school library and other major literatures to collect the information related to the current situation and effectiveness of outdoor high-temperature football training, which provides a certain theoretical basis for this paper.

Questionnaire survey method: it is necessary to customize the questionnaire according to consideration. The distribution and recovery of the questionnaire are based on the principle of issuing on the spot and collecting on the spot. The questionnaire was designed according to the content and purpose of the study after referring to the relevant literature. After the questionnaire design is completed, the questionnaire will be sent to the thesis advisor for reliability check, and the questionnaire will be modified and improved based on the modification Suggestions provided by the instructor. Then, the questionnaire will be customized if relevant experts and scholars have no opinions. After a random questionnaire 100 questionnaire responses to attend outdoor temperature football training, athletes, and withdraw 98, statistics of questionnaire, 98 effective questionnaires were taken back in March 2018 for outdoor temperature football training of teachers, a sampling survey, and send out 10 questionnaires, 10 taken back, received effective questionnaire for October, effective rate was 100%. To understand the needs of outdoor football teachers, curriculum, participation motivation, venue scale, equipment and equipment, etc., to reflect on the problems in outdoor football teaching, so as to provide a modest contribution to the development of football.

Mathematical statistics: through the questionnaire and investigation of the data obtained by assessment and repeated checking, exercise excel statistical software for processing.

3. RESEARCH RESULTS AND ANALYSIS

3.1 Analysis of the current situation of the outdoor football field

In addition to professional and responsible teachers, football courses can be completed in a high-quality prerequisite, but also need to have a good football field. There is no denying that the size and quality of the site

directly affect the form and scale of teaching, and will directly affect the quality of a class. However, the expense of building a new football field is huge, and the disadvantage of failing to keep up with the progress of most football fields will be exposed gradually, which will hinder the development of outdoor high-temperature football.

Through the investigation, it is found that outdoor hot football fields are mostly borrowed or owned by small ones. In recent years, due to the reason of the fields, to a certain extent, the enthusiasm of many football players who love football is destroyed, and the development of football is limited to a certain extent.

3.2 Analysis of the current situation of outdoor high-temperature football teaching

The teaching staff of football high temperature sports is closely related to the development and promotion of football education. The teaching staff is guaranteed and plays a positive role in promoting the promotion and development of football. In course teaching, teachers' teaching by example is better than oral communication, and it is also better than students' blind exploration. Professional demonstration by teachers in class can arouse students' interest in learning and stimulate students' enthusiasm for football exploration under the guidance of teachers.

Often, in any given training or game day, no one can do much for the environment. However, some behaviors can be strategically managed to prepare athletes for training or competition under extreme environmental conditions. The key is careful planning and preparation in advance. High temperature and humidity environment, high altitude environment, travel fatigue and 2-hour time difference significantly increase the negative effects of elite football players' performance, which need to be actively addressed and dealt with. Rehydration, cooling and modification of training can reduce the impact of high temperature and humidity environment on football players; Adapting and changing training schedules in advance can help footballers cope with the stress of a high-altitude environment; Just like dealing with travel fatigue and jet lag, you can take an advanced approach to adaptation, compensation and changing training schedules is also important.

However, according to the data, the lack of football teachers, the status quo of football education is not optimistic. There are only 3 professional football teachers, including only one male teacher, 2 non-professional football teachers, who are guidance teachers and have not received systematic training, and 2 postgraduates. It is well known that professional football origin system of physical education teachers are experienced and professional football training, in the process of his teaching, teaching age than their peers but halfway decent football teachers, more able to adapt to the needs of students in accepting the teaching as a whole, and because the teacher is trained, own football the problem in the era of students learning, the teacher can migrate to teach students in the process of teaching experience, with his own experience, professional teacher can grasp more of

the difficulties in the process of the students in the class, avoid many detours in the process of teaching, not deliberately belittle non-professional football teachers here, But objectively speaking, professional teachers can indeed improve teaching efficiency, more easily reach teaching resonance with students, cultivate a good tacit understanding between teachers and students, build a harmonious teaching environment, and form a virtuous circle.

Football is an ancient sport, which originated from "Cuju" in China. It can be said that China has unique historical advantages in the development of football. However, the development of football in China is not optimistic, and China has not yet successfully transformed from a football power to a football power. In order to promote the development of football sports in our country, and build up a reserve talent reserve system, carried out in many college football course, but from the current football teaching in physical education curriculum, the overall level is low, not much concentrated study time, poor students to master basic knowledge of football situation, also don't have much training time. In order to change this situation, attract more involved in learning, improve the teaching effect, can choose football game training method, and the traditional training methods, highlight the football to study college students' main body status, combined with different customers and layer can choose a variety of contact, stimulate students' interest in learning, the participation of members experience happiness.

However, the shortage of professional teachers and the unprofessionalism of existing teachers are urgent problems to be solved. The reasons for this situation can be summarized as follows: although football has entered the public vision, it has not been popularized in the university major setting, resulting in fewer talents; The study of football is expensive and difficult for ordinary people to afford; The social demand of football major is not big. If you want to become a professional football teacher, you must have a high level of football skills. The leaders did not pay enough attention to the movement and did not provide strong development support.

Based on the survey of some outdoor high temperature football teachers, there are two kinds of outdoor high temperature football project courses, one is professional course, the other is amateur course. Special classes in general social sports professional college began to choose major, sports education professional students to choose professional football until sophomore next semester to learn football as a specialized course, and relative to the course curriculum more amateur class, geared to the needs of the students are also more wide, professional class and amateur class learning content is also different, professional class study for a year and a half time, amateur class learning, learning content on different caused by different length of time, more amateur class is a basic course of study football, and specialized courses in the basic course of study at a deeper level of learning.

According to the survey results: football class every week, one of the most professional class 4 classes, amateur class 2 classes, for physical education, the relevant data shows

that at present there is no students choose football as a professional also means that there is no fresh blood injected, coupled with the lack of special football curriculum, after-school teachers have no spare time for guiding learning, students failed to get into the habit of practice after class led to inadequate skills to master, unstable; It is not a compulsory course for part-time students, so many students are free to choose football courses. Therefore, to a large extent, it will do great harm to the development of football. Another is that professional courses are set too late, students have different foundation, and it is difficult to reach a high technical level within the limited class period, which will make it difficult to select players to participate in the competition, and at the same time, it will be very detrimental to the development of football.

Football teaching is crucial, high temperature in the outdoor football teaching, the teacher's teaching mainly include the teaching of specialized course and the amateur class teaching, the teaching of specialized course teachers are strict, master the skill movements of football are requested more and more skilled, as football professional students, should be in the guidance of the teacher to be able to fully understand football, to achieve a certain level of football; On the other hand, for the students of amateur courses, they only need to have a preliminary understanding of football in the course and can achieve the normal effect of pulling the ball on the bottom line. Therefore, the teaching task of teachers in this respect is relatively light compared with that of football majors. However, due to the curriculum setting of football and students' lack of self-control, the overall level of football in the school is not high.

The scorching summer, cannot stop the enthusiasm of football lovers, the high temperature exercise, the physical energy consumption of the players is very big, the teacher should teach students how to exercise, not blind in the high temperature exposure. A lot of exercise under high temperature is easy to dehydrate, should be in the exercise before water, in the exercise should be divided several times a small amount of drinking water, do not drink after exercise. Drink water correctly to achieve the effect.

Below high temperature, wear light color as far as possible, absorb sweat loose clothing, time should not be too long, or break rest, after playing the ball do not take a cold shower immediately, so will cause muscle problems.

3.3 Investigation of students' motivation, cognition and interest in participating in football

The results of the survey on "Your motivation and interest to participate in outdoor hot soccer" show in turn that soccer is the employment choice after graduation, which is 13%, 26%, 21% for physical fitness, 21% for leisure and entertainment, 13% for social interaction, 21% for interests and hobbies, and the other 6%. Football is not only a healthy and open sport, but also a sports leisure culture. Colleges and universities are important carriers for the development of football, and students can use football as a carrier to enhance physical fitness, develop skills and improve social communication ability, so as to adapt to the increasingly competitive society in the future.

On the one hand, there is less market demand, but the premise is to have a higher level of football skills, in order to ensure employment opportunities, on the other hand, if the level is not very high, it will be difficult to find employment.

Through investigation and statistics, we know that in today's information age, information communication of media such as TV, Internet, books and periodicals has a great impact on students' daily study and life. Meanwhile, these are also the main channels for students to obtain world information. Similarly, they have a high level of understanding and familiarity with outdoor football. According to the survey results, 26% of the public have a good understanding of outdoor hot soccer, 58% have a basic understanding, and 16% do not know about soccer. According to the survey and statistics, the surveyors' interest in football is as follows:

According to the survey on the interest in outdoor hot football, 32% of the surveyors are quite interested in outdoor hot football, 40% are generally interested in it, and 28% are not.

After years of development in China, the current situation of football development is not optimistic. In order to further promote the development of football in China and realize the transformation from a football power to a football power, football programs have been launched in many universities and campus football has become more and more popular. From the perspective of college football teaching, many teachers still choose traditional teaching methods. Students are not interested in football operation, and some abstract concepts are difficult to understand. The repetitive boring training also makes students resist football, which affects their mastery of football skills. From football game training method, many teachers do not realize the importance of the football game, the football game as a way to relax, no application in the teaching, pay more attention to when teaching various repetitions of football technical skills, master the skill movements of noun meaning and all kinds of football, to ensure the standardization of action. Indeed, some PE teachers have applied football game training method, but due to the differences in the design process, the teaching effect is also different. From the perspective of foreign football course teaching, it organically combines training and games. Football games always exist in training and occupy a dominant position, which improves the teaching effect and the overall learning quality.

Football originated from "Cuju" in China, which was first played in the Warring States Period as a leisure and entertainment game. It attracted extensive attention and a solid foundation of the public. At present, football has been pursued by people all over the world. Although football has become a competitive sport at present, its original intention is still to let people enjoy football and show their positive mental outlook. Nowadays, football game training method has been recognized by many people. Football game is a type of sports game, which can be a training method for people to master football sports skills through physical contact with football.

Football official dry by worldwide attention, a lot of

people to participate in football is not for athletic, but with the love of the sports, football game entertainment is more outstanding, gives people a more diversified game experience, let people can exercise in the football game, to find psychological satisfaction. Work with others throughout the game to stimulate people's interest and take an active part in it.

3.4 Influencing factors of outdoor high-temperature football teaching

At present, most investigators believe that the hardware facilities such as football fields are the most important factors affecting the development of football in colleges and universities. Secondly, there is still a shortage of professional PE teachers, and their professional level is low. Secondly, there is the problem of school's capital investment. Although most of the leaders are very supportive, the capital investment is always stagnant. Another important factor is the visual and professional ability of football teachers. During the learning process, the professional ability of football teachers has a direct impact on students' interest in football. Only professional teachers can accurately explain the key points of the movements, students can get more fun.

3.5 Outdoor high temperature football teaching countermeasures

Increase the publicity of outdoor hot soccer culture and cultivate students' interest in outdoor hot soccer from childhood. The construction of outdoor high-temperature football fields and other hardware facilities should be strengthened to meet the needs of football teaching and to ensure students have time to exercise. Professional football teachers should be appropriately recruited to improve students' experience in football lessons, improve the teaching quality of football, improve students' football skills and increase the employment rate.

4. CONCLUSION

In recent years, football sports have developed rapidly, which is in line with the requirements of The Times and meets the psychological and physiological needs of students. Whether in hardware facilities or software configuration, the development of outdoor hot soccer is still in the initial stage. Compared with the large number of students, the equipment and facilities are relatively few, and the quality of the site is far from enough to meet the

needs of students. The outdoor high temperature football course is not reasonable enough, and the professional football course is relatively too few; The lack of outdoor hot football teachers, the disordered technical level of teachers, the differences in students' basic technical level lead to the increase of teaching difficulty, the students' football level is not high, leading to the low employment rate of football; Compared with other sports, the school management attaches less importance to football. Outdoor hot football field is one of the main factors that limit the development of football. It is necessary to increase the establishment of football field and invest more in football field facilities. Outdoor high temperature football should be taken seriously, schools should pay attention to football in the construction of physical education orientation. Recruit appropriate professional football teacher, high temperature outdoor soccer class to improve students' experience, improve the quality of football teaching, enhance the level of students of football technology and improve the employment rate, thus improve the outdoor soccer movement in the character of the students, strengthen the influence of football sports, in order to promote the further development of the football in the school, improve the penetration of the football sports.

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Exploring the Three Realms of College English Teaching from a Positive Psychology Perspective

Guan Xiaoqin

School of the English Language and Culture, Xiamen University, Tan Kah Kee College, China

Abstract: As a demand of the new era, since 2004, the central government has further strengthened the ideological and political education of university students, requiring the integration of theoretical knowledge, values and spiritual pursuit of ideological and political education into various courses, so as to implicitly influence students' ideological awareness and behavior. Curriculum for ideological and political education has made "building moral character" a fundamental task of education, and has now entered an important stage of implementation. It is an important issue in the current situation to promote the organic integration of college English teaching and "curriculum for ideological and political education". This paper attempts to explore the three realms of college English teaching from the perspective of positive psychology: pleasurable teaching, good teaching and meaningful teaching, and focuses on how the third realm of college English teaching can be integrated with curriculum for ideological and political education to achieve truly meaningful teaching.

Keywords: Positive Psychology; College English Teaching; Curriculum For Ideological And Political Education

1. INTRODUCTION

Positive psychology has received widespread attention in recent decades and has been actively studied by scholars around the world. The popularity of Tal Ben-Shahar's Positive Psychology course is evident in its ranking as the number one course at Harvard University. This research on positive psychology has also been introduced into the field of second language acquisition research, and more and more scholars are concerned with both the learning achievement of second language learners and their individual wellbeing. While foreign research on positive psychology and second language acquisition is relatively abundant, China's research in this area is still in its infancy. Therefore, how to draw on the excellent research results of foreign scholars in the field of positive psychology and second language acquisition to better improve the quality of college English teaching is an important direction and concern for modern college English teaching research.

2. POSITIVE PSYCHOLOGY AND THREE WAYS OF HAPPY LIFE

Positive psychology is a revolution in the field of psychology, a new milestone in the history of human society, and an emerging science that examines from a positive perspective what has been traditionally studied in psychology. Positive psychology can be traced back to

humanistic psychology, which began in the 1930s. Unlike traditional psychological research that focuses on pathological and negative conditions, positive psychology is the empirical study of how 'ordinary' people achieve happiness. It has three clear research cores: the study of positive personality traits, the study of positive emotions and experiences, and the study of positive collective and social environments. Specifically, positive psychology studies people's capacity for love, courage, work, creativity, spirituality, perseverance, beauty, talent and wisdom. It also studies people's flow of joy and happiness (for the present), happiness and contentment (with the past), and the hope and optimism (for the future). And it also studies civic virtues, how to build democratic social institutions, healthy families, positive and harmonious communities, etc. American psychologist Martin Seligman, former president of the American Psychological Association and professor at the University of Pennsylvania, was one of the founders of positive psychology and in his book *Authentic Happiness*, he proposed three ways to live a happy life: a happy life, a good life and a meaningful life. A happy life is one in which people are easily surrounded by positive emotions and have the ability to enhance the experience of positive emotions. But Seligman believes that this alone is not enough. If a person is in this state of positive emotion for a long time, he or she will eventually feel empty of mind. Because naturally occurring happy emotions fluctuate, they can fade very quickly. For example, eating the first French vanilla ice cream is pleasurable, but by the sixth one there is no pleasure left. A good life is one in which a person understands his or her strengths and natural abilities and is fully engaged in life and work, resulting in a 'surge' in which time seems to stand still and one experiences the feeling of being at the top of one's life, with a considerable sense of satisfaction and achievement, which characterizes a good life. There is a similarity between a meaningful life and the good life in that one finds one's strengths and uses them to find a sense of belonging in a cause larger than oneself, making life meaningful. And this meaning creates a sense of purpose and helps one to find a purpose in life. It becomes a source of motivation for living. Seligman used scientifically rigorous experiments to examine the extent to which these three types of life affect people's satisfaction with their lives, and found that the first type of pleasurable life has essentially no effect on people's satisfaction with their lives, and that a meaningful life has the greatest effect on satisfaction. If a person has the qualities of a good life and

a meaningful life, then a pleasurable life will have the icing on the cake. The harmonious unity of the three lives will bring a power beyond the sum of the three and will have a positive effect on productivity, and on one's health. According to Tal Ben-Shahar, a happy and meaningful life is happiness, and a truly happy person is one who has plenty of positive emotions and lives a meaningful life. Happiness is an emotional experience in the present, and it is the pursuit of a meaningful life that determines whether one is truly happy in the future.

Research in positive psychology in the field of second language acquisition is currently popular abroad. It has also been integrated into mainstream applied linguistics research and is developing rapidly. Empirical research on second language acquisition from a positive psychology perspective, both nationally and internationally, has shown that emotions have a huge impact on second language learning. Both positive and negative emotions are related to motivation, but positive emotions such as pleasure and hope are more strongly and consistently associated with motivation and contribute to the success and happiness of second language learners. Thus we come up with the idea that the three realms of a happy life suggested by Seligman can be projected onto the teaching of English at university, corresponding to three different realms as well: pleasurable teaching, good teaching and meaningful teaching.

3. THREE LEVELS OF TEACHING

3.1 Pleasurable teaching

The first is pleasurable teaching. This approach is most often seen in new teachers who have just entered the teaching profession. For them, how to keep the students focused and how to liven up the class is part of their lesson planning. Firstly, they have to design their lessons carefully, from the structure of the text and the choice of language points to the choice of colors and fonts and the design of pictures and animations of their PowerPoints. Teachers need to find videos that are relevant to the text to attract students' attention and design interesting interactive games to stimulate students' interest in learning. For example, when learning new words in a text, teachers can devise various games to make the otherwise boring words lively and interesting. Here are some ways to do this. Teachers can also give pictures on the PowerPoint and ask students to guess the words based on the pictures to help them remember the words with the help of images. Other teachers give all the words on the PowerPoint and ask the students to memorize them for a limited period of time and then write them out on paper. The student with the most correct words wins. This method works well to stimulate the students' sense of competition. Teachers can also arrange a Bingo game in which students draw a grid on paper and fill in the grid according to the words the teacher reads, then the teacher re-reads the words in the different order and students put an x on the word they hear. When a student completes a diagonal row or a line, he or she calls out Bingo and the teacher confirms that it is correct and gives out a small gift. This way the students' interest is heightened. The students are well prepared for the lesson, from pronunciation to word forms, and they

listen attentively to the teacher reading the words, so the results are really extraordinary. Such an English class will receive twice the result with half the effort. When learning the structure of the text, teachers can first elaborate on the genre of the text and then ask the students to predict the structure of the text. Then ask students to elaborate on the main idea of each paragraph and link it into a complete outline of the text. In this way students may feel that they are taking an active part in understanding the text, not just acting as a passive learner. When studying long and difficult sentences in the text, students always have difficulty concentrating. Teachers can use the form of fading sentence to get students to focus on the difficult part of the sentence. The teacher gives a complete sentence first, then takes away one word in turn and asks the students to fill in the missing components and read them aloud. Each game can be set up with appropriate rewards and punishments to stimulate students' enthusiasm for learning. Finally, teachers should also find films or foreign music songs that are relevant to the text to complement and extend the learning. As most students enjoy short videos, light-hearted games, the excitement of rewards and punishments and the relaxation of film and music, it is easy to imagine how active students are in such a classroom environment. It is certainly commendable to be able to design a classroom in such a well-designed way, and the students certainly rate the teacher highly. However, this mode of teaching is somewhat flawed because it focuses only on the superficial effects of teaching. What do the students really learn from the classroom and how have their quality skills improved? In this respect, this mode of teaching still needs to be further improved and taken to the next level.

3.2 Good teaching

The second is good teaching. Teachers who enter this realm are not only good at designing various teaching sessions, they are also able to enjoy teaching and wander through it. Teachers who have reached this level have generally been in the teaching profession for many years, they have unique teaching methods, considerable teaching skills and, crucially, good teaching results. When they stand at the podium, they are naturally radiant, with an aura that draws students into the classroom. Teachers no longer rely on fancy classroom materials, fun interactive games, videos, music and so on. Language learning has its own rules. Language is not acquired through teaching but through practicing. Therefore, they focus more on how to make sure that students have a solid learning experience in the classroom. The teachers prepare the classroom sessions carefully beforehand, one after the other, to help students progress from learning and understanding to practical application. From communicative teaching methods, immersion teaching methods to output-oriented teaching methods, they all strive to enable students to listen, speak, read, write and translate in several ways, enabling input, then driving output, learning to use, forming a positive assessment system and ultimately enhancing practical application of English. Take the example of Unit 6 of iEnglish Comprehensive Course Book 1. The theme of this unit is the relationship between

failure and success. In the introduction to the text, teachers can first have students watch the TED video "Eight Characteristics of Successful People" to guide them in thinking about what success is and the qualities that successful people need to possess. Then teachers let students watch a speech by J.K Rowling, the author of the Harry Potter series of novels, and listen to her talk about her failed marriage, repeated rejections and lack of success when she was young. Instead of being discouraged, she became more determined and used her hardships as a basis to rebuild a new life. After watching this video students are asked to discuss in small groups their own failures and why failure is the mother of success. The video is also used as a basis for classroom listening exercises. As a post-lesson assignment, students can read a passage entitled 'Why Failure is Success in Progress' to learn why failure is a necessary part of success. In the input section, progressive input is facilitated by reading texts on the same topic, extended reading on the same topic, watching videos and listening exercises to help students understand the context of real language use and develop their own opinions. In the output section, teachers set appropriate discussion questions such as "Do you agree with the saying that failure is the mother of success?" and allow students to expand their ideas and express their views on the relationship between failure and success from different perspectives. The teacher can give timely feedback and evaluation of students' oral output, and invite students to evaluate each other to promote learning. In the explanatory part of the text, teachers first lead students to understand the genre of the text, analyze the framework of the text and figure out how the author clarifies his or her views step by step. This gives students a better understanding of the text structure and lays the foundation for later writing. In the text the author also mentions the examples of two famous people, Thomas Edison and Steve Jobs, who went from failure to success. So teachers can also let students watch the relevant videos of these two people to make these examples more vivid and convincing, and better capture students' attention. In a unit of text learning, all sessions are based on the theme of success and failure, and students' listening, reading and writing skills are well practiced. Students can follow the laws of cognition, moving from easy to difficult, level-by-level, through multiple information channels, to achieve a diversity of outputs. With this kind of classroom guidance, students' learning is systematic and solid, and is productive. It is not easy for teachers to reach this level, and it takes years of experience to polish it. But reaching this level is not enough, and there are certain shortcomings because teachers' teaching is still confined to the text itself. They could take a further step up to the realm of meaningful teaching.

3.3 Meaningful teaching

The third type of teaching is meaningful teaching. In this realm, teachers find fulfillment and meaning in their lives through teaching, while students grow in every way by learning to become useful to society. Teaching and learning grow together, and this is meaningful teaching. In ancient times those who wanted to learn would seek out a

teacher, one who could propagate the doctrine, impart professional knowledge, and resolve doubts. Confucius was the first teacher in China's history in the true sense of the word. His disciple, Yan Yuan, said: "Oh, my teacher, whose learned morality, the more you look up, the higher you feel; the harder you study, the deeper you feel. Looking as if he were in front, he suddenly seemed to be behind. The teacher was so good at guiding us in a systematic way, enriching our knowledge with all kinds of literature and disciplining our behavior with rituals, that it was impossible for us to stop learning if we wanted to. I had exhausted my talents and it seemed that something high stood in front of me. Although I wanted to follow it up, I could not find a path to follow." These words not only express Yan Yuan's admiration for the way of Confucius, but also point out his efforts to study and research deeply, striving to reach the highest level. In this quote, "The teacher was so good at guiding us in a systematic way, enriching our knowledge with all kinds of literature and disciplining our behavior with rituals" reflects Confucius' skill in guiding students and establishing moral values. Since 2004, the central government has issued documents on further strengthening and improving the ideological and political education of university students, in the form of building an all-staff, all-round and all-curriculum education pattern, in which all kinds of courses and ideological and political theory courses go in the same direction and form a synergistic effect, making "building moral and educating people" the fundamental task of education, a comprehensive educational concept. The fundamental question of what kind of people to train, how to train these people and for whom to train these people is the fundamental question of the cultivation of talents. In the midst of the unprecedented changes of the century and the tide of globalization in the 21st century, it is the historical mission of foreign language teaching in colleges and universities to cultivate students into citizens of the new era who not only have the ability to apply foreign languages comprehensively, but also have an international perspective and national sentiment.

4. THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION WITH COLLEGE ENGLISH CLASSROOM TEACHING

The third edition of the New Horizons College English Reading and Writing Course, Book 4, Unit 3 is used as an example to try out the integration of ideological and political education with College English classroom. The topic of this unit is being entrepreneurial. The main framework is pre-class independent study, class discussion and post-class exercises. In the pre-class independent study session, students are asked to carefully preview the text and read the extended reading material on the topic, which is about the development of FedEx under Fred Smith's leadership. This is an important supplement to the content of the text and can help students fully understand FedEx and the text. Students are also asked to watch the video (Five Traits of successful Entrepreneurs) in advance. In the video, Brian Tracy, one of the world's top consultants and an expert in the field of personal success, having advised over 500 companies, summarizes

the five common traits of successful entrepreneurs: self-discipline, honesty, persistence, clear direction and bold action. After watching the video, let students answer the question: what personality traits do entrepreneurs have in common? In the class discussion session, students are given a video to watch, an interview clip of Steve Jobs on the topic of entrepreneurship. When watching the video clip of the interview of Steve Jobs, teachers can highlight the part when Steve Jobs mentioned that successful entrepreneurs do not just want to make money, instead they just have a vision that they want to share with the world. This part coincides with the main topic of the text, that is, the vision that changes the world. After watching the video students can talk about their impressions and then introduce the theme of the essay: the number one factor for entrepreneurial success is having a dream.

During the text explanation session, teachers can let students watch another video, which is about the entrepreneurial journey of Wang Wei, the president of SF Holding. As founders of top-tier courier companies, Wang Wei and Fred Smith have completely different learning experiences, upbringings and entrepreneurial environments. By comparing and contrasting their entrepreneurial experiences, students can discuss the similarities and differences between Chinese and American entrepreneurship and the political, economic and cultural factors behind it, and develop a big picture and big vision. With the rapid development of the Chinese economy, Chinese products and services have penetrated into all areas of the world economy, and a large number of enterprises and entrepreneurs have emerged that are well known to the world. Chinese online shopping, express delivery, mobile payment and sharing economy benefit consumers across China and the world, and are known as China's four new inventions. Chinese companies as well as entrepreneurs have shown the world the creativity and the power. As young students of the new era, they should learn more about Chinese companies and entrepreneurs while learning about foreign companies and entrepreneurs. Students will be able to experience the rise of the Chinese economy, feel the ideas and personalities of China's technological and economic giants, strengthen their national pride, establish the right values and reflect the ideological and political education function of foreign language courses. Students can then be directed to look at Chinese companies and entrepreneurs - Ren Zhengfei, Jack Ma, etc. Give students a taste of the ideas and personalities of China's technological and economic giants. Teachers should make students realize that entrepreneurs with a high sense of social responsibility not only have a vision of the future and a global perspective, but also that their success and dedication to fighting for the well-being of mankind is an expression of the excellent Chinese cultural tradition of "universality" and "harmony". The spirit of their success and dedication to the wellbeing of mankind is a testament to the Chinese people's excellent culture of "universal harmony" and "harmony among nations". From the Silk Road in ancient times to "the Belt and Road Initiative" proposed by China today in the context of globalization, we hold high the

banner of peaceful development, actively develop economic partnerships with countries along the route, and work together to build a community of interests, destiny and responsibility with mutual political trust, economic integration and cultural tolerance. Students will be able to develop a sense of home and country and inspire a sense of mission and responsibility. In the post-lesson drill session, students are asked to write an essay *My View on Globalization* based on a careful summary of the discussion in class.

In an international environment where contemporary technology is developing rapidly, China is going global and the world is becoming a community, contemporary foreign language teaching is no longer just a pure teaching of subject knowledge, it has developed into a foreign language education which, in addition to teaching language knowledge, also has the task of promoting the moral construction of our citizens with an international perspective. It is the challenge of the times for teachers to foster the concept of human community among students and to promote the moral and cultural development of the Chinese nation. As frontline teachers of foreign languages, we should be firm in our cultural confidence, take the initiative to meet the challenges, actively explore new modes of curriculum thinking and new initiatives for collaborative education, deeply integrate modern information technology and techniques, innovate teaching concepts, contents and means, and strive to open up new patterns of foreign language teaching reform.

5. CONCLUSION

Teaching is a process that requires perpetual exploration, constant reflection and improvement. The three realms of university English teaching that the text attempts to explore are a step-by-step process. To cross over from one realm to another, teachers are a key part of the process and need to constantly improve their own abilities and cultural literacy. Teaching and learning are complementary and mutually reinforcing, and a subtle process. Both teachers and students can be improved. The above is a small attempt to understand how to integrate curriculum for ideological and political education in the teaching of English at university. I will be more involved in this aspect of teaching design and teaching practice in my future teaching.

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The Power of The Wasteland into The Forest

Zehui Dou^{1,2,*}, Ruiling Xiao², Xueying Jing³

¹Engineering Computing and Simulation Innovation Lab, North China University of Science and Technology, Tangshan 063210, China;

²College of Artificial Intelligence, North China University of Science and Technology, Tangshan 063210, China;

³School of Science, North China University of Science and Technology, Tangshan 063210, China;

*Corresponding Author.

Abstract: The restoration of Saihanba Forest Farm has a certain effect on improving Beijing's ability to resist wind and sand. This paper divides the factors affecting sandstorms into wind sand index W and forest farm index T . Applying the evaluation model established in the previous article, the score of Beijing's anti-wind and sand ability was 20.89 in 1962, and it reached 78.33 in 2018. The establishment of this ecological area has increased Beijing's ability to withstand sand and wind by 275%. The selection of new ecological protection areas is carried out by formulating the ecological protection area selection model of the decision tree, taking the three areas of LOC1, LOC2 and LOC3 within a 1,000-km radius of Saihanba, and replacing the decision probability with the topsis weight of the entropy method. An ecological protection zone is established in the area with the smallest degree of positive coordination C , and the positive coordination degrees of LOC1, LOC2, and LOC3 are: 1.6594, 1.5544, 1.5983. Finally, LOC2 is selected as the new development area. The theoretical planting area is 867,200 mu, and the planting day Trees with higher carbon sequestration can achieve 5.313 million tons of daily carbon sequestration, which is 16.8% of the national daily carbon sequestration.

Keywords: PSR; Decision tree; Saihanba Ecological Environment; Carbon neutral

1. INTRODUCTION

Saihanba Forest Farm is of great significance to the prevention and control of sandstorms in Beijing. In order to evaluate its role and significance accurately and quantitatively in resisting sand and dust storms in Beijing, it is necessary to find appropriate evaluation indicators. Through data collection and analysis, a mathematical model for the Saihanba Forest Farm to resist sand and dust storms in Beijing is constructed.

The management results of Saihanba Forest Farm are obvious to all. It is planned to extend the ecological protection model of Saihanba to the whole country, collect data from various regions in China, establish mathematical models, and determine the location and number of ecological protection areas in urgent need of construction in China. And scale. At the same time, on this basis, assess its impact on China's achievement of carbon neutrality goals.

Choose a region in China to establish an ecological protection zone to make a certain contribution to China's carbon neutrality. We initially selected three suitable geographical locations, namely the Horqin Sandy Land in Chifeng City, Inner Mongolia, Chaoyang District in Liaoning Province, and Wulatehou Banner in Inner

Mongolia. The area with the smallest degree of closeness is regarded as a new development area, and the theoretical carbon sequestration amount is calculated using a formula.

2.EXPERIMENTAL

2.1SELECTION OF WIND-PROOF AND SAND-FIXING INDEXES OF SAIHANBA FOREST FARM

Beijing has a special geographical location, with the Mu Us Desert in the west, the Kubuqi Desert in the northwest, and the Hunshandake Sands in the north. Every year in spring, a large amount of sand and dust will be poured into Beijing when the wind blows in the northwest. As a result, old Beijing is always in a state of yellow sand and dust haze. In recent years, due to the establishment and development of ecological zones, Beijing has gradually gained more green trees and blue sky, among which Saihanba Forest Farm has played a major role. In order to evaluate the role played by Saihanba Forest Farm in resisting sandstorms in Beijing, the article explored the factors affecting sandstorms in Beijing.

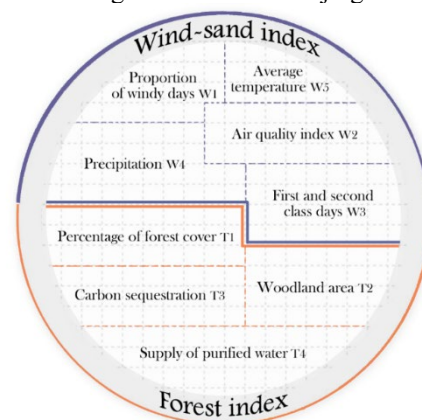


Figure 1 Impact factors of Beijing's resistance to sandstorms

We divide the factors that affect sandstorms into two major categories: wind and sand index W and forest farm index T . First, select evaluation indicators related to wind-blown sand. The formation of sand and dust is closely related to the number of winds, wind speed, precipitation, and other factors. Choose the Proportion of windy days ($\geq 17\text{m/s}$) $W1$, Air quality index $W2$, First and second Class days $W3$, Precipitation (/mm) $W4$, Average temperature $W5$ as the main indicators in the wind and sand index. Secondly, select the evaluation indicators related to the sedimentation of the forest farm. The area of the forest farm plays an important role in preventing wind and sand fixation. A large area of forest farm with lush foliage can effectively reduce the wind speed. If the trees are dense enough, the wind speed will be reduced by 50%. The sand

content in the airflow is greatly reduced. Therefore, we select Percentage of forest cover $T1$, Woodland area (/10,000 mu) $T2$, Carbon sequestration (/10,000 tons) $T3$, Supply of purified water (100 million cubic meters) $T4$ as Another main indicator of the study is shown in Figure1. Using the above evaluation indicators as evaluation factors, a model of the influence of Saihanba on the resilience of sandstorms in Beijing was established.

2.2 BEIJING SANDSTORM EVALUATION MODEL BASED ON TOPSIS AND GREY CORRELATION

1) Construction of Beijing Sandstorm Evaluation Model

For the above-identified evaluation index factors, we have collected data from 1962 to 2018 every five years, as shown in Appendix 2.

Step1: Record the existing data every five years as n ($n=9$) objects to be evaluated, and mark 9 evaluation indicators as m evaluation factors. Perform normalization processing on n and m to get matrix A :

$$B = \begin{bmatrix} b_{11} & \cdots & b_{1m} \\ \vdots & \ddots & \vdots \\ b_{n1} & \cdots & b_{nm} \end{bmatrix} \quad (1)$$

Normalize the normalized matrix B to obtain the matrix Z :

$$Z = \begin{bmatrix} z_{11} & \cdots & z_{1m} \\ \vdots & \ddots & \vdots \\ z_{n1} & \cdots & z_{nm} \end{bmatrix} \quad (2)$$

Step2: By calculating the proportion of the i -th sample time point under the j -th wind-sand impact index, the probability matrix P is obtained:

$$P = \frac{z_{ij}}{\sum_{i=1}^n z_{ij}} \quad (3)$$

Step3: Calculate the information entropy of each indicator that affects Beijing's wind and sand environment, and use normalization to obtain the entropy weight of each characteristic indicator.

$$e_j = -\frac{1}{\ln n} \sum_{i=1}^n P_{ij} \ln(P_{ij}) \quad (j = 1, 2, 3, 4) \quad (4)$$

After normalization, the entropy weight of each indicator can be obtained:

$$W_j = \frac{d_j}{\sum_{j=1}^m d_j} \quad (j = 1, 2, 3, 4) \quad (5)$$

Step4: Determine the ideal positive and negative solutions, and define them in the forward matrix:

$$Z^+ = (Z_1^+, Z_2^+, \dots, Z_m^+) \quad (6)$$

$$Z^- = (Z_1^-, Z_2^-, \dots, Z_m^-) \quad (7)$$

Step5: Calculate the distance from the positive ideal solution and negative ideal solution of Saihanba Forest Farm's resistance to wind and sand in Beijing at 9 time points. The distance from the i -th evaluation object to the positive understanding and the distance to the negative ideal solution are:

$$D_i^+ = \sqrt{\sum_{j=1}^m (Z_j^+ - z_{ij})^2} \quad (8)$$

$$D_i^- = \sqrt{\sum_{j=1}^m (Z_j^- - z_{ij})^2} \quad (9)$$

Step6: Calculate the gray correlation degree of the Saihanba Forest Farm in each time period to the positive

ideal solution of the resistance of Beijing to the wind and sand. Calculate the gray correlation coefficient between the resistance to wind and sand at the i -th time point and the positive ideal solution under the j -th index:

$$\xi_{ij}^+ = \frac{\min_i \min_j \Delta z_{ij} + \eta \cdot \max_i \max_j \Delta z_{ij}}{\Delta z_{ij} + \eta \cdot \max_i \max_j \Delta z_{ij}} \quad (10)$$

The gray correlation coefficient matrix of the current situation of Saihanba environment and the positive ideal solution in each period is obtained as:

$$W^+ = \begin{bmatrix} \xi_{11}^+ & \cdots & \xi_{1m}^+ \\ \vdots & \ddots & \vdots \\ \xi_{n1}^+ & \cdots & \xi_{nm}^+ \end{bmatrix} \quad (11)$$

From the above formula, the gray correlation degree between Beijing's wind and sand resistance and the positive ideal solution at the i -th time point is:

$$W_i^+ = \frac{1}{m} \sum_{j=1}^m \xi_{ij}^+, \quad (i = 1, 2, \dots, n) \quad (12)$$

Step7: Calculate the gray correlation degree of the Saihanba Forest Farm in each time period to the negative ideal solution for the resistance of Beijing to wind and sand.

Calculate the gray correlation coefficient between Beijing's resistance to sandstorm and the positive ideal solution under the j -th index at the i -th time point:

$$\xi_{ij}^- = \frac{\min_i \min_j \Delta z_{ij} + \eta \cdot \max_i \max_j \Delta z_{ij}}{\Delta z_{ij} + \eta \cdot \max_i \max_j \Delta z_{ij}} \quad (13)$$

In the above formula $\Delta z_{ij} = |Z_j^- - z_{ij}|$,

From this, the gray correlation coefficient matrix of Saihanba Forest Farm's resistance to wind and sand in Beijing and the negative ideal solution in each period is:

$$W^- = \begin{bmatrix} \xi_{11}^- & \cdots & \xi_{1m}^- \\ \vdots & \ddots & \vdots \\ \xi_{n1}^- & \cdots & \xi_{nm}^- \end{bmatrix} \quad (14)$$

From the above formula, the gray correlation degree between Saihanba Forest Farm's resistance to wind and sand in Beijing and the negative ideal solution at the i -th time point is:

$$W_i^- = \frac{1}{m} \sum_{j=1}^m \xi_{ij}^-, \quad (i = 1, 2, \dots, n) \quad (15)$$

Step8: Calculate relative closeness.

Dimensionless processing the distance and gray correlation degree in **Step5**:

$$\phi_i = \frac{\phi_i}{\max_{1 \leq i \leq n} (\phi_i)}, \quad (i = 1, 2, \dots, n) \quad (16)$$

In the above formula, ϕ_i is $D_i^+, D_i^-, W_i^+, W_i^-$, and $d_i^+, d_i^-, \omega_i^+, \omega_i^-$ represent the dimensionless values, respectively, And the greater the value of d_i^- and ω_i^+ , the closer the Saihanba Forest Farm's ability to resist wind and sand in Beijing is closer to the ideal solution; the greater the value of d_i^+ and ω_i^- , the farther away from the ideal solution the resistance to wind and sand. According to the dimensionless $d_i^+, d_i^-, \omega_i^+, \omega_i^-$, calculate the closeness of Saihanba Forest Farm's ability to resist wind and sand to the positive ideal solution and negative ideal solution, use T_i^+ and T_i^- means that the specific calculation formula is: (where 1 is the coefficient of

determination, satisfies $l_1 + l_2 = 1$, and takes $l_1 = l_2 = 0.5$)

$$T_i^+ = l_1 s_i^- + l_2 w_i^+, (i = 1, 2, \dots, n) \quad (17)$$

$$T_i^- = l_1 s_i^+ + l_2 w_i^-, (i = 1, 2, \dots, n) \quad (18)$$

Step9:Determine the comprehensive scores of Saihanba Forest Farm's ability to resist sandstorms in Beijing in each period. That is: relative closeness, closeness indicates how close the ability to resist wind and sand in each period with evaluation is to the positive ideal solution or the negative ideal solution in the situation change, the calculation formula is:

$$\tilde{S}_i = \frac{T_i^-}{T_i^+ + T_i^-} \times 100, (i = 1, 2, \dots, n) \quad (19)$$

2)Analysis of results of Beijing wind and dust evaluation model

Through the above-mentioned Beijing wind and dust evaluation model, it can be found that $W4$ has the largest weight in the sand index with a value of 0.1630; the weights of $T2$ and $T3$ in the forest farm index are very close, with the largest being 0.15270 and 0.15268 respectively. A comprehensive comparison of all indicators can obtain the maximum weight indicator $W4$, as shown in Table 4. Precipitation played a leading role in the impact of Saihanba on the sandstorm in Beijing.

Saihanba's transition from a desert to a forest farm has greatly improved the environment. Among them, the most intuitive change is the increase in the area of forest land $T2$. Studies have shown that the soil wind erosion rate of sand and dust sources decreases with the reduction of preparation coverage. The exponential relationship increases [1], the land is fixed by the roots of the forest to reduce the formation of wind and sand from the source, and the extended branches and leaves effectively absorb wind and sand moving in the direction of Beijing from other areas. In addition to the influence of human factors, the vegetation coverage has a great relationship with the local precipitation. At the same time, the increase in the area of forest land has increased the transpiration of the forest. The transpiration of the forest transports a large amount of water to the atmosphere, and the water it supplements to the atmosphere is far greater than that of bare land and dry farming. Part of this gaseous water escapes out of the forest system with atmospheric movement, but a considerable part of it is fed back to the forest area and nearby areas. The humidity above the forest is high and the temperature is low, becoming a cooling underlying surface, which is conducive to cloud formation and rain. The amount of precipitation has gradually increased, and the ecological planning area has gradually formed a virtuous circle. In summary, the increase in the forest area of Saihanba Forest Farm is a direct factor in Beijing's resistance to sand and dust storms, and the increase in precipitation is an indirect factor.

Table 1 Weights of evaluation factors for Beijing's resistance to wind and sand

Index	Weights
W4	0.1630
T2	0.1527
T3	0.1527
W2	0.1406
T4	0.1243
W1	0.1117
W5	0.0922
T1	0.0366
W3	0.0261

Through the gray correlation analysis part, the scores, and rankings of the impact of Saihanba Forest Farm on Beijing's resistance to sand and dust storms at 9-time nodes in 56 years can be obtained. By analyzing the data, it can be found that the ability of Saihanba Forest Farm to resist wind and sand has continued to increase from the lowest score of 20.8 points to 78.33 points in 2018. As shown in Figure 2, the development of Saihanba from a desert to a forest farm has had a great impact on Beijing's resistance to sand and dust storms. By calculating Beijing's anti-wind and sand capability $K = (78.3274 - 20.8859) / 20.8859 \times 100 = 275.0248\%$. The establishment of this ecological zone has increased Beijing's ability to withstand sandstorms by 275%.

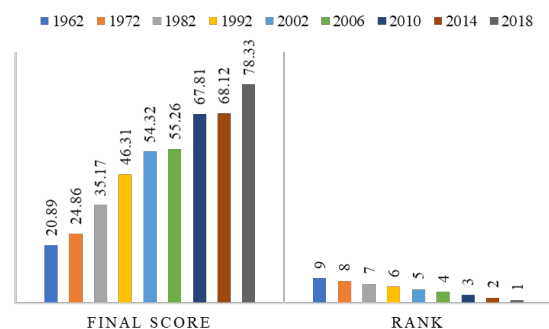


Figure 2 Scores and rankings of the ability to withstand sandstorms in different years

2.3 ECOLOGICAL PROTECTION ZONE SELECTION MODEL BASED ON DECISION TREE

Step1:Identify the areas where the ecological environment needs to be improved. Collecting data and analyzing the ecological environment of the area 1,000 kilometers away from Saihanba, it is found that the areas worthy of improvement are the Horqin Sandy Land in Chifeng City, Inner Mongolia, Chaoyang Region in Liaoning Province, and the Urad Rear Banner in Inner Mongolia, which are recorded as LOC1, LOC2, and LOC3. There are desertification phenomena in these three areas, so they are used as research objects.

Step2:Determine the indicators and data that affect the ecological environment of the three regions. According to the PSR ecological environment evaluation factor model constructed in 3.1, 8 indicators related to the three regions are analyzed. The pressure mainly involves the number of days X_1 and the air quality index X_2 when the air quality is above level II; the status indicators mainly involve the area of desert area Y_1 , precipitation Y_2 , and soil erosion area accounted for Y_3 ; the response mainly involves the area Z_1 of plants that can be planted, investable assets Z_2 , and the number of population Z_3 .

Step3:Calculate the degree of positive coordination of the

PSR model. Using the ecological environment evaluation model established in 3.1 based on the entropy weight method topsis and gray correlation analysis, the entropy weight method topsis algorithm is used to calculate the importance of various indicators to the ecological environment security, namely: the weight of each indicator, gray correlation analysis It is used to calculate the positive ideal solution correlation coefficient of each index. Collect the data of each indicator in the three regions in 2020, as shown in Appendix 2. The weight calculation formula of the indicator is as follows:

$$e_j = -\frac{1}{\ln n} \sum_{i=1}^n P_{ij} \ln(P_{ij}) \quad (j = 1, 2, 3, 4) \quad (20)$$

$$W_j = \frac{d_j}{\sum_{j=1}^m d_j} \quad (j = 1, 2, 3, 4) \quad (21)$$

Among them, the calculation formula of the positive ideal solution correlation coefficient of gray correlation analysis is as follows:

$$W_i^+ = \frac{1}{m} \sum_{j=1}^m \xi_{ij}^+, \quad (i = 1, 2, \dots, n) \quad (22)$$

Calculate the index's contribution to the ecological environment security and the correlation coefficient of the positive ideal solution of each index, as shown in Table 2. Table 2 The correlation coefficient between the index weight and the positive ideal solution

Index	Weight	LOC1	LOC2	LOC3
X_1	0.0017	1	0.33	0.56
X_2	0.1855	1	0.33	0.55
Y_1	0.1795	0.33	1	0.6
Y_2	0.0614	1	0.49	0.33
Y_3	0.2222	1	0.33	0.43
Z_1	0.1144	0.66	0.33	1
Z_2	0.0479	1	0.33	0.48
Z_3	0.1874	0.37	0.96	1

Perform weighted analysis on the index weight and the correlation coefficient with the positive ideal solution. The weighting formula is: (where ε_i is the weight of each index and ω_i is the correlation coefficient of the positive ideal solution)

$$PSR = \sum_{i=1}^n \varepsilon_i \omega_i \quad (23)$$

Calculated by the above formula, the weighted values of the three links in the PSR model represent the scores of the pressure, state and response subsystems. The result is LOC1 {P:0.1872, S:0.3428, R:0.1927}, LOC2 {P:0.0618, S: 0.2829, R: 0.2335}, LOC3 {P: 0.1030, S: 0.2235, R: 0.3248}. Since the ecological environment assessment of the three regions of LOC1, LOC2, and LOC3 is affected by the degree of coordination of the three subsystems of pressure, state and response, the coordination function is used to determine the positive coordination between the three subsystems of PSR Degree [2], the calculation formula is:

$$C_i = \frac{P_i + C_i + R_i}{\sqrt{P_i^2 + S_i^2 + R_i^2}} \quad (24)$$

The degree of positive coordination in the three regions of

LOC1, LOC2, and LOC3 are as follows: 1.6594, 1.5544, 1.5983, and the comparison finds that $1.6594 > 1.5983 > 1.5544$, that is, the degree of positive coordination in Chaoyang District, Liaoning Province is the lowest, and Chaoyang, Liaoning Province is finally selected The district serves as a new development area for the construction of an ecological zone.

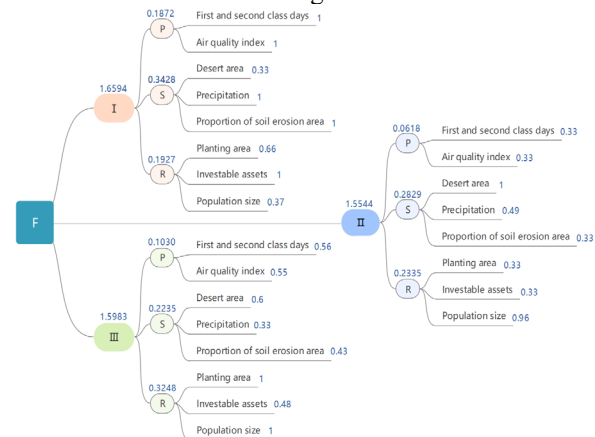


Figure 3 Decision on selection of ecological protection zone

Step4: Establish a model for selecting ecological protection areas based on decision trees. Through the calculation of the above steps, a decision tree for the ecological protection environment is constructed. As shown in Figure 3, in the decision to determine the proposed ecological zone, first determine the indicators and weights that affect the ecological environment of the region. The determination of this value can be based on the entropy weight method. The topsis indicator establishes a model. Then, the correlation coefficient of the positive ideal solution is obtained through gray correlation analysis, and after weighting operation, the positive coordination degree of each region is obtained. Finally, the area of the proposed ecological zone is determined according to the degree of coordination.

2.4 THE SCALE AND EFFECT OF THE PROPOSED CHAORYANG ECOLOGICAL DISTRICT

1) The scale of the proposed ecological zone

In 5.1, it was established to take Chaoyang City, Liaoning Province as the research site, and the desert in this area was built as an ecological protection area. The weight of the desert area indicator of Chaoyang City was established in the decision tree in Figure 3, and the theoretical desert area of the desert area was calculated. The area is:

$$0.1785 \times 105.72 = 190,000 \text{ mu} \quad (25)$$

The theoretical desert area is the desert area that the area should have under this weight, and the area of the desert in this area is known, so the actual desert area that should be rectified, that is, the actual desert area is

$$105.72 - 19 = 86,7200 \text{ mu} \quad (26)$$

By comparing the actual desert area that should be renovated and the area that can be planted in this area, $86,7200 \text{ mu} < 909,200 \text{ mu}$, it is found that the actual area that needs to be renovated is relatively small, that is: theoretically it can be in the desert area of Chaoyang City, Liaoning Province For tree planting and afforestation, the scale of the area that needs afforestation is the actual

desert area-867,200 mu.

2)The carbon neutral effect of the proposed ecological zone

According to the documents, the daily carbon sequestration of a tree type tree is $q = 35.76kg$, which is the highest carbon sequestration species among all tree types, and it is easy to survive [3], while the area of an adult tree is about $s = 4m^2$. According to 5.2.1, the scale of the proposed ecological area is $s' = 86,7200$ mu, and the number of trees that can be built in this area can be calculated as:

$$n = s \times s' = 144533406 \text{ Pieces} \quad (27)$$

Thus, the total amount of carbon sequestration that can be achieved by planting trees theoretically in this area is calculated as:

$$Q = n * q = 5.313 \text{ million tons} \quad (28)$$

According to statistics, in 2019, China's annual carbon sequestration was 11.54 billion tons, and the average daily carbon sequestration was 31.6164 million tons. It can be calculated that the actual desert area of Chaoyang City proposed in theory is an ecological protection zone, which can reach the carbon sequestration. It is 16.8% of the carbon sequestration in 2019, which improves China's carbon neutral effect and is in line with China's strategic goal of sustainable development.

3. RESULTS AND DISCUSSION

Through the establishment of the above model to analyze the impact of Saihanba on the ecological environment, the advantages and disadvantages of the following models are obtained. Later, the disadvantages will be avoided as much as possible in the study and the advantages will be increased.

3.1Strengths

- (1). The collected data are all true and reliable, and there will be no errors in the key data. All the data collected comes from national data networks or reliable data websites of various countries, so the analysis of the data in the article can basically reflect accurate results.
- (2). We use multiple indicator variables to study the ecological and environmental protection status of the area, and take into account the impact of forest quality, biodiversity and economic sustainability on the ecological environment, so that the final evaluation result has a high accuracy, The credibility is high.
- (3). This article no longer uses the single entropy method topsis, but combines the gray correlation degree and introduces the positive coordination degree C to evaluate the ecological environment of the region and make the

final result more convincing.

3.2Weaknesses

- (1). The selection of indicators for evaluating the ecological environment in the article relies on a certain life experience and has a certain subjectivity.
- (2). The model does not take into account the emergent conditions generated by the natural environment, such as sudden droughts, floods, and pests, and there is a slight error.

4. CONCLUSIONS

In order to explore the improvement of Saihanba Forest Farm's ability to resist wind and sand in Beijing, the wind and sand index and the forest farm index are specially selected, and the two major indexes are subdivided into sub-indexes. Among them, the wind and sand index include five secondary indexes, the forest farm index Including four secondary indicators. After that, the topsis gray correlation evaluation model established above was used to calculate the scores of Beijing's abilities to resist sandstorms before and after the restoration of the Saihanba Forest Farm, and the scores were used to quantitatively evaluate the role Saihanba played in resisting sandstorms in Beijing.

Choose a region in China to establish an ecological protection zone to make a certain contribution to China's carbon neutrality. We initially selected three suitable geographical locations, namely the Horqin Sandy Land in Chifeng City, Inner Mongolia, Chaoyang District in Liaoning Province, and Wulatehou Banner in Inner Mongolia. The area with the smallest degree of closeness is regarded as a new development area, and the theoretical carbon sequestration amount is calculated using a formula.

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Research on Higher Education in Vietnam Based on BP Neural Network

Hanchen Wang^{1,2*}, Haokang Yang^{3,4}, Shuang Qiao⁵

¹Mathematical Modeling Innovation Lab North China University of Science and Technology, Tangshan 063210, China;

²School of Yisheng Innovation Education North China University of Science and Technology, Tangshan 063210, China;

³School of artificial intelligence, North China University of Science and Technology, Tangshan 063210, China;

⁴Embedded System and Internet of Things Application Lab North China University of Science and Technology, Tangshan 063210, China;

⁵College of metallurgy and energy, North China University of Science and Technology, Tangshan 063210, China

*Corresponding Author.

ABSTRACT: Aiming at the evaluation of higher education, this article constructs an evaluation model of the health of the higher education system, analyzes the health indicators of the higher education system in Vietnam, and provides reasonable policy recommendations for Vietnam to establish a sustainable health education system. First, on the basis of five indexes selected by principal component analysis, the Topsis higher education system evaluation model optimized based on the entropy weight method is constructed to comprehensively score the national higher education health or developmental level. Based on the comprehensive score, the neural network is used to establish a "physical examination" model of the higher education system based on the BP neural network. Second, apply the evaluation model and physical examination model constructed above to Vietnam. Based on the uneven distribution of educational resources, we propose to increase basic education expenditures, increase the number of middle school teachers, government policies encourage the training of excellent middle school teachers, reasonably increase the number of students enrolled in ordinary universities, ensure that more people receive higher education, and improve the postgraduate training model. Pay attention to policy recommendations such as the training of high-tech talents, and analyze the impact of policy implementation.

KEYWORDS: Principal Component Analysis; Entropy Weight Method; Topsis Evaluation; BP Neural Network

1.BACKGROUND

Education is the fundamental event of a country. We can see by observing the arrangement of education system in different countries in the world; Each country has its own unique teaching model, but it is impossible to judge which is better or worse. For foreign students, the outbreak of COVID-19 makes it difficult for them to enter school. Most of them have to choose to learn online at home. Many schools also take online teaching and offline teaching as a way of teaching. It is undeniable that the epidemic has changed most people's learning plans.

In order to better deal with the different changes in the process of education, we need to establish a reasonable, effective, healthy and sustainable development model of higher education. This model is not only applicable to a country or a certain type of countries, but can carry out

personalized evaluation according to the different characteristics of higher education models in different countries, and analyze the existing problems and the space for improvement. Make corresponding policy recommendations according to the different problems obtained from the evaluation, and finally consider its impact on the whole society.

2.MODEL HYPOTHESIS

The data is objective and true

There will be no suspension of classes or schools due to too serious epidemic situation

Government expenditure on education has remained stable in the short term

3.EVALUATION MODEL OF HIGHER EDUCATION SYSTEM BASED ON TOPSIS ALGORITHM OPTIMIZED BY ENTROPY WEIGHT METHOD

3.1DIMENSION REDUCTION BY PRINCIPAL COMPONENT ANALYSIS

According to the literature, there are many factors that affect the level of higher education in a country, such as the number of teachers, school expenditure, regional development and so on. In order to analyze the educational model more comprehensively and objectively, we must select several representative types of factors from these influencing factors for research. At the same time, we should also consider the relationship between factors and avoid looking for two types of factors with too strong correlation.

Principal component analysis can reflect the correlation between variables, make fewer indicators reflect the information of the original indicators as much as possible, fundamentally solve the problem of information overlap between indicators, and simplify the index structure of the original index system. Therefore, we use the method of principal component analysis to solve the complexity of the problem caused by too many variables, find the factors that can explain most of the problems of higher education model through preliminary dimensionality reduction, and reduce the amount of calculation.

Before prediction, the data shall be standardized to avoid data overflow in calculation, and the original data of different orders of magnitude shall be transformed into dimensionless index evaluation value for comprehensive evaluation. Using SPSS for preliminary prediction, we get the eigenvalues and cumulative contribution percentage of

each factor. Through the eigenvalues and cumulative contribution percentage of each factor, we select two principal components from 71 factors through principal component analysis, and their cumulative contribution rate reaches 99.228%. We get the conclusion that the two principal components can accurately represent the information of other factors.

3.2 HEALTH EVALUATION OF EDUCATION SYSTEM BASED ON EW TOPSIS

We multiply the two principal component coefficient scores obtained by principal component analysis with their weight (contribution rate) to obtain the evaluation scores of higher education models in each year. In order to make a reasonable distinction, we stipulate that the final comprehensive score of higher education system health evaluation is more than 75 as good and sustainable health status, and 60 as qualified health status (≥ 60), below 60 is an unhealthy state (< 60). Explore the relationship between research indicators and higher education system through scores.

In Python, the TOPSIS method is used to build the evaluation class model. Firstly, the original data matrix is normalized. That is, the data corresponding to the minimum index, intermediate index and interval index are all transformed into super large index, which is convenient for unified calculation and processing. Secondly, the forward matrix is normalized. In other words, the influence of dimensions can be eliminated through standardization. Finally, the scores are calculated and sorted. For an index, entropy can be used to judge the dispersion degree of an index. The smaller the information entropy, the greater the dispersion of indicators, and the greater the impact of indicators on Comprehensive Evaluation (i.e. weight). If all values of an indicator are equal, the indicator does not play a role in the comprehensive evaluation. Therefore, the entropy weight method (EW) can be used to calculate the weight of each index, provide the basis for multi index comprehensive evaluation, and further optimize the TOPSIS evaluation model.

3.3 PHYSICAL EXAMINATION MODEL OF HIGHER EDUCATION SYSTEM BASED ON BP NEURAL NETWORK

Based on the comprehensive score obtained by EW TOPSIS, BP neural network is used for training, and the "physical examination" model of higher education system is established.

The basic BP algorithm includes two processes: signal forward propagation and error back propagation. That is, the error output is calculated in the direction from input to output, while the weight and threshold are adjusted in the direction from output to input. During forward propagation, the input signal acts on the output node through the hidden layer and generates the output signal through nonlinear transformation. If the actual output is inconsistent with the expected output, it will turn into the back propagation process of error. Error back propagation is to back transmit the output error layer by layer to the input layer through the hidden layer, allocate the error to all units of each layer, and take the error signal obtained

from each layer as the basis for adjusting the weight of each unit. By adjusting the connection strength between the input node and the hidden layer node, the connection strength and threshold between the hidden layer node and the output node, the error decreases along the gradient direction. After repeated learning and training, the network parameters (weight and threshold) corresponding to the minimum error are determined, and the training stops.

4. PHYSICAL EXAMINATION IN VIETNAM 'S HIGHER EDUCATION SYSTEM

We collected various educational statistics in Vietnam from 1995 to 2018 to use our physical examination model to detect its health. First, the health index score was measured, and then the score was learned by neural network. The results are as follows.

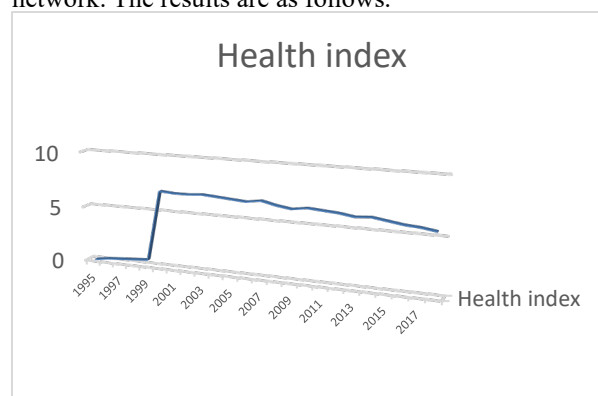


Figure 1 Health Index of Vietnam's Higher Education System

Through the line chart, we can see that the health index score of the Vietnamese higher education system increased exponentially to 70 points from 1998 to 1999, and has been declining year by year for the next few years, representing the state of problems in the higher education system, In an unhealthy state after 2015.

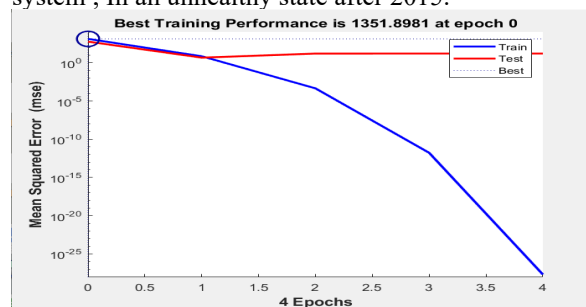


Figure 2 Vietnam Neural Network Iteration Diagram

Judging by the neural network, Vietnam's higher education system is also showing certain problems. We have made a chart of scores and 5 factors as follows, and found that the number of higher education institutions in Vietnam has been on a downward trend from 2000 to 2018, and the number of graduate students and the number of higher education institutions has also changed from 2000 to 2018. Decreased year by year from 2000 to 2018, so it reflects the problems of Vietnam's higher education system and further proves the accuracy and practicality of our model.

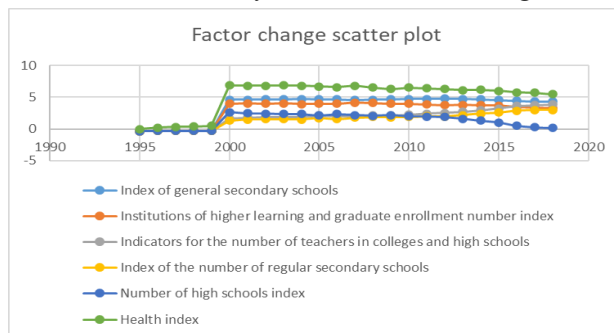


Figure 3 5 types of factors and score trends in Vietnam

5.POLICY SUGGESTION

Based on 5 factors related to the higher education system, we propose the following policy recommendations:

The government has increased basic education expenditures, not overly pursuing the number of schools, and streamlining the number of ordinary middle schools. Enhance the number of middle school teachers, and government policies encourage the cultivation of outstanding middle school teachers.

Reasonably increase the number of admissions to ordinary colleges and universities according to the model, and ensure that more people receive higher education.

Improve the postgraduate training model, increase the number of postgraduates, and focus on the cultivation of high-tech talents.

6.POLICY EFFECTIVENESS

The prediction data obtained according to the fitting curve is brought into our model, and the policy proposed above is tested by scoring. The health index assessment shows a steady growth of sustainable health, which verifies that the policy we proposed is reasonable and effective.

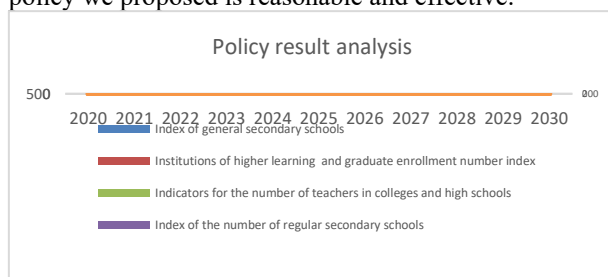


Figure 4 Vietnam's scores and forecasting factors change trend graph from 2020 to 2030

According to the comparison between the predicted value of the fitted curve and the actual score, the accuracy of the model prediction can be seen (see the figure below).

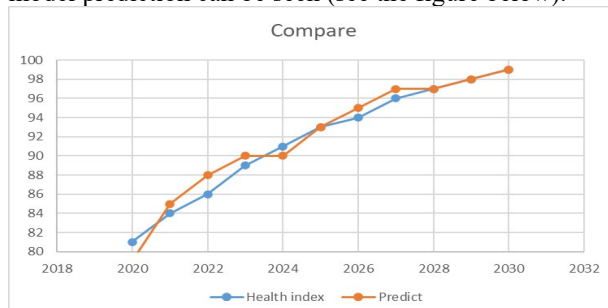


Figure 5 Comparison of Vietnam 's model scores from 2020 to 2030

7.ACTUAL IMPACT

The transition period of implementation:

For students: they will feel uncomfortable due to changes in the school's training model, but students have more opportunities to receive higher education and more advanced further education.

For teachers: The policy requires teachers to change teaching methods and teaching models through changes in training programs. More teachers may go to teach in areas where educational resources are unevenly distributed.

For schools: colleges and universities need to change student admission rules in the short term, consider increasing the scale of teaching, increasing school expenditures, and changing training models.

For the country: The country has strengthened the training of teachers and increased educational expenditures.

The final stage of implementation:

For students: The number of college students and graduate students has further increased, and the cultural level of students has been further improved.

For teachers: The increase in the number of teachers means greater competition. Teachers compete for jobs by improving their teaching ability.

For schools: form a new system of talent training and advancement, and reform the education model.

For the country: the education level of citizens is further increased, and the steady stream of scientific research talents enhances the national scientific and technological strength.

8. PROS AND CONS OF THE MODEL

Advantage:

Topsis algorithm is suitable or small sample data, such as some small countries where educational resources are scarce and data is incomplete. It is also suitable for large systems with multiple evaluation units and multiple indicators, which can comprehensively evaluate higher education systems, which is more flexible and convenient. The principal component analysis method can eliminate the relevant influence between the higher education evaluation indicators, form independent principal components, make the problem research easier, and reduce the workload and energy of the selection and statistics of education indicators in actual problems.

BP neural network model has strong nonlinear mapping ability and self-learning ability, which is very helpful for studying higher education system influenced by many factors.

The model has the ability to judge and summarize the health status of each country's higher education system, and can analyze specific factors affecting health ability, and has good generalization.

Disadvantages:

BP neural network is very sensitive to the initial network weights. In the process of applying to different countries, the weights must be changed according to the actual conditions of the country.

The higher education "physical examination" system we have established is based on 5 factors obtained from principal component analysis. There are differences in actual education models in some countries, which may lead to differences in results.

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A Study on The Composing Elements of Tibetan and Qiang Children's Aerobics

Li Hongzhu, He Huayu, Zhaxi Lamu, Suolan Danzhen, Fan Yanhua*

Aba Teachers University, Aba 623002, Sichuan, China

*Corresponding Author.

Abstract: Since the 1980 s, with the vigorous development of the socialist market economy in our country, people's material and cultural life level unceasing enhancement, the continued increase in the number of participating in sports activities, the people's sports fitness consciousness also gradually improve, more and more people participate in physical exercise, need a way to promote health, physical, cultivate elegant temperament fashion fitness programs, Because of its high artistic quality, strong rhythm, wide adaptability and fitness safety and other unique charm attracted the public, by more and more people love, gradually into the modern life. With the continuous promotion and deepening of China's national fitness program, children's aerobics not only as a sport, but also as a fashion culture affects the life concept and fitness concept of Tibetan and Qiang children.

Key words: Tibetan Qiang Children; Setting-Up Exercise; Plait Elements

1. INTRODUCTION

The development of aerobics at home and abroad is very fast, the scope of aerobics development is gradually expanding, more and more people participate in the study of aerobics at home and abroad is also increasing. However, there are few studies on the prescribed movements of Tibetan and Qiang children's aerobics, which need to be studied on the basis of continuous innovation and learning.

2. RESEARCH AND ANALYSIS OF MUSIC ELEMENTS IN TIBETAN AND QIANG CHILDREN'S AEROBICS CREATION

The style of music is an important part of music, which is formed by the unity of the content and form of music works, and the unity of the personality characteristics of artists as the creation subject and the social and historical conditions of The Times, nations and so on. Music style decides the style of movement characteristic, different styles of music need to match the different actions, only the style of the movement and music style is consistent, can be called a success of aerobics, music style sort is more, but according to the commonly used several kinds of music style in setting-up exercise we only introduce the following.

Pop music is more frequently used in setting-up exercise music, it refers to the structure of short, popular content, form and lively, sincere emotion, and be loved by the masses, widely sung or appreciation, fads posterity instrumental music and songs, even in music creating children's movements, use the most is pop music. Its jazz music originated in the United States, with its novel ways of popular all over the world quickly, the content of the

current popular music become more widely, in instrumental music works, it includes colorful light music, jazz, swing dance, disco dance, tango, waltz, and all kinds of different styles of dance and music of all kinds of small opera, etc. The beat of these music is more regular, the rhythm is more distinct, the speed is faster, the strong beat is highlighted by the contrast of the weak beat.

International standard dance music refers to music with distinct rhythm and clear theme, which is used in international standard dance and has obvious style characteristics. Latin dance music is the most commonly used international standard dance music in the music creation of aerobics.

Folk music is the so-called Chinese folk music. It is the music with national characteristics created by various ethnic groups in the historical development process of China, which can reflect national culture and national spirit. It is divided into folk songs, folk song and dance music, folk instrumental music, folk rap music and folk opera music. In the music creation of aerobics, we will also use the traditional folk music in Our country, and some folk song and dance music with characteristics is more commonly used.

The source of music is an integral part of the creation and composition of music. There are two main manifestations of whether the original Chinese music should be used in the creation and composition of movement. One is the use of original Chinese music with obvious Chinese characteristics, and the other is the use of foreign characteristic music. These two aspects are the main source of the commonly used aerobics music and the specific form of music.

Effects of the music is to point to in the process of music to join some of the special effects, is usually produced by the computer software is different from the original work of the special sound effect, often used in the music music effects are many, the main sound effects are: animal effects, cartoon effects, weather effects, motion effects such as characteristic scene effects. From the part of music effects occur, can be divided into the special effects in the beginning, the middle special effects and end effects, this is also our setting-up exercise form of music is commonly used in special effects, such as in the beginning of the use of ding sound effects or music special effects, the use of special scene in the middle of the music into the characteristics of different music style, in the end to cheers sound different music special effects and so on.

Rhythm is the specific performance in music, it controls the rhythm and speed of the body building exercise movement, according to the type of rhythm, the music rhythm in using body building exercise is the rhythm of

all points more, this kind of rhythm causes the equal value of time and without change, more suitable for the rhythm of strong body building exercise. And in some aerobics music also used a syncopated rhythm, which is a change of strength of the rhythm type, that is, strong beat due to the short time and become weak beat, weak beat due to the long time and become strong beat, in the need to create or emphasize a climax change, the use of syncopated rhythm is very effective.

Rhythm is a periodic sequence of rhythm and its stress cycle. Rhythm and rhythm are interdependent. The rhythm of Tibetan Qiang children's aerobics is 4*8 beats. In the use of Tibetan and Qiang children's aerobics music, also often use a variable beat, variable beat refers to the same work or the same piece of music, different rhythm strong and weak position of the circulation law change, this change can be a long time, can also be very short. Its main purpose is to use the change of stress to break the inertial movement of a single beat, form a contrast, so as to express more complex emotions or images that a single beat can not express. In the application of aerobics is in the middle of the whole set of exercises or the latter part of the change, change the rhythm of different styles to achieve a special style of interspersed effect. In changing the beat, there is another way to change the beat by using the change of the tandem combination, which is the most effective transition technique in the process of changing the beat and feels very natural.

The melody of music and emotion determine the rhythm of the movement and the theme of the whole set of exercises. The close cooperation between the movement and music can improve the enthusiasm in practice and competition, mobilize emotions, give the audience a strong psychological impact, and better performance to improve self-confidence.

The speed of music refers to the speed of performance, which is not the same as the tightness of rhythm. The speed of a work is not measured by the intensity and looseness of rhythm in the work, but by the mark of speed. At the same time, the number of units is fast, the number of units is slow.

3. COMPOSITION OF ACTIONS IN CREATION

Movement is the core of exercise, any exercise project is through the combination of movement to achieve a certain fitness effect, movement in Tibetan and Qiang children aerobics is an essential part of an important position in aerobics. The success of creating a set of gymnastics movements determines the success and failure of the whole set of gymnastics, gymnastics movement is the main body of the whole set of Tibetan and Qiang children's aerobics, is the core content of Tibetan and Qiang children's aerobics, it is mainly composed of basic steps, upper limb movements, torso movements and so on.

3.1 Basic Steps

The basic pace of Tibetan qiang children's aerobics can be divided into three kinds of non-impact pace, low impact pace and high impact pace according to its impact on the ground. No impact pace it refers to the feet always contact the ground, the center of gravity between the feet without the movement of the air, in the Tibetan and Qiang children

aerobics basic routine is more commonly used. Low impact refers to the movement that always has one foot touching the ground, which can be divided into four categories: stepping, stepping, ground and lifting. The high-impact step refers to the action that both feet leave the ground at the same time for a moment, including the flight, which can be divided into four categories: stepping jump, two-foot jump, one-foot jump, and back-kick running.

3.2 Upper limb movements

Upper body movements play a role of coordination and coordination in Tibetan qiang children's aerobics movements, it mainly includes two aspects, namely the basic hand shape and the upper body movements of the two aspects, Tibetan qiang children's aerobics hand shape mainly includes and palm, open palm, flower palm, standing palm, one finger, sword finger, ring finger, fist and various dance hand. The commonly used upper limb movements are mainly composed of flexion, extension, lifting, pulling down, swinging, flexion arm swinging, punching, pushing, vibrating, winding and circling, crossing and other movements.

3.3 Torso Movement

Torso movement is an essential part of the aerobics movement, it mainly includes the head and neck, chest, shoulder, back and waist abdomen five parts, of which the head and neck movement is mainly manifested as flexion, turn, around several movements; Chest movements include breast expansion and chest around two movements; Shoulder movements are divided into shoulder lifting, shoulder sinking, shoulder around and shoulder around the ring and other actions; The movement of the back is mainly abduction, lifting up and pulling down; The action of waist abdomen is mainly waist flexion, flexion hip, turn waist several movements.

3.4 Ground Action

Ground movement is CangQiang children setting-up exercise is an important component part of the action, a lot of setting-up exercise cooperate as ground action, used to display of athletes of different space force and the coordination of the body, is the important embodiment of athlete's technology, it mainly include push-ups, posture, arm flexion and extension on abdomen, lie on your back to hip.

3.5 Whether there is symmetry between the combined actions

Tibetan and Qiang children's aerobics is a more regular fitness sports project, usually there are two possibilities in the creation of aerobics movement, mainly including symmetrical and asymmetric movement combination, which is the main structure of the movement in the creation of Tibetan and Qiang children's aerobics.

3.6 Is there a second style movement in the movement

In the routine components of Tibetan qiang children's aerobics, there are a lot of aerobics routines to join the second style of action, as part of the action content of Tibetan qiang children's aerobics prescribed action creation, which is also a content that needs to be considered in the action elements.

4. COMPOSITION OF TIME IN CREATION

Time is the persistence of material movement, interval and sequence of the specific performance, it is objective existence, body building exercise is completed at a certain time, is restricted by a certain time. In setting-up exercise the plait CangQiang children time elements embodied in part time, complete sets of movements on the overall time, it is not exist in isolation, and music have a bigger relevance, different exercise has different music, time also is not the same, time as CangQiang children setting-up exercise is an important component part of the element, it is mainly from the total time, characteristic style two aspects of time.

5. THE COMPOSITION OF SPACE IN THE CREATION OF TIBETAN QIANG CHILDREN'S AEROBICS

Space element is an important component of Tibetan qiang children's aerobics. The so-called space change refers to the ground, standing and three-dimensional space in the air. The space element in Tibetan Qiang children's aerobics is mainly shown in the direction of action, route and formation change and movement.

5.1 Direction and route of action

Direction route is an essential important spatial factor of Tibetan qiang children aerobics, a set of individual movements in aerobics by different direction route will run through them, mainly manifested as about change, ups and downs, back and forth movement. CangQiang children setting-up exercise action direction and action route mainly has the change, down, left, right, top, before and after, the former, the left front, right front, later on, after, left, right rear, upper left, lower left, upper right, lower right, such as direction among the twelve, and in a set of setting-up exercise CangQiang children basically above are used to the direction of the line, Therefore, for the study of the direction and route of Tibetan and Qiang children's aerobics, we usually use the body to analyze the number of changes.

5.2 Formation change and movement

Formation change and movement is an indispensable factor in space elements of Tibetan qiang children's aerobics, formation change is divided into fixed formation, transition formation and flow formation three, the fixed formation refers to athletes in a relatively fixed position to complete at least one eight-beat action before the formation change; Transition formation refers to the formation that appears instantly and disappears quickly with the change of athletes' positions. Flow formation refers to the formation of a clear pattern in the process of movement. Commonly used formations are linear, parallel linear, arc, triangle, square, diamond and so on. Formation movement has same direction movement, opposite direction movement, cross movement, clockwise and counterclockwise movement, centripetal and centrifugal movement.

6. CONCLUSION

The development trend of Tibetan and Qiang children's aerobics creation elements: in music, the music with Chinese characteristics as the main, foreign music as the auxiliary, music should not disturb the original rhythm on the basis of adding appropriate special effects. In the movement, the coordination of the upper and lower limbs

should be created according to different difficulty requirements, and the choreography of the movement should be able to reflect a certain symmetry, in order to meet the needs of the balance of human development; The use of dance style should be able to conform to the trend, and the selection of dance content should be combined with Tibetan and Qiang children aerobics movements, in line with the theme of the whole set of exercises. In the use of time, should be based on whether the fitness effect can be achieved, the creation of space needs to be combined with different occasions, different purposes, different needs for specific creation. Chinese traditional national culture in the public heart has an irreplaceable position, through this form of integration will greatly promote more enthusiasts to join, in the exercise at the same time, can gradually Chinese traditional music culture deeply have rooted in the hearts of the Tibetan and Qiang children aerobics innovation and development in China. In the creation of movements, on the premise of maintaining the symmetry of the whole movement, we can make an appropriate attempt to the asymmetry of the upper limb movement, so as to improve the coordination of the body, make the whole movement richer and more flexible, and add interest in the exercise process. In the creation of prescribed movement dance style, we should continue to maintain the use of special dance style, reasonably control the consistency of dance style and the theme of Tibetan and Qiang children aerobics, so that they can be combined with each other, play a creative role, and follow the trend of The Times. Embodies the plait of time, time is the effect of body exercise, so stick to the core, according to the style of CangQiang children setting-up exercise as well as the strength of the movement, the difficulty to measure the scale of time, not unified formulation defines the standard of time, the purpose is to reach the fitness effect also can reflect the importance of calisthenics in sports. Space the plate, embodied in the space is demonstrated ability and complete quality, for the mass fitness space change so many times no doubt increased the difficulty of the exercises, so be reasonable control within a certain range, to ensure that not too single also can reflect the richness of CangQiang children setting-up exercise space, for the body to change the number of times used, It can be adjusted appropriately according to the rhythm of the music.

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Study on the Effective Integration Strategy of Craftsman Spirit Cultivation and Ideological and Political Higher Vocational Education

Lin Ke

Shandong Vocational College of Industry, Zibo, Shandong, China

Abstract: The craftsman spirit includes the dedication of excellence and continuous innovation, etc., which should be the qualities that contemporary students should have. School only with the change of The Times innovation and reform, pay attention to students craftsman spirit training, to provide rising star for social sustainable development, this is not only the requirements of undergraduate colleges, also for higher vocational colleges, compared with the undergraduate colleges, more emphasis on applied talent training can directly output with high technology employees, so in higher vocational ideological education, teachers should pay attention to students craftsman spirit and professional ethics, to let students can adapt to the current social development. Therefore, this paper adopts the literature method, hope according to the analysis of the current shortage of ideological education in higher vocational colleges, put forward the spirit of craftsmen and ideological education integration significance and development path, aims to promote the effective development of ideological education, can be the optimization of ideological education work in the future.

Key words: Craftsman Spirit; Higher Vocational Colleges; Ideological And Political Education; Effective Integration

With the continuous innovation and reform of China's education system, it is an important task of every institution of higher learning to cultivate higher-quality talents that are more meet the requirements of the society. The so-called craftsman spirit refers to the craftsman's attitude towards seeking perfection, refinement and pursuing a more perfect career. It contains two components. The first is the craftsman, indicating that talents have outstanding talents in a certain aspect; the second is to have a correct professional attitude. Many talents with both conditions have made outstanding achievements, such as Yuan Longping and Deng Jiaxian. No matter how the world changes and how noisy, they all stick to their original aspiration. Such an example is easy to arouse the admiration from people's hearts and people can not help but learn from them. Higher vocational colleges are the cradle of vocational and technical people. The integration of craftsman spirit with ideological and political education in higher vocational colleges can not only help students establish a good view of professional quality, but also quickly integrate into their work after graduation, which is worth implementing and trying by higher vocational colleges.

1. CURRENT PROBLEMS EXISTING IN THE IDEOLOGICAL AND POLITICAL EDUCATION IN

HIGHER VOCATIONAL COLLEGES

1. 1 School leaders did not pay enough attention to the craftsman spirit of cultivating students

Most of the higher vocational colleges in China, are pay more attention to improve students 'professional skills, so as to help their student's employment, and for the students' craftsman spirit training attention is relatively weak, which for the formation of students 'professional quality has a strong negative impact, is not conducive to students' long-term career development. Because if the students lack the craftsman spirit, then they relatively lack the sense of responsibility after entering the enterprise, and they may not be willing to perform their duties completely, do not get the attention of the enterprise, it is difficult to realize the value of life, and then produce the theory of useless learning.

1. 2 The ideological and political education in higher vocational colleges is not stable and perfect enough

Compared with undergraduate colleges, higher vocational colleges have a serious lack of funds and teachers. Under the background of the current new curriculum reform, the Ministry of Education has also put forward more and higher requirements for the ability of ideological and political educators, and for higher vocational colleges, the teachers responsible for ideological and political teaching obviously can not meet the current situation of education. The lack of teachers for ideological and political education leads to the low effect of ideological and political education, which also leads to the increased difficulty of integrating craftsman spirit with ideological and political education, and delays the progress of cultivating students' craftsman spirit in higher vocational colleges.

13 Student quality is not high employment pressure

In our country, higher vocational colleges have not really in the good direction, because higher vocational colleges receive students are academic performance is not very ideal students, there are a lot of people are to mix a degree, from the beginning the student quality is not high, lack of good learning habits, and students are almost adult, its character is gradually finalize the design, it is difficult to correct. In addition, the current higher vocational students more time to learn theory and skills knowledge, little time and energy to learn other, in the era of the employment market development background, the student is facing huge employment pressure, thus lose self-confidence, not only affected the students' learning state, also hindered the craftsman spirit training effect, and the development of higher vocational ideological education.

2. THE SIGNIFICANCE OF INTEGRATING THE

CULTIVATION OF CRAFTSMAN SPIRIT WITH IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2. 1 Can Export to the society the talent that is really needed by the society

For a long time, China has never been afraid of many talents with craftsman spirit, and China has many exquisite skills, which cannot be inherited from those with craftsman spirit. More importantly, the progress and development of a society not only rely on science and technology, but also needs culture. If a person has superior talent, but does not have a correct professional attitude, then such people will bring greater security risks to the society. At present, the talents in the process of learning are the focus of our attention, because they are the new blood of social development and bring us endless hope. Therefore, it is very necessary to integrate the craftsman spirit in ideological and political education.

2. 2 Helps to improve the comprehensive quality of students

Craftsman spirit is not available to students overnight, which needs to be shaped through days and nights, which requires students to have a strong will, enough perseverance to learn, and constantly strive to improve their innovation ability. In addition, today's society is an emphasis on unity and cooperation, a person want to succeed, achievement, is inseparable from the power of the team, craftsman spirit also pays attention to teamwork spirit, therefore, in the process of cultivating the craftsman spirit, students also can let students develop many other excellent quality, can let the benefit students for life, is very worth promoting.

2. 3 Help to improve the comprehensive competitiveness of higher vocational colleges

Craftsman spirit is people's pursuit of striving for perfection, while ideological and political education is an important course in higher vocational college education. One of the criteria to measure the strength of a school is the quality of talents trained by a school. The higher the employment rate of students trained by a school, the faster the more stable the school education method must have its outstanding, there is worth learning from other schools, and the data can explain everything. Through the integration of craftsman spirit and ideological and political education in higher vocational colleges, it can not only improve the quality of talents, but also make students more meet the requirements of society, and play a great role in improving the comprehensive competitiveness of schools.

3. DEVELOPMENT PATH OF INTEGRATING CRAFTSMAN SPIRIT TRAINING AND IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3. 1 Help educators to improve their understanding of the combination of craftsman spirit with ideological and political education

In order to combine the cultivation of craftsman spirit and ideological and political education, we must first ensure that teachers have a complete and profound understanding of these two, so as to ensure the improvement of the

teaching quality of ideological and political education in higher vocational colleges. In the content of socialist core values and professional dedication, teachers can focus as the carrier on the craftsman spirit, to the students detail the connotation and importance of craftsman spirit, and find out the typical examples of craftsman spirit, help students better understand craftsman spirit, and to teach students to flexibly use craftsman spirit.

3. 2 The education of ideological and political and craftsman spirit in daily teaching

For students ideological education or craftsman spirit, should be through moisten silently infiltration can really influence, so in other subjects teaching should also penetrate the integration of ideological and craftsman spirit, so that students can see the teacher practice, and also understand to rigorous work, do unity, so that, students can learn the knowledge needed into society, and can cultivate craftsman spirit, and in the future students can apply craftsman spirit to work practice, lay a solid foundation for students' future career development.

3. 3 We should constantly innovate the methods of ideological and political education

Because for a long time, higher vocational colleges for ideological education and craftsman spirit training did not give enough attention, so the ideological education classroom is generally pted, teachers on the teaching on the platform theory of ideological related knowledge, such teaching method is very empty, students almost learn substantive content, so in craftsman spirit training and vocational ideological education integration, higher vocational ideological teaching method is necessary to innovate. Specific implementation methods are: schools can carry out school-enterprise cooperation, lead ideological and political teachers and professional teachers to visit the enterprise, a students can know more about the relevant professional work content, second, ideological teachers can to enterprise excellent employees about the craftsman spirit, let students into the craftsman spirit environment to experience, which can greatly improve the craftsman spirit training and higher vocational ideological education integration progress.

3. 4 Improve the ideological and political education functions in higher vocational colleges

Enterprises need the guidance of the craftsman spirit more, in order to remain invincible in the fierce market competition, which is the same for school education. Schools also need the influence of this spirit, so as to constantly improve the quality of education and teaching. Influenced by the traditional ideological and political education, people's cognition of the role of ideological and political education is not perfect enough. They believe that this course is to cultivate students' three views and patriotism, which are all very big content. Specific courses such as craftsman spirit also belong to the category of ideological and political courses. It can not only enable students to form correct ideas, but also cultivate their professional ethics, and also encourages students to work harder to learn professional courses. Therefore, higher vocational colleges should make good use of the guidance of craftsman spirit, and constantly improve the function of

ideological and political education in higher vocational colleges, so as to promote the organic combination progress of craftsman spirit training and ideological and political education in higher vocational colleges.

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The spirit of craftsmanship refers to the spirit of excellence and refinement that people maintain and are committed to what they do and what they produce. From the enterprise level, the craftsman spirit refers to the entrepreneurial spirit of entrepreneurs constantly striving for the cause. From the personal level, the spirit of craftsman is what: a serious and dedicated attitude. With the reform of education and the change of people's ideas, ability is no longer the only standard to measure a person's excellence or not, and the core quality is also very critical. What we need is craftsmen with both political integrity and ability. Such talents can escort social progress, which is also the key significance of the craftsman spirit. Higher vocational colleges should adopt various ways to actively integrate the cultivation of craftsman spirit with ideological and political education, so as to cultivate students' craftsman spirit and enhance their professional values.

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Innovative Research on the Ideological and Cultural Education of College Students in Higher Vocational Colleges

Lixue Sun

Shandong Vocational College of Industry, Zibo, Shandong, China

Abstract: As the last stage of college student system education, the work level of ideological and cultural education is directly related to the cognitive level of college students serving the society, loving the country and creating value. Especially for higher vocational colleges, it is an important base for cultivating high-quality technical talents for the country, and it is more necessary to pay attention to the innovation of the ideological and cultural education of college students. This requires the teachers of higher vocational colleges to set their own example, but also to constantly optimize the way and content of ideological and cultural education work, so as to cultivate more technical talents with high-quality and high moral ideas for the country.

Key words: Higher Vocational Colleges; College Students; Ideological and Culture; Cultural Education

At present, the long-term, stable and healthy development of China's economy creates a rich material life for people, but also brings the improvement of people's cultural life and spiritual and moral needs. College students in higher vocational colleges will serve as service talents at all levels in the future, When they move to the society, Can use their own professional knowledge, professional and technical skills to provide services for the society, Similarly, his ideological and cultural level will also directly have a profound impact on the people around him, therefore, It is a practical and prudent work to strengthen the ideological and cultural education of college students in higher vocational colleges, Teachers need to combine the reality of teaching, On the basis of improving their own ideological and cultural quality, Continuous innovation in the ideological and cultural teaching work, Cultivate college students to become excellent social talents.

1. STATUS QUO OF IDEOLOGICAL AND CULTURAL EDUCATION FOR COLLEGE STUDENTS IN HIGHER VOCATIONAL COLLEGES

1.1 Virtualization of ideal and belief education

Under the severe test of the employment market of college students, many higher vocational colleges focus on disciplinary professional education, leading to the ideological and cultural education of college students can only be carried out in other disciplines. On the whole, not only alone, the content is simple and less. Especially in the college students in the face of employment, and under the use of various mobile modern media, accepted the influence of all kinds of thought, in their ideological and cultural beliefs without clear establish, contact with a lot

of negative, negative information, and the interaction of various reality difficulties, higher vocational college students' ideal faith thin or lack of correct direction, is one of the serious consequences of the current ideal faith education virtualization. The cause of this result, on the one hand, the teachers in teaching do not combine the actual situation, they do not put the teaching in the university reform, and China deepening reform and opening up, education formalization and unconvincing; on the other hand, the teachers really establish ideals and beliefs as the teaching goal, into the teaching content, teaching link and various activities.

1. 2 Insufficient intensity of ideological and cultural education

Ideological and cultural education is the main factor causing the poor ideological and cultural quality of college students in higher vocational colleges. To ensure the professionalism of vocational and technical education and teaching, Every teacher is their own degree as the fulcrum, Two-way choice of subject teaching with schools, They will develop according to the needs of their own professional titles, Carry out professional learning and education and teaching technology improvement learning, When the ideological and cultural education work is in dispensable subordination relative to their professional study and teaching, Whether it is their personal ideological and cultural knowledge learning, Or for the ideological and cultural education and teaching knowledge of higher vocational college students learning, All over time and with the aging of knowledge, And less and less do not adapt to the needs of college students' ideological and cultural education. Sexual reasons for teacher education and teaching positions. As a systematic and scientific rigorous work, professional education and teaching in higher vocational colleges has their own position, which is not only positioned to disciplines, grades, classes, and even to specific chapters and more detailed positions. In order to be competent, with high quality and innovation, college teachers need to carry out more targeted learning work, so that they put too much time and energy on the study required by the post, leading to the backward development of the ideological and cultural education work of college students in higher vocational colleges.

2. INNOVATIVE DEVELOPMENT PATH OF IDEOLOGICAL AND CULTURAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2. 1 Strengthen the teachers' ideological education work training

Only when the majority of teachers' own ideological and cultural knowledge is rich and constantly updated, the ideological quality is high enough and constantly improved, and the ideological education and technical skills are highly targeted and constantly innovative, can they truly and effectively integrate the content of ideological and cultural education into their own professional teaching. According to the current situation, mainly to strengthen the situation policy learning, four comprehensive strategic learning, core values learning and other related learning, let their ideological consciousness and times synchronization, synchronization with the development of China's reform and opening up, and the growth of China communist party and practice, and in the actual teaching work, the relevant content and knowledge into their professional content, in the relevant technical skills teaching is silently display and spread, make students in ideological and cultural education, and improve their quality.

2. 2 More communication between teachers and students

In the innovative practice of ideological and cultural education for college students in higher vocational colleges, there are two main situations of communication between teachers and students: one is, the targeted exchange of ideological and cultural education. That is, teachers can use appropriate teaching content or teaching link, in a specific length of time, and students about ideological and cultural communication, such as talk about the latest measures, talk about the understanding of the core values, etc. , let the students in their teachers to correct and correct explanation, accept and internalize ideological and cultural knowledge and transform their internal quality. Second, other needed permeability communication. Teachers can carry out the permeable ideological education work with sporadic knowledge, not only to realize the education and guidance of professional knowledge, but also to integrate the ideological and cultural knowledge factors into it, to achieve a win-win pursuit of education and teaching. For example, we can group college students from different classes to carry out some confrontational comparison activities, and teachers can seize the opportunity to carry out team spirit, rule spirit and friendship education, so that they can enhance their ideological and cultural feelings and consciousness in the practice of their own behavior.

2. 3 Infiltration of classroom teaching

In ideological education in higher vocational colleges, the most time and opportunity between teachers and students is classroom teaching. It is the best way to effectively provide the ideological and cultural level of higher vocational colleges through the active innovation of the ideological and cultural education of higher vocational colleges. In order to ensure the effectiveness of ideological and cultural education work innovation teaching penetration, teachers can't say the ideological and cultural knowledge, and to fully prepared before class, scientific topic or topic, to guide students to think and debate, also can combine the classroom learning content, get the correct answer in practice or inquiry. Therefore, teachers should pay attention to the timing of penetration, the

length of education control and the order control of students' participation, especially to avoid the occurrence of students' disorderly speech, excessive speech and other out-of-control phenomena. Neither because the professional teaching ignores the ideological and cultural education, nor because of the development of ideological and cultural education makes the classroom content predominate.

2. 4 Pay attention to vocational quality education

It is also an effective way to carry out vocational ideals and ethics and carry out education of ideological and cultural education in vocational colleges. First of all, we can use the career ideal to guide and help college students to set up the correct career ideal. From the perspective of focusing on the career development of college students, the teachers should draw close the emotional distance between teachers and students, so that the teachers and students can realize the exchange of professional ideal knowledge and establishment methods between the two sides with more resonance. It can also integrate all kinds of relatively theoretical ideals and beliefs into them, so that college students can combine their own future ideas and the current learning reality, truly set up the correct ideals and beliefs, and make long-term plans for the future. Secondly, the comprehensive and scientific ideological and cultural education content should be integrated into the professional ethics education. From college students' professional study, the college students' professional, the future may engage in career and related ideological and culture, let college students realize that whether professional knowledge or professional development, the national conditions and core values of ideological and cultural knowledge and quality, is truly in socialist China, professional and innovation foundation, such as law-abiding, patriotic party, dedication, etc. , although from the ideological and cultural discipline seems empty, but used in the specific work and industry, is a practical role of ideological guarantee.

2. 5 Strengthen education in social ethics and traditional virtues

Higher vocational college students are not only college students, it is also complete social ability, with the construction of the motherland, in the current cultural confidence, national confidence development strategy background, maintenance, traditional Chinese virtues, create, spread and innovation positive energy social environment and national and national cultural atmosphere, is also one of the important missions of college students in the new era. Therefore, in the innovation of the ideological and cultural education of college students in higher vocational colleges, we should also strengthen the education of traditional Chinese virtues for college students. There are two specific implementation ways: one is, universal education. Teachers can start from knowledge education, on the basis of the combination of professional knowledge and ideological and cultural knowledge, for college students to carry out as much related ideological and cultural education, such as social system education, national education, policy education, etc. , let college students try

their professional learning, career development, into national, social and national development environment, to clarify their professional position, let their growing ideological and cultural knowledge and quality, become their future career development and some success. Targeted education. That is to words, teachers combine their professional subject teaching with students' daily ideological and cultural performance of college students, and according to their exposed ideological and cultural problems, they carry out targeted and improved ideological and cultural education work. For example, in view of their uncivilized habits and different ideological words and deeds, they can carry out ideological and cultural education from their own professional teaching perspective, so that they can gradually improve their consistency with the mainstream social values.

epilogue

Ideological and cultural education in higher vocational colleges is a great and noble cause, which is the fundamental method to help college students establish their ideological and cultural consciousness and improve their ideological and cultural quality. In order to improve the current ideological and cultural status of higher vocational college students, higher vocational colleges should first pay special attention to the ideological and cultural education of teachers on the whole, and then to stimulate the majority of teachers to creatively carry out the ideological and cultural education of college students, in order to correctly improve the ideological and cultural level of college students.

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Research on The Development of Museum Interpretation Culture

Hui Guo

Shandong Vocational College of Industry, Zibo, Shandong, China

Abstract: As an important carrier to record the excellent history and culture of cultural relics, the museum is of positive significance in cultural inheritance. The quality of the cultural relic interpretation plays a decisive role in the final effect of the cultural inheritance function. Especially, the current digital interpretation, as a new technical mode, can not only break through the limitations of the traditional manual interpretation, but also effectively improve the efficiency and level of the cultural relic interpretation. In view of this, the article uses the literature method, first analyzes the development significance of museum interpretation culture, and puts forward the development countermeasures of museum interpretation culture, aiming to fully reflect the practical value of interpretation culture, and further promote the sustainable development of excellent history and culture.

Key words: Museum; Explain Culture; Cultural Inheritance; Function

1. THE MUSEUM EXPLAINS THE SIGNIFICANCE OF CULTURAL DEVELOPMENT

In the new era of the rapid development of network information technology, and the comprehensive popularization of social environment, museum management needs continuous innovation, the current digital interpretation in museum cultural heritage plays an important role, not only helps to deeper for visitors to analyze the excellent historical and cultural relics background, source and allusions, also can promote the museum excellent culture tends to be digital and intelligent. The development of commentary culture also helps to fully mobilize the subjective initiative of tourists to deeply understand cultural relics, encourage tourists to have a basic understanding of various excellent cultures, effectively improve tourists' appreciation ability of cultural relics to a certain extent, and truly implement the cultural inheritance work.

1.1 Strengthen the publicity of excellent traditional culture
When using digital interpretation to promote the excellent traditional culture in museums, the publicity of cultural heritage can be strengthened to ensure that the excellent traditional culture has a higher communication efficiency. In the process of digital construction of museums, with the diversified development of the functions of the digital interpretation system, the communication scope of excellent culture in the museum will be continuously expanded, so as to realize the promotion and inheritance function of excellent traditional culture to the maximum extent. To some extent, the digital interpretation system can also mobilize the enthusiasm of tourists to explore the excellent traditional culture independently. Tourists can choose the interested cultural relics interpretation to listen

to according to their own preferences, which is not only conducive to breaking the fixed routine of traditional manual interpretation, but also can effectively improve the comprehensive quality of tourists.

1. 2 Improve the efficiency of the museum staff

In the process of traditional museum cultural relics, usually in the form of manual explanation to complete related work, but the number of museum cultural relics and cultural heritage content is relatively large, museum staff need to master the background of all cultural relics, so as to ensure to meet the cognitive needs of each tourist to cultural heritage, virtually increased the burden of the museum staff. The construction of the digital interpretation system can effectively improve this situation. The relevant staff can input the cultural relics data into the digital system in advance, and the tourists can independently choose the cultural relic heritage that they are interested in to listen to it, so as to effectively improve the efficiency of the museum staff. In addition, the digital interpretation system also has a strong database storage function, which can input the background data of various cultural relics in detail to fundamentally reduce the burden of the staff.

1. 3 Effectively stimulate tourists' interest in viewing

Museum digital interpretation system, is according to the information technology cultural interpretation, storage work, to insert pictures, play dynamic video and audio, realize human-computer interaction of cultural relics heritage, not only can satisfy the love of Internet technology, tourists can fully stimulate tourists viewing interest, will maximize the propaganda effect of commentary culture. At the same time, when introducing the cultural relics heritage of the museum with the help of the digital interpretation system, it is also conducive to promoting the development of the museum cultural relics towards the direction of industrialization, shaping the animation and game brands with Chinese characteristics, and driving the vigorous development of other cultures through the industrialization development of excellent traditional culture.

1. 4 Give play the function of publicity and education

By holding various exhibitions to spread historical and scientific and cultural knowledge, the museum educate visitors and improve the scientific and cultural level of the whole nation. As a concentrated expression of national culture and world civilization, and as the carrier of spiritual civilization and material civilization inheritance, the museum shoulders the mission of carrying forward the national culture. Museums are an important support and an indispensable part of China's socialist scientific and cultural undertakings. The cultural relics exhibited in the museum, including art and science, social history, and

national culture, are artistic treasures in the development of human society and the aggregation of scientific and cultural knowledge in the development of social history. Therefore, from the micro level, the museum is the carrier of precious historical and cultural resources, to display, display and cultural inheritance; on the macro level, the museum concentrates the urban history and cultural development, with cultural exchange, cross-regional dialogue, enhancing urban cohesion and accelerating regional economic development, which determine the important role of the museum in publicity and education.

2. THE MUSEUM EXPLAINS THE COUNTERMEASURES OF CULTURAL DEVELOPMENT

2.1 Increase the capital investment in the construction of the interpretation system

Although most museums have fully realized the positive significance of the digital interpretation system for carrying forward the traditional culture at the current stage, the government investment is not sufficient to meet the actual needs of the museum construction of the digital interpretation system, and the overall construction process is still in a relatively slow state. Based on this, the government should gradually provide material and financial support to the museum under the premise of financial permission, take the initiative to accelerate the construction process of the museum digital interpretation system, and integrate the digital interpretation work of museums to the daily life of Chinese residents. In addition, the government should actively take effective measures to supervise and manage the museum interpretation work to ensure that every museum staff can love their jobs, so as to realize achieve the goal of digital interpretation system giving full play to the cultural inheritance function.

2.2 Combine cultural inheritance with digital management
When publicizing and managing cultural relics and heritage, museums can actively use the characteristics of different cultural relics to shape personalized industries, combine cultural inheritance with digital management, and highlight the effectiveness and value of cultural inheritance function. Personalized industry in the new era in each field has a key influence, the museum can make full use of this characteristics of excellent cultural heritage and commercial industry, with the help of digital interpretation system communication function to expand the scope of publicity, in the museum cultural heritage on the basis of building a new industrial element system. In addition, shaping the personalized industry can also inherit the excellent traditional culture while promoting its sustainable development, so as to obtain more abundant social and economic benefits.

2.3 Coordinate manual commentary with digital interpretation

In the process of the construction of the museum digital interpretation system, the coordination and unity of manual interpretation and digital interpretation should be realized as far as possible, and highlight the value and utility of the cultural inheritance function to the greatest extent. Due to the widespread low efficiency of traditional

manual interpretation, and the form of interpretation is too boring, it is likely to cause tourists to lose their interest in listening to the interpretation, while the digital interpretation system is too standardized and standardized, and the emotional concentration of the whole interpretation process is insufficient. Therefore, the museum can integrate the manual interpretation and the digital interpretation in a scientific and reasonable way, and fully reflect the advantages of the two ways of interpretation.

2.4 Develop cultural innovation and enrich the museum culture

In recent years, under the strong support and guidance of China's national policies, the cultural and creative industry of Chinese museums has developed rapidly, and the museum cultural and creative products have sprung up after the historic moment. Through innovative research and development mode, cultivating a well-known cultural and creative brand, and excavating the product value chain with the help of the museum cultural industry, the coordinated development of the museum social benefits and economic benefits can be realized. Museum play their resources and talent advantage, seize the cultural product production chain of the highest added value link of research and development, through cooperative development, authorization and franchise, develop creative, rich connotation, build and develop the brand, develop both practical and artistic, meet the needs of modern life of cultural creative products.

3. EPILOGUE

Digital interpretation culture plays a vital role in promoting museum cultural inheritance, has become the inevitable result of the development trend of The Times, but digital interpretation is still to be solved in the process of construction problems, museum related technical personnel should combine with the function of digital interpretation system, to elaborate solutions, give full play to the maximization role of digital interpretation system for cultural inheritance. When applying digital interpretation system, we can increase capital investment, improve the construction of digital interpretation system; shape personalized industry, combine cultural inheritance with digital management; coordinate manual interpretation and digital interpretation, and highlight the function of interpretation cultural inheritance.

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Application of Physical Language in Physical Education

Ronghua Xie

Shandong Vocational College of Industry, Zibo, Shandong, China

Abstract: Because the practice of physical education teaching activities in colleges and universities determines the wide application of teachers' physical state language. As a non-pronounced language, posture language is based on the play of various functions of posture, to make up for the lack of teachers' expression ability, to improve teachers' teaching demonstration, and to enrich the teaching connotation. In the process of physical education teaching in colleges and universities, PE teachers need to develop physical education language based on the practice of education and education teaching, targeted physical education teaching content, unified application of teaching and personalized start of teachers, so as to carry out the development of physical language, so as to promote the improvement of the quality of physical education teaching in colleges and universities.

Key words: College Physical Education Teaching; Teacher; Physical Language

1. THE SIGNIFICANCE OF TEACHER PHYSICAL LANGUAGE APPLICATION IN COLLEGE PE TEACHING

In physical education teaching in colleges and universities, teachers' physical language and teacher language teaching in almost the same proportion, and even more proportion plays a guiding role in teaching. The use of this language can make teachers and students travel through distance and sound environment, and get more sufficient and even professional communication. Therefore, the majority of college physical education teachers actively develop and use physical language according to their personal reality, in order to help their own teaching.

1.1 It can make up for the lack of expression ability of physical education teachers

College sports teachers relative to other subject teachers, its long-term sports practice determines its relatively poor teaching language, although a physical education teacher may be very talkative, but the use of language because of its professional, also may not be able to comprehensively express all kinds of knowledge and technical skills, therefore, the development of physical language, can make up for the lack of sports teachers expression ability is relatively weak. First, physical language makes up for the lack of technical explanation. In teaching practice, no matter how the teacher explains it, there will always be some content that can not be expressed in audio language, such as the speed of a certain action, as long as teachers need to demonstrate their own physical language, students can be directly clear. Second, physical language makes up for the lack of intuition of sports technology. Although all kinds of technical action in physical learning is intuitive, but if the teacher just with audio language, it is difficult to

let students fastest accept and understand, teachers use body language, the audio language expression abstract content, in a more direct way, for example, before roll technology, the teacher may explain ten times twenty times than the effect is good.

1.2 Can help physical education teachers in teaching demonstration

Physical language is more used in the teaching demonstration of college physical education teachers, but not all the demonstration can accurately express the relevant movement essentials. Therefore, in addition to this exemplary teaching physical language, it is also necessary to further improve the teaching and guidance of relevant technical skills. In the actual teaching, the physical language is generally used in two situations to improve the teaching demonstration. First, before the teaching demonstration. For example, the teacher in the teaching of volleyball class, the teacher before demonstrating how to pad the ball, will use their body language to use the posture, eye attention and handshake skills in a comprehensive display, especially some detailed things, and then, to demonstrate how to pad the ball in the dynamic. Second, in the process of student training. As the practice of student training is actively carrying out relevant activities, it is impossible for teachers to stop all the practice because of a student or a little detail is wrong. In this case, the play of physical language will guide the students with inaccurate skills in the practice, so that they can quickly understand and correct.

1.3 It can effectively enrich the content of physical education teaching in colleges and universities

Teacher teaching is a process full of emotional communication, in which it can not only let the majority of students learn the knowledge and technical skills of various sports majors, but also can strengthen the practical understanding of the various functions of physical education learning, and constantly improve the feelings between teachers. Therefore, teachers' physical and language play makes teachers' teaching become a full learning process. First of all, through the eye communication between teachers and students, the college students can feel the attention of the teachers everywhere, so that they can closely revolve around the teachers' teaching, and make their own efforts. Secondly, teachers make different expression expressions according to students' learning status, so that college students can accurately judge their personal behavior and correct it in time. At the same time, in this communication, the psychological distance between teachers and students is shortened, mutual care, care, etc. , to get the silent transmission and exchange, so that the university physical education teaching classroom is full of warmth.

1. 4 It plays an auxiliary role in PE teaching

In classroom teaching, any application of language and technology is to order teaching and obtain preset teaching effect. The use of physical language by college PE teachers is also designed to strengthen their teaching services. First of all, it is the auxiliary application. Although the physical education class is mainly characterized by its practicality, it is still in the main core position in the audio language teaching of the chief teaching teacher. The silence of physical language can only play a role in a specific environment, and due to the changes of the environment, physical language is prone to various interference, and will cause obstacles to teaching. Therefore, teachers can only investigate the needs of the environment for selective auxiliary use in the actual application. For example, in the teaching of basic knowledge or skills, physical language is obviously the best auxiliary to the audio teaching content, making various technologies intuitive. Secondly, it is the cooperative use. This cooperation is reflected in two kinds of cooperation, one is to match the audio language, such as the teacher explained with the physical language, such as the description of the movement; the other is the basic technical skills, such as the teacher will take decomposition action demonstration, the teacher will use some physical language, such as the wrist of physical language, such as the arm Angle of the physical language, basketball shooting action more specific and detailed.

1.5 Supplementary instructions of physical education can be provided

Because classroom teaching is a fresh process full of change, although teachers sometimes may not be able to master the knowledge needed to teach, so that students in the established environment and links. Therefore, the physical language of the teachers can have a supplementary explanation role in the teaching if the teaching means fail to achieve the effect. Therefore, teachers in the practical teaching use, their practical use of the purpose is different. First, complementary application. That is, the teacher's explanation and demonstration, can not achieve the purpose of teaching, teachers should take the physical language to carry out supplementary use. For example, in the teaching of yoga, the teacher to the students' position and other teaching, sometimes teachers no matter how to explain and demonstrate students are still difficult to accurately grasp, such as practicing a movement, the teacher can use gestures or body posture, to explain to the students that the need to bend or extend the extent. Second, illustrative use. The so-called illustrative, is on the basis of explanation and demonstration, for individual details to make a more detailed physical demonstration. Or explain a process of transformation, or explain the procedural and time interval between actions. For example, after demonstrating the shooting action technology, the teacher often silently moves the rhythmic swing of the wrist after the shooting, as well as the finger strength and direction changes, so as to make a more detailed explanation of the shooting. This kind of application, often occurs after the teacher's explanation and demonstration, and the students have a

certain grasp of the situation, belongs to fill the gap remedial teaching.

2. EFFECTIVE APPLICATION OF TEACHER PHYSICAL LANGUAGE IN COLLEGE PE TEACHING

2. 1 Targeted development of physical education teaching content

In physical education teaching in colleges and universities, because the content of teaching is different, teachers obviously need to adopt different physical language. According to the length of completion time under the integrity of the teaching project, its development has two forms: first, the teaching project with short content and relatively short completion time. There are many kinds of teaching programs. Although basketball, football, volleyball and table tennis, etc. , they play for a long time, but the real relevant technical skills are relatively short. Therefore, teachers teach students in a very short time and let students to carry out practice. This kind of teaching process of body language development, it is relatively few, which is often the gesture, body potential, gait and other body language. Second, the content is long and the completion time has a certain length of teaching projects. This teaching project such as gymnastics, dance, yoga, martial arts, etc. , because it has the length of time and process integrity, therefore, need teachers to develop a long time and diverse body language, the demand of this body language is larger, or even comprehensive, expression language, posture language, eye language and so on.

2. 2 Unified development of physical education teaching methods

In college sports education, some sports will have different differences, but the teachers' physical language is suitable for all programs. The implementation of the applicable and unified development of physical education teaching methods can lay a basic action standard for the professional development of physical education teaching physical language. According to the practice of physical education teaching in colleges and universities, this unity can be carried out from two major aspects: on the one hand, it is the demonstration physical state language of physical education technical skills teaching. First, it is the auxiliary physical education teaching supplementary sexual state language. The commonalities reflected in various sports need to be developed. Therefore, this kind of physical language is mainly reflected in three kinds: the first, is the judgment of the physical language, that is, through the use of teacher expressions and teacher gestures, let students know whether their technical movements are accurate, and whether the classroom behavior is appropriate. The second is, is the modified body language, that is, as long as the teacher makes a certain action, the students can know how to correct themselves. The third is encouraging physical language, such as smile, nodding and applause.

2. 3 Personalized development of teachers

As independent individuals, teachers all have their own personality. Therefore, only when the development of physical language in physical education teaching in universities can it reflect the personality of teachers, and

can it really play its proper role in teaching. However, the development of teachers' personalized physical language blindly pursues the publicity and novelty of personality, but according to the actual physical education teaching in colleges and universities and the needs of college students. Pay attention to two principles in the practical development: one is, student adaptability. That is, the teacher's personality and physical language, to let the students can accept, and have a positive energy. There will not be some negative or negative misleading to the students, to make the role of education is counterproductive, but also to let the students can understand and accept. As a teacher, no matter how perfect the development of physical language is, students should understand the relationship between teachers' teaching intention and the teaching content through the interpretation of this language, and help their physical learning. Second, the combination of teaching. That is, it should be combined with the teaching content, and not to show the personality and erase the teaching content. Teachers should pay attention to the study of teaching materials, and then combined with the personal situation to make physical language research, for some of the physical language is useless to teaching, the omitted or deleted resolutely not, to avoid interference with teaching. In terms of psychology, attractive performances attract college students to like the teaching content of the teacher. Therefore, we should pay attention to developing the charm of personal personality, combine the teaching method with personality charm and physical language, and promote the development of teaching.

3. EPILOGUE

The development of physical language among college PE teachers is still in a spontaneous state. There is no relatively unified scientific standard, and it can also carry out systematic and comprehensive research, which is conducted in teachers' teaching according to their personal experience and thinking. Its related research, although there is a certain number of embodiment, but not according to the development of discipline, make more scientific and systematic, and caused different opinions, at the same time is not conducive to teachers combining teaching and teaching reform, thorough research, this requires the case of education authorities, to carry out comprehensive research, to realize the development of physical language scientific and the use of standardization.

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The Significance of Promoting the Organic Reform of Vocational College Education Under the Background of The New Era

Haining Man

Shandong Vocational College of Industry, Zibo, Shandong, China

Abstract: The current development situation of vocational college education in China is not very optimistic. In the new era, the organic reform and adjustment of Chinese vocational college education is imperative, and it also has great realization significance and role. Promoting the organic reform of Chinese vocational college education under the background of the new era can not only actively respond to the call of curriculum reform in the Chinese education circle, but also improve the advanced nature of vocational colleges to ensure the teaching efficiency, and attract more excellent students to enhance the number of talent training in vocational colleges. Suggestions: to adhere to the education of moral education concept, actively encourage teachers to carry out scientific research activities, strengthen the construction of information vocational education, improve education ability to meet the needs of diversified development, to comprehensively promote the rapid development of Chinese vocational college education, to meet the needs of social development in the new era of talent construction.

Key words: New Era; Vocational School; Education; Organic Reform

At present, China's economy has made great progress in its development, and China is in a critical period of advancing from a human resources power to a human resource power. As a vocational college specializing in training high-quality technical people for China, vocational colleges must accurately grasp the orientation and development direction under the new era background, and consciously assume the responsibility of The Times of serving the transformation of social and economic development mode and carrying out the construction of a modern industrial system. Vocational colleges should continue to carry out organic reform, adhere to the deep integration of industry and education, and actively innovate and implement the reform of the talent training mode of "combining industry and education, integration of learning and post". Only can we adapt to the needs of continuous social development under the background of the new era and cultivate high-end skilled talents with sufficient number and reasonable structure for the society.

1. THE CURRENT PRACTICAL DILEMMA OF THE DEVELOPMENT OF EDUCATION IN VOCATIONAL COLLEGES

However, there are still many colleges and universities that do not carry out teaching adjustment and supply-side management reform work, chasing the fundamental reasons. Due to the deviation of their own market and

industry positioning, that as long as there will be demand, students are willing to sign up to ensure continuous school interests, but ignore and even forget the fundamental purpose of the school is to train and deliver professional talents for the country, to help promote national modernization and national rejuvenation. Therefore, the deviation of positioning and cognition makes the college administrators resist and ignore the reform work, and choose to avoid and ignore the problems existing in the development situation of teaching and education. The consequences of this can only be to delay the speed of organic supply adjustment and reform, and to accelerate the pace of corruption and backwardness in colleges and universities, which is ultimately not conducive to the training of talents, nor to the healthy development of colleges and universities. By vigorously promoting the organic reform of vocational colleges education, the benefits and value is not only for the development of vocational colleges themselves, but also for the establishment of the education healthy fair normal, the formation of correct education concept, and for the national level, the quality of talent enhancement is more conducive to the development of economy and science and technology.

2. SIGNIFICANCE OF PROMOTING THE ORGANIC REFORM OF VOCATIONAL COLLEGE EDUCATION

2. 1 Actively respond to the call of curriculum reform of the national and education sector

In recent years, with the continuous improvement of people's importance to higher education, as well as the deepening of people's cognition of knowledge and scientific value, all walks of life have made modern improvement and innovation in the industry, so the demand for new professionals has also been greatly increased. In this context, the state has put forward further requirements for the implementation of the talent training plan, and the education community has also encouraged and called for the curriculum reform of various universities in the industry. Vocational colleges education organic reform is positive response to the needs of curriculum reform, efforts to keep pace with the pace of development and renewal of education industry, contribute to China's education health and energy, and can realize the country, cultural power great idea and concept, help realize the great revitalization of the Chinese nation.

2. 2 Can improve the advanced nature of vocational colleges to ensure the teaching efficiency

The organic reform of vocational college education requires to strengthen the understanding and grasp of real-

time policies and development environment between vocational colleges. In this process, vocational colleges can receive information circulation and feedback from all walks of life, so as to constantly absorb and explore, horizontally compare their own development status and reform prospects, improve their competitiveness in the industry and promote the industry in the background of advanced and forward-looking. At the same time, the improvement and innovation of teaching methods can increase the mutual integration and intersection of various disciplines, learn the teaching experience of other disciplines in other schools, ensure the timeliness of the teaching content and means, and can keep pace with The Times.

2. 3 It can attract more outstanding students to enhance the number of professional personnel training

The educational quality and teaching results of vocational colleges and the introduction and training ability of talents are positively correlated. Therefore, promote the organic supply of vocational college education adjustment and reform, can effectively help those new vocational colleges to teaching development leap, in a short time quickly improve their teaching ability and popularity, so as to attract more outstanding students to study, increase the confidence of the school, also enhance the school teaching strength. The mutual competition of excellent students can help vocational colleges to continuously strengthen the teaching construction work, so that the teaching resources and teaching quality can meet the needs and purposes of students' learning, which further improves and promotes the development of the school, forms a virtuous circle, and enhances the number and ability of vocational colleges to cultivate talents in general. It also helps vocational colleges to establish correct teaching concepts, form correct self-understanding and evaluation, and promote the establishment of a stable and positive new normal.

3. PROMOTE THE ORGANIC REFORM MEASURES OF VOCATIONAL COLLEGE EDUCATION UNDER THE BACKGROUND OF THE NEW ERA

3. 1 We should adhere to the concept of educating education first and moral education first

And under the background of the new era of vocational colleges, to the socialist core value system, modern enterprise excellent culture concept into the whole process of talent training, to constantly to strengthen the cultivation of college students' professional ethics and professional spirit, to strengthen the active implementation of practice education concept, improve the pertinence and effectiveness of school ideological and political education work. In the reform, we should attach great importance to the all-round development of college students, actively promote quality education, and pay attention to the cultivation of college students' confidence. Education content education methods should meet the needs of college students in the new era, so that college students can become talents.

3. 2 Actively encourage teachers to carry out scientific research activities

The scientific research results of teachers is an important standard to evaluate the educational quality and teaching

results of vocational colleges. In the current China actively advocate and encourage scientific research activities, vocational colleges to talent training purpose and training standard is not limited and master professional knowledge and understanding of theory, but pay more attention to the application of theoretical knowledge and development, pay more attention to students' practical ability rather than learning thinking. Therefore, in the process of the organic supply and reform of vocational college education, schools should increase the cultivation of innovation ability, help students to develop a good scientific consciousness with divergent thinking, vigorously support scientific research activities, and promote the effective transformation of scientific research achievements as soon as possible.

3. 3 Strengthen the construction of information based vocational education

In the context of the new era in the context of the comprehensive popularization of network technology, in the organic reform of vocational colleges, we should vigorously develop digital teaching mode, actively promote the construction and sharing of high-quality teaching resources, constantly expand space for students 'learning, and promote the ability of college students' independent learning through the help of Internet education. By not promoting modern teaching means, the effect of practical teaching and technology and skills teaching in vocational colleges can be improved. Strengthen school-enterprise cooperation, jointly build an interactive information teaching platform with enterprises, transmit the production process and work process of enterprises to the school classroom in real time through the online education platform, and use the teaching site to carry out professional teaching remotely.

3. 4 Improving educational capacity to meet the diversified development needs

Under the background of the continuous development of the society in the new era, vocational colleges should actively build a technology promotion service platform combining industry, education and research, and can constantly promote the transformation of scientific and technological achievements by carrying out technological services to enterprises. Especially under the current background of rural revitalization, development and construction, vocational colleges can provide services such as agricultural technology promotion and the construction of new rural cooperative organizations to rural areas. We should actively explore the establishment of practice teaching bases in the form of "school middle school" and "factory middle school", and constantly promote the organic reform of education and teaching in vocational colleges. At the same time, vocational colleges should specially designate professional teachers to keep in close contact with enterprises or the society, and introduce favorable policies to guide and encourage teachers to take the initiative to serve the enterprises and the society. At the same time, we should also strengthen international exchanges and cooperation, actively participate in the research and formulation of some international standards and rules for vocational education, and improve the

international influence of higher vocational education. We can cooperate with multinational groups and overseas enterprises to meet the development needs of enterprises and highly skilled labor export needs through professional technical training. We should actively carry out Sino-foreign cooperation in running schools, constantly introduce high-quality educational resources, and strive to improve the level of running schools, so as to attract foreign students to study in China.

4. CONCLUSION

In short, under the background of the new era, through the organic reform of vocational college education, can realize the number of talents and talent quality, and then help vocational colleges to improve education teaching quality, but also effectively stimulate the professional advantages of vocational colleges, give full play to the professional expertise, form an independent and characteristic education training base in the industry, realize the further training and delivery of talents. Under the background of the new era of vocational colleges must keep pace with The Times, constantly reform the education system and concept, actively cultivate high quality technical skilled talents, to combine the development path, to improve the quality of education and talent quality as the core, to enhance the characteristics, cooperation, education, cooperation employment, cooperation as the core, constantly to innovate organic development mechanism, deepen the reform of education and teaching continuously, cultivate more high-quality high technical professionals for the society.

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The Relationship Between Sports Public Service System Construction and National Health in The New Era

Liang Huawei, Gao Cengwen, Li Jinyu

College of Physical Education, Henan Polytechnic University, Jiaozuo 454000, China

Abstract: Health for all is an important manifestation of a country's comprehensive strength. Fitness for all is an important way and means to achieve health for all, and a fundamental guarantee for all people to improve their health and live a happy life. It is an important part of completing the building of a moderately prosperous society in all respects to accelerate the in-depth integration of fitness and health among the people and improve their health literacy. "Depth fusion" national fitness and health related research, has formed "as the focus, to enhance citizens' physique, from the perspective of the science and health prevention and control of chronic diseases, the sports fitness and static medical fusion point, seeking exercise and rehabilitation facilities compatibility function, establish medical combining with the working mechanism, explore and medical prescription of diagnosis and treatment work. Through multiple regression method, the implementation effect is taken as an important reference, which has a positive effect. And then by the significance test, you get the relationship between them and you evaluate it. At the same time, a feedback mechanism based on multiple linear models is constructed to reflect the relationship between the public service system of sports and the health of the whole people. This has a positive and important influence on the goal of building "national fitness", "sports power" and "healthy China", and further improves the comprehensive quality and strength of the country.

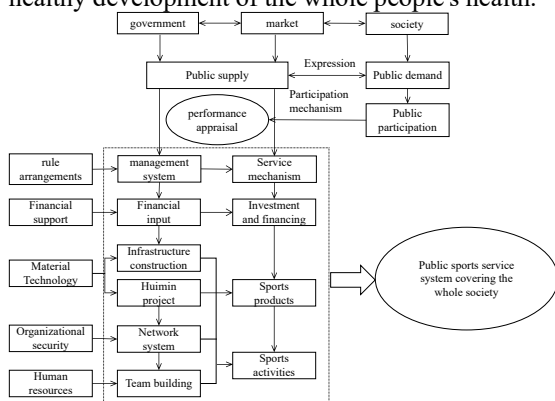
Keywords: Sports Public Service; National Fitness; Hierarchical Analysis; Multiple Regression Linear Model

INTRODUCTION

Under the development of the new era, China begins to pay more attention to the issue of citizens' physical exercise. By closely integrating the sports public system with the national fitness and national health, to a certain extent, it directly inflects the improvement and development of the overall quality of national comprehensive quality, and contributes to the realization of national prosperity and national rejuvenation. Since New China was founded, the leaders of the state have always put forward corresponding indicative suggestions for the promotion of health and quality of national fitness [1]. The concept of universal fitness has also gradually infiltrated into the public awareness, promoted and constructed a reasonable physical public service system to provide citizens physical and mental pleasure exercise surrounding. Currently the urban residential area, staff activity center, school stadium, and rural villagers' activity center and other public places

are equipped with conventional fitness and sports equipment [2]. The "13th Five-Year Plan" and the just-concluded 19th CPC National Congress Report both pointed out that it is necessary to strengthen the citizens' health through the development of the national fitness sports, and lay the foundation for the future implementation of the "Sports" and "health fitness Chinese" dream. Driven by key livelihood projects, we will continue to accelerate the construction of amateur football fields, constantly improve the facilities for urban and rural residents' fitness venues, and gradually realize the functional compatibility between sports and fitness facilities and medical rehabilitation facilities. To 2030, the implementation area cities and counties (pilot area) a complete coverage of public fitness center, realizing a complete coverage of administrative villages (communities), the national fitness facilities, supporting the construction of fitness plaza, 60, 500 kilometers of fitness trails intelligently lift gear upgrades, the main business of small and medium-sized school sports facilities open rate is above 90%, built into urban community "15 minutes of exercise circles", the city's sports area per capita reached more than 3 square meters. [3-5]. Through the central government and local governments in public sports-related matters on the construction and management, the government, the market and social citizens play a joint role in coordinating the relationship between the three things, so that things can be used together to make good, the sports public service system construction become mature and perfect, national fitness and building a "sports power" dream enjoy popular support, to maintain the thriving, positive national atmosphere and momentum. At present, the relatively perfect sports public service construction system is shown in **Fig.1**. Today, through comprehensive evaluation and analysis of the sports public service construction system, combined with the significance of the development system, we can explore and understand its direction and role in depth and improve the sports public service construction system. Will supply side structural reform in sports, and further promote the diversified development, fitness and leisure industry, which is based on existing industry base, actively foster football, water, cycling, equestrian, etc has the characteristics of consumption lead the fashion leisure sports, mining and tourism, health, pension and other industrial convergence development potential, build distinctive fitness and leisure industry and meet the demand of multi-level and diversification of health services.

Therefore, building a reasonable sports public service system is usually based on the principles of fairness, diversity and convenience, serves the public and strengthens the constitution as the center, and improves the system construction and management system. The so-called fairness, that is, fairness and equity, means satisfying public fitness needs, and rationalizing the overall distribution of resources. The so-called diversity, means deployment according to age and industry. Depending on people's age and the industry, allow them to get their own physical exercise and build different physical infrastructures. The so-called convenience is that the whole nation shares the sports facilities in the relatively concentrated position of the public places, and improve the public sports service system reasonably, to promote the healthy development of the whole people's health.

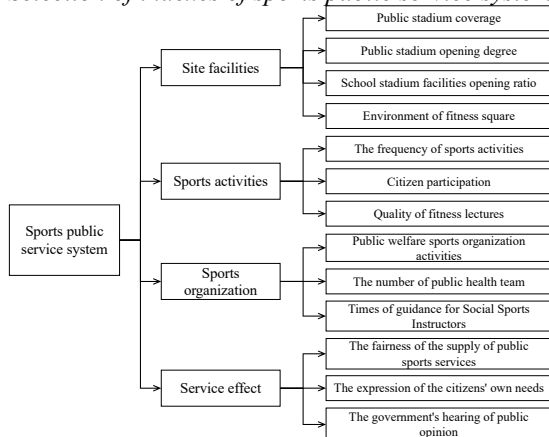


public sports service construction system

PUBLIC SPORTS SERVICE INDEX SYSTEM CONSTRUCTION

It integrates sports and medical prescriptions, venues and facilities, events and activities, and fitness knowledge, so as to realize scientific, intelligent and convenient fitness services. By means of scientific fitness lectures, physical fitness monitoring services and exercise prescription issuance, it provides scientific guidance for citizens' fitness, satisfies personalized fitness needs, and provides urban and rural residents with fitness and health services throughout the life cycle. Therefore, it is of great significance to build a harmonious and beautiful society to establish a reasonable sports public service system and serve the needs of the public.

Selection of indexes of sports public service system



Selection Of Indexes Of Public Sports Service System

Under the cooperation of the government, the market and the public, all citizens are encouraged to join physical exercise and build a "sports power." Therefore, the sports public service index system should be evaluated fairly, comprehensively and rationally to promote a more comfortable participation of all citizens in physical exercise. The selection of the system indexes will reflect the service quality and citizens' participation enthusiasm to a certain extent. Through the assessment of experts and the mass questionnaire survey, the construction of the system indexes is as shown in Fig.2.

For the development of the national fitness business to enhance the people to obtain sense as purpose, meet all kinds of social sports demand, insist on reform and innovation lead development, strengthening the government responsibility, revitalize the social resources, inspire the national fitness social vitality and market power, and actively integrated into the overall economic and social development, especially the "closely around to enhance people's feeling, strengthen the basic advantages, insist on the co-construction and sharing, advance the basic public sports service lift gear upgrade"

Model construction

Through the establishment of a corresponding comprehensive evaluation model for the index system, the analysis of the evaluation results has been fed back to the government and investors to further enhance the sports public service system construction to develop the basic physical exercise programs for the healthy development of the whole nation. In general, the algorithms used in the comprehensive evaluation model are analytic hierarchy process, fuzzy mathematics, grey correlation and so on. Among them, AHP combines the expert's experience with the rational cognition, obtains the weight of the corresponding index through the matrix calculation, and then makes a comprehensive evaluation of the system construction. The basic algorithm is:

(1) Constructing a judgment matrix, the comparison scale of which.

(2) Normalize the columns of the evaluation matrix and sum them to obtain:

$$\bar{b}_{ij} = \frac{b_{ij}}{\sum_{i=1}^n b_{ij}} (i, j = 1, \dots, n), \begin{pmatrix} \bar{b}_{11} & \dots & \bar{b}_{1n} \\ \bar{b}_{n1} & \dots & \bar{b}_{nn} \end{pmatrix}$$

$$\bar{W}_1 = \sum_{j=1}^n \bar{b}_{ij}, \begin{pmatrix} \bar{b}_{11} & \dots & \bar{b}_{1n} \\ \bar{b}_{n1} & \dots & \bar{b}_{nn} \end{pmatrix}$$

(3) Normalize $\bar{W}_i (i = 1, 2, \dots, n)$:

$$W_i = \frac{\bar{W}_i}{\sum_{j=1}^n \bar{W}_j}, (i = 1, 2, \dots, n)$$

Where, $W = (W_1, W_2, \dots, W_n)^T$ is the eigenvector of the judgment matrix.

When the comprehensive evaluation matrix satisfies: $CR = \frac{CI}{RI} < 0.1$, The consistency evaluation result of the comparison matrix is better. Therefore, the indexes of sports public service system can be comprehensively evaluated to get the corresponding weight value, and then the weight value can be taken as the index coefficient and the actual data to get the comprehensive evaluation value. The value of this value is used as a feedback value as one

of the decision-making aspects of the government and developers in the construction of sports public system.

PUBLIC HEALTH INDEX SYSTEM CONSTRUCTION

Through the investigation and study on citizens' health status combined with the health check-up for citizens in Second-senior class hospital or above, the current physical examination items of citizens and the daily physical examination items focused on by medical experts are integrated and analyzed. The indicators are used to reflect the health status of citizens.

With the above health indicators to conduct an overall analysis of the health status of individuals, fractional assignments are based on a five-point scale by using I, II, III, IV, V five levels. As a result, the implementation of the public sports service system will be further expressed and reflected. By using the human health status as a reflection result, the indicators will be quantified and analyzed, and the expression form will be more visualized.

THE CONSTRUCTION OF RELATIONSHIP MODEL BETWEEN SPORTS PUBLIC SERVICE SYSTEM AND NATIONAL HEALTH

The core of national fitness is to make it more convenient and beneficial to the people, and to promote national fitness to the health of all people, we need to upgrade more public services so that every citizen can participate in and benefit from exercise and fitness. In terms of public service hardware, fitness facilities need to be upgraded. More sports facilities should be built, and idle sports venues of schools, enterprises and public institutions should be invigorated to create a 10-minute exercise circle, which is convenient for people to exercise in the community and at home. In terms of public service software, it innovates various ways of fitness guidance, holds various fitness lectures, and develops sports APP to make more people fall in love with sports. In the upgrading of public fitness services, we should not only give play to the guiding role of relevant government departments, but also make social drive and market participation play a greater role through institutional mechanism innovation, so that the public can gain a real sense of gain and happiness through nationwide fitness.

Construction of multiple linear model

Multiple linear regression model is generally used to fit and predict data. It can be used as a reference value to reflect the relationship between the above two to a certain extent. It is a feedback mechanism for considering the government and investors as well as citizens' willingness comprehensively and systematically.

The correlation analysis between indicators

Use the following formula to test the correlation between the factors.

By calculating the correlation coefficient between each index $C_i (i = 1, 2, \dots, 12)$, the correlation coefficient r_{ci} of each factor at 99% confidence level can be calculated. The higher the correlation coefficient is, the stronger the correlation is.

From the calculation results and the interpretation, if the index conforms to the consistency test, a multiple linear regression model can be established.

Establishment of multiple linear regression model

At the same time, SS_R is called the regression square sum, and SS_E the residual sum of square. For a given significance level α , the denial field of the test is $F > F_\alpha(p, n - p - 1)$, the square of the correlation coefficient is defined as $R^2 = \frac{SS_R}{SS_T}$, use it to measure the closeness

between the independent variable and each dependent variable, where SS^T is the sum of the squares. $SS_T = \sum_{i=1}^n (y_i - \bar{y})^2$, and satisfies $SS_T = SS_E + SS_R$

Through the significance test of the multiple regression equation, we can get the relationship between sports public service system and national health, make effective assessment based on the actual application effect.

CONCLUSION

Through the comprehensive evaluation of the evaluation indexes of sports public service system and the calculation results of AHP, the existing operation mechanism can be preliminarily evaluated. At the same time, a feedback mechanism based on multiple linear models is constructed to reflect the relationship between sports public service system and national health. This will have a positive and important impact on the goals of "national fitness," "sports power," and "healthy China." This will further enhance the overall quality and strength of China.

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Transformation And Upgrading Strategies of Foreign Trade Enterprises Based on Cross-Border E-Commerce

Ming-Xia Zhao

Jiangsu Vocational College of Business, Nantong 226011, Jiangsu, China

Abstract: With the development of economic globalization, China's cross-border e-commerce has achieved rapid development. With advanced technology and innovative business model, cross-border e-commerce has become an important trend in the development of China's foreign trade. As an important part of foreign trade, foreign trade enterprises need to realize transformation and upgrading in the context of cross-border e-commerce. Therefore, starting from the connotation of cross-border e-commerce and the root of the transformation and upgrading of foreign trade enterprises, this paper analyzes the development difficulties faced by the transformation and upgrading of foreign trade enterprises under the background of cross-border e-commerce, and puts forward corresponding countermeasures in order to promote the good transformation and upgrading of foreign trade enterprises.

Key words: Cross-Border E-Commerce; Foreign Trade Enterprises; Transformation and Upgrading; Strategy

1. INTRODUCTION

Cross-border e-commerce is produced under the support of modern information science and technology, which can provide good development opportunities for the transformation and upgrading of foreign trade enterprises, and has developed into a new way of international trade transactions. In the context of cross-border e-commerce, the transformation and upgrading of foreign trade enterprises face many problems, which bring many challenges to the development of foreign trade enterprises, among which the outstanding performance is that the traditional economic and trade forms are relatively backward, which is difficult to meet the actual development needs of foreign trade enterprises. In order to ensure that in cross-border electricity under the background of the sound development of foreign trade enterprises, foreign trade enterprise shall, on the connotation and characteristics of their own have fully understand, combined with cross-border electricity marketing mode and management mode of comprehensive reform, make the enterprise's own development and cross-border electricity to achieve effective docking, prompting the direction of foreign trade enterprises to cross-border electricity distributors to complete the comprehensive transformation and upgrading.

With the continuous development and progress of China's domestic e-commerce industry, China's e-commerce system gradually mature. E-commerce system includes e-

commerce operating enterprises, e-commerce platforms, logistics formats, payment formats, etc., all of which are indispensable [1]. In China's e-commerce industry, e-commerce enterprises dominated by Tmall and JINGdong are developing at the fastest speed. They focus on expanding their own business and gradually expand their business system to the field of foreign trade, thus forming the cross-border e-commerce business model. Cross-border e-commerce is a mode in which economic and trade entities belonging to different customs carry out economic and trade activities, sales, payment, operation and logistics of goods, and finally deliver the goods to customers with the help of e-commerce platform. Cross-border e-commerce has two major characteristics, namely development characteristics and timely characteristics. From the perspective of the development characteristics of cross-border e-commerce, it essentially refers to the globalization characteristics of cross-border e-commerce. The realization of cross-border e-commerce mainly depends on the Internet platform, which can promote the overseas circulation of goods, ensure the realization of domestic and foreign economic trade, and thus play a role in expanding business models for enterprises. From the perspective of timeliness of cross-border e-commerce, in the process of real-time transactions through e-commerce platforms, goods are transported in the form of logistics and other forms, from which enterprises can obtain corresponding profits. At the same time, e-commerce platform can also ensure the effectiveness of trade, through real-time online exchange and communication, to a large extent to solve customers' concerns about goods.

2. THE ROOT OF FOREIGN TRADE ENTERPRISES SEEKING TRANSFORMATION AND UPGRADING

The root of foreign trade enterprises seeking transformation and upgrading is closely related to the current development situation at home and abroad. It is analyzed in detail from three perspectives as follows:

2.1 Changing international trade pattern

In recent years, the conditions of international trade continue to deteriorate, some countries in Europe and the United States also continue to reduce the demand, which to a large extent, the growth rate of China's export trade slowed down, which led to China's domestic more and more foreign trade enterprises began to seek transformation and upgrading. At the same time, more and more countries have formulated relevant preferential tax policies for the cross-border e-commerce industry, providing a strong impetus for the transformation and upgrading of cross-border e-commerce for foreign trade

enterprises [2]. In addition, the establishment of asean and other emerging markets has further expanded the demand of the international market, ensuring the rapid development of export-oriented industries in surrounding countries, but at the same time, it has greatly reduced the international market share of China's foreign trade enterprises, and seriously affected the number and total amount of international orders of China's foreign trade enterprises.

2.2 Constraints of domestic realistic conditions

From the perspective of traditional foreign trade enterprises, it is mainly engaged in traditional processing and manufacturing. China has a large population, relatively cheap labor force, abundant raw materials for production and processing, and has the advantage of low land rent, which makes the production cost of products of China's foreign trade enterprises relatively low, which has also become the inherent advantage of China's foreign trade enterprises development. But in recent years, with the continuous development of economic society, our country's labor costs and land rent costs increased significantly, coupled with the appreciation of the renminbi in our country, our country foreign trade enterprise product profit space being compressed, greatly reduce the market competitiveness of China's foreign trade enterprises, the market share is also presented the downward trend. At the same time, China's foreign trade enterprises in the process of development is also affected by the international market trade war, environmental storm and exchange rate fluctuations and other factors, aggravated the risk of operation, promote foreign trade enterprises to seek new development path.

2.3 Deeply affected by COVID-19

Both domestic and foreign economies have been affected by the COVID-19 pandemic. Some countries to cope with a new epidemic has adopted a series of measures, such as running a "closure" and "city" as well as increase the quarantine inspection, the implementation of these measures make the cycle and the customs clearance of goods transportation in China, and even affected the cross-border trade of goods, lead to goods increased transport phase and the late fee, etc. At the same time, the possibility of China's foreign trade enterprises importing sufficient raw materials from abroad is also relatively low. At present, the new crown outbreak has been effectively controlled to some extent, but many companies are still under the influence of various factors, the development of the raw material supply chain disruptions and workers stranded home situation, the foreign trade enterprise the overall quality of the products and the development has great limitations, severe cases appeared within the prescribed period of time to complete the contract, Greatly increased the default rate of foreign trade enterprises [3].

3. DEVELOPMENT DIFFICULTIES FACED BY FOREIGN TRADE ENTERPRISES IN TRANSFORMATION AND UPGRADING UNDER THE BACKGROUND OF CROSS-BORDER E-COMMERCE

3.1 It is difficult to optimize and update the websites of foreign trade enterprises in time

Generally speaking, foreign trade enterprises will build websites belonging to the company, but most enterprises are difficult to carry out regular maintenance and daily updates to the website, resulting in the company's website content is difficult to keep up with the actual development of foreign trade enterprises, resulting in a waste of website resources. The official websites of some foreign trade enterprises have not positioned themselves well, the establishment of various sections is chaotic, and there is a lack of effective channels of benign communication. In addition, foreign trade enterprises cannot update the information related to products in time, leading to the weakening of the brand image of foreign trade enterprises in the process of actual operation. At the same time, the website of foreign trade enterprises is not updated in time is not conducive to the rapid development of consumers around the world. 3.2 The products of foreign trade enterprises lack strong international competitiveness

Some foreign trade enterprises export fewer types of products and the type is relatively single, coupled with China's foreign trade enterprises are mainly the production of labor-intensive products, the existence of a large number of products of the same type and the gap between the same type of products is very small, will weaken the international competitiveness of products. Some foreign trade enterprises can not timely adjust and update the production process of products, resulting in the actual production efficiency is very low, the utilization efficiency of raw materials is very low, increasing the cost of product production. At the same time, in the process of development, foreign trade enterprises lack the corresponding awareness of technological innovation and product brand maintenance, the production scale of products from Xi'an, the ability to resist the impact of the global economic crisis is relatively poor, and eventually leads to a significant reduction in the market share of China's foreign trade products, which reduces the international competitiveness of products.

3.3 Cross-border e-commerce does not have talent advantages

Cross-border e-commerce not only requires consumers of different religions and races to communicate and communicate with each other in different countries and regions, which makes relevant staff of cross-border e-commerce have to master professional knowledge of cross-border e-commerce and knowledge of network use, as well as multiple foreign languages as possible [4]. At the same time, the relevant staff of cross-border e-commerce should have sufficient knowledge of international logistics, only in this way can relevant work be done well. However, from the perspective of talents of China's foreign trade enterprises in cross-border e-commerce, most of the talents are not from international trade and other related majors, with poor ability to use foreign languages and unable to establish good communication and exchange relations with consumers in different countries. Some foreign trade enterprises lack the awareness of cultivating professional talents, and lack sufficient training in network use skills and language of cross-border e-commerce talents, which makes foreign

trade enterprises lack sufficient talents to support their transformation and upgrading.

3.4 The logistics development speed of cross-border e-commerce needs to be improved

International logistics is an important factor influencing the development speed of cross-border e-commerce logistics. The speed of international logistics directly determines consumers' purchasing experience, satisfaction degree and actual quality of products. The international logistics adopted by most foreign trade enterprises in China is international small package or international express, which has many disadvantages, such as high freight, easy damage, difficult to return and change and slow aging. At the same time, in the process of international express transportation, there may be problems such as customs seizure, which greatly reduces the shopping experience of international shopping users. It may also increase the degree of product damage due to violence and long time of transportation, thus increasing the total cost of transformation and upgrading of foreign trade enterprises.

3.5 Frequent intellectual property disputes

The characteristics of globalization and regionalization of cross-border e-commerce determine that it covers every country in the world. Due to the differences in legal systems, cultural concepts, local conditions and customs among countries around the world, the enforcement of laws and regulations related to cross-border trade varies from country to country, which to a large extent aggravates the possibility of foreign trade disputes. At the same time, different countries have their own standards of health quarantine, commodity packaging and labelling, which makes the healthy development of cross-border trade more difficult.

4. EFFECTIVE STRATEGIES FOR TRANSFORMATION AND UPGRADING OF FOREIGN TRADE ENTERPRISES BASED ON CROSS-BORDER E-COMMERCE

In order to solve the difficulties faced by the transformation and upgrading of foreign trade enterprises based on the background of cross-border e-commerce, corresponding targeted measures should be taken to ensure the transformation and upgrading of foreign trade enterprises. The specific contents are as follows:

4.1 Update and optimize the websites of foreign trade enterprises in real time

In order to ensure the real-time update and optimization of the website of foreign trade enterprises, foreign trade enterprises in the website construction, should be the network information and computer and other modern office software and operation management system, hire professional personnel to carry out the daily management and maintenance of the official website. Relevant staff should combine the characteristics and strategic objectives of the operation and management of foreign trade enterprises to timely optimize the content and various sections of the website to ensure the rationality and scientificity of the content setting of the official website [5]. The news trends of foreign trade enterprises and basic information of core products should be

introduced in detail on the official website, and language converters should be added to ensure that consumers around the world can use their own language to read all kinds of information in the website, to ensure that relevant consumers can understand the content of the website. At the same time, foreign trade enterprises can also increase customer service exchanges in the website, to ensure that customer service can be online 24 hours a day, to ensure that consumers can answer any product-related questions anytime and anywhere. Foreign trade enterprises can also broaden the publicity and promotion channels of official websites, so that people in all countries and regions around the world can understand the enterprise, and promote the transformation and upgrading of foreign trade enterprises.

4.2 Develop and upgrade products and adjust product structure

For foreign trade enterprises, in order to improve their international competitiveness and the effectiveness of cross-border e-commerce development, it is necessary to improve the success rate of business activities as much as possible from the perspectives of products and services. Traditional foreign trade enterprises purchase products in order form, which is generally characterized by large order amount and long product procurement cycle, while cross-border e-commerce enterprises purchase products in less quantity, more procurement times, shorter procurement cycle and more flexible procurement form. Cross-border e-commerce platforms also have different requirements for different product types and services. For example, some cross-border e-commerce platforms focus on consumers' consumption experience and promote the development and formation of product brands on cross-border e-commerce platforms by letting consumers know the real and complete appearance, performance and quality of products [6]. That is to say, if foreign trade enterprises want to achieve transformation and upgrading, they must use better products and better services as guarantees, so as to occupy product market share and enhance market competitiveness. To this end, foreign trade enterprises must compare the advantages and disadvantages of the original product performance, quality and similar products, to ensure the optimization of product performance, improve product quality, so that the product has a good cost performance, to enhance the market competitiveness of foreign trade enterprises. When developing overseas e-commerce, foreign trade enterprises should also guarantee to provide consumers with convenient and quick solutions to problems, so as to improve consumers' shopping experience and satisfaction. For this purpose, they can adopt ways such as giving experience, preferential treatment and customer service guidance. Foreign trade enterprises can also summarize the actual needs of users, do a good job in relevant analysis, and deduce the real needs and consumption trends of users, so as to constantly adjust the actual performance of products, and ensure the development of cross-border e-commerce sales model to provide valuable and instructive data information.

In the context of cross-border e-commerce, the transformation and upgrading of foreign trade enterprises

can also adjust the product structure, ensure the rationality of the product structure model, and ensure the upgrading and optimization of products. Firstly, foreign trade enterprises should carry out product-related questionnaire activities to ensure a comprehensive and complete understanding of the consumption characteristics of cross-border e-commerce. Foreign trade enterprises can carry out product development and research and development according to the consumption mode of cross-border e-commerce to ensure that products can be traded through cross-border e-commerce. For example, foreign trade enterprises carry out market research activities to form a complete understanding of the convenience characteristics of cross-border e-commerce consumption, personalized shopping, the pursuit of cultural products and rational consumption patterns, so as to carry out product research and development and ensure the rationality of product positioning. Secondly, from the perspective of cross-border e-commerce, the transformation of foreign trade enterprises should select product forms suitable for cross-border e-commerce sales, and form a complete understanding of product pricing standards according to the positioning of cross-border e-commerce products. When choosing products, foreign trade enterprises should first choose products that are easy to consume and pay attention to the novelty of product design to ensure consumers' desire to buy, so as to make the sales model of products more reasonable [7]. Third, based on the background of cross-border e-commerce, foreign trade enterprises need to pay special attention to the development of their own brands, establish brand strategic goals and guidance, so as to promote the transformation and upgrading of foreign trade enterprises. Foreign trade enterprises in the creation of product brand, should be high quality and novel as product brand orientation, pay attention to improve the quality of products and quality, in order to win more consumers care. Foreign trade enterprises by creating their own good brand image, to create a good brand reputation, not only to attract more consumers, but also to promote product sales.

4.3 Focus on building an excellent cross-border e-commerce team

If foreign trade enterprises want to build a good cross-border e-commerce team, they need to enhance their attraction to cross-border e-commerce talents. The most common way to attract talents is to increase salary, but it is difficult to guarantee the quality of cross-border e-commerce teams by this way alone. From the internal perspective of foreign trade enterprises, foreign trade enterprises can strengthen their own cultural construction, create a good working environment and atmosphere for talents within the enterprise, improve the training mechanism of cross-border e-commerce talents, increase the investment of training capital and technology, improve the promotion mechanism of cross-border e-commerce talents, etc. Comprehensively improve the working ability and level of existing cross-border e-commerce talents in foreign trade enterprises and enhance their professional quality. From the external perspective of foreign trade enterprises, building a good cross-border e-commerce

team also needs to hire relevant talents from job fairs all over the country. Various ways and channels should be adopted to enhance the attraction of cross-border e-commerce professionals and ensure the injection of fresh power into the talent team of foreign trade enterprises [8].

4.4 Build a systematic industrial chain of products and a cross-border e-commerce logistics system

From the perspective of cross-border e-commerce, the transformation and upgrading of foreign trade enterprises are inseparable from the systematic industrial chain of products. With the support of systematic industrial chain of products, foreign trade enterprises can establish cooperative relations with more enterprises. Relying on the support of third-party platforms, foreign trade enterprises can ensure better foreign trade of their products. First, in the context of cross-border e-commerce, foreign trade enterprises attract the logistics industry and form long-term cooperative relationships. According to its own development, will cooperate with a number of logistics enterprises, expand business contacts. At the same time, foreign trade enterprises can cooperate with logistics enterprises, under the guidance of the "One Belt and One Road" strategic thought, in-depth research activities in coastal countries and regions, forming a cooperative relationship with local logistics companies, relying on this relationship for foreign trade enterprises to provide a reliable way to transport goods. Second, in the context of cross-border e-commerce, small and medium-sized foreign trade enterprises need to form cooperative relationships with wechat, Alipay and other payment institutions, which can not only enrich the forms of goods and funds transaction, but also provide a convenient payment environment for people to enjoy the fun of shopping in cross-border e-commerce. Third, relying on the support of cross-border e-commerce, foreign trade enterprises actively establish cooperative relationships with third-party platforms, strive to improve the environment of cross-border e-commerce platforms, provide reliable guarantee for the safety of cross-border e-commerce platforms, and thus promote the sound operation of cross-border e-commerce platforms. For practical maintenance

The cross-border e-commerce platform is safe. When foreign trade enterprises choose third-party cooperation platforms, they should choose the one with strong strength to ensure that a good environment can be created for cross-border e-commerce platforms, so as to realize the trade and sales of goods and improve the design economic benefits of foreign trade enterprises.

By building a systematic value chain of products, build a logistics system of cross-border e-commerce. First of all, foreign trade enterprises should establish good in-depth cooperative relations with international logistics enterprises to create exclusive routes for cross-border e-commerce logistics [9]. Put forward the corresponding requirements to the relevant logistics personnel, such as ensuring the safety and gentleness of transportation, as far as possible to avoid the occurrence of violent sorting and transportation. Establish a corresponding tracking and inquiry system for cross-border logistics, so that

consumers can inquire about logistics and transportation information anytime and anywhere. Secondly, foreign trade enterprises should also understand consumers' evaluation of logistics and relevant suggestions in real time, take the way of telephone return visit, for logistics transport personnel's attitude is not good, logistics is too slow and goods damage, to timely feedback to the corresponding logistics enterprises. Finally, set up specialized foreign trade personnel to carry out statistics and analysis on the delivery cycle of logistics, timely optimize and adjust the packaging and transportation of goods, and effectively ensure the improvement of logistics and transportation efficiency.

4.5 Strengthen the study and application of legal knowledge related to intellectual property

Foreign trade enterprises should organize legal lectures to improve their employees' legal awareness and legal ability, actively learn and understand the legal provisions and technical testing standards related to cross-border trade in different countries and regions, and find out the differences between their laws, technologies, consumption and relevant concepts in China. On this basis, the production process and packaging of products are optimized and adjusted to ensure that there will be no international trade disputes caused by differences in laws and inspection standards. At the same time, when foreign trade enterprises find that their legitimate rights and interests are infringed, they can safeguard their legitimate rights and interests through negotiation, mediation, arbitration and judicial proceedings. In addition, both sides of cross-border e-commerce cooperation should sign formal contracts, which can reduce the possibility and probability of disputes to a large extent.

4.6 Promote the publicity of foreign trade enterprises through social media

With the continuous development of society, social media plays an increasingly important role in publicity. Foreign trade enterprises should not stay on the original propaganda way and way, should be actively looking for new ways and methods, including twitter and WeChat public is effective propaganda way, it can expand propaganda way, then can make the actual effect of publicity, corresponding target groups to ensure timely access to relevant of the latest developments in sales, In order to attract consumers' attention and improve the brand image of products and foreign trade enterprises. Foreign trade enterprises can also take the means of media publicity and data analysis to enhance the platform's attention to the store, so as to enhance the effect of consumers' attention. Under normal circumstances, traditional foreign trade enterprises attach more importance to the display of product performance and product quality, but in the case of similar publicity form and content, the actual publicity and promotion mode is difficult to play a role, so foreign trade enterprises should actively change the marketing and promotion strategy. Foreign trade enterprises should actively learn from the successful results and effective experience of operation and promotion, use professional technical software to obtain sales information and data of different stores on

different platforms or the same platform, and carry out professional and scientific analysis, so as to better obtain sales opportunities.

4.7 Actively change the development concept of foreign trade enterprises

In the context of cross-border e-commerce, foreign trade enterprises need to change the traditional concept of foreign trade enterprise development, and commit to the transformation and upgrading of foreign trade to the direction of cross-border e-commerce foreign trade company development. First, foreign trade enterprises must clearly realize that cross-border e-commerce is the future development direction of their transformation and upgrading, enhance the innovation and development value of cross-border e-commerce for foreign trade enterprises, and actively carry out research activities of cross-border e-commerce [10]. For example, in the process of the actual development of foreign trade enterprises, not only to the cross-border electricity connotation, development trend and its advantages disadvantages have clear cognition, but also to the foreign trade enterprise's own development has a very good control, find cross-border entry between electricity and foreign trade enterprise development, promote foreign trade enterprises and cross-border integration of electricity, Thus explore the development path of the transformation and upgrading of foreign trade enterprises. Second, foreign trade enterprises promote the application of cross-border e-commerce in their own development process. According to the development mode of cross-border e-commerce, relying on the network platform to build its own industrial development chain, build a systematic enterprise operation platform, promote the seamless connection between its own work platform and cross-border e-commerce platform, so that it can take advantage of the advantages of cross-border e-commerce to achieve its own cross-border e-commerce trade transactions. Third, foreign trade enterprises should strengthen the dissemination of the concept of cross-border e-commerce, establish the correct concept of cross-border e-commerce development, and effectively improve the awareness of cross-border e-commerce employees. Foreign trade enterprises should take talents as the basis and prerequisite to promote their transformation and upgrading, and promote the transformation and development of foreign trade enterprises to the direction of cross-border e-commerce. At the same time, in the transformation and development of foreign trade enterprises, from the perspective of the development trend of cross-border e-commerce, cross-border e-commerce talents should be cultivated, and cross-border e-commerce talents should be used to serve the development of foreign trade enterprises, so as to empower cross-border e-commerce talents.

5.CONCLUSION

The transformation and upgrading of foreign trade enterprises based on the background of cross-border e-commerce plays a very important role. It is not only the need to integrate the thinking and concept of cross-border e-commerce into the development of foreign trade enterprises, but also the practical demand for the

transformation and upgrading of foreign trade enterprises, and the necessary guarantee for the comprehensive and high-quality development of foreign trade enterprises. Therefore, from the perspective of cross-border e-commerce, the transformation and upgrading of foreign trade enterprises should update and optimize the websites of foreign trade enterprises in real time, develop and upgrade products, adjust product structure, focus on building excellent cross-border e-commerce teams, and build a systematic industrial chain of products. Build cross-border e-commerce logistics system, increase the study and application of intellectual property-related legal knowledge, enhance the publicity of social media to foreign trade enterprises, and actively change the development concept of foreign trade enterprises.

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Analysis of The Development of Intelligent Sports Goods in China

Wang Ran, Liang Huawei*

Department of Physical Education, Henan Polytechnic University, Jiaozuo, Henan 454002, China

*Corresponding Author.

Abstract: Artificial intelligence industry and sports industry both belong to China's sunrise industry, and the development of "intelligent + sports goods" is also a popular concern under the background of "intelligent +" which is vigorously promoted by the state. After analyzing the categories of intelligent sporting goods and the characteristics of intelligent sporting goods, this paper puts forward relevant suggestions for the development of intelligent sporting goods in China.

Keywords: Intelligent; Sporting Goods; Development

1. THE DEVELOPMENT OF INTELLIGENT SPORTING GOODS IN CHINA IS TRACED BACK TO THE SOURCE

On September 17, 2019, the General Office of the State Council released the Opinions of the General Office of the State Council on Promoting National Fitness and Sports Consumption to Promote the High-Quality Development of Sports Industry (hereinafter referred to as the Opinions), which mentions supporting the innovative development of the sports goods manufacturing industry. Promote the application of intelligent manufacturing, big data, artificial intelligence and other emerging technologies in the field of sports manufacturing [1]. On November 24, 2020, the General Office of the State Council issued the "implementation plan on effectively solving the difficulties of using intelligent technology for the elderly", which also marks the development of intelligent technology in China has been strongly supported at the government level, and the sports industry and the intelligent industry are both popular industries that have developed in recent years. The combination of "intelligence + sporting goods" will certainly have a very broad development prospect.

In 2009 the United States Fitbit company produced the first intelligent sports products, that is, the combination of the Internet and traditional pedometer, forming a wearable sports and fitness equipment, in 2011 to support the more functional Jawbone up by Jawbone company, 2012 NIKE also followed by the launch of FuelBand, these up-and-comers than Fitbit. These newcomers have more functions than Fitbit, such as Bluetooth, alarm clock, sleep monitoring, and diet monitoring [2]. Compared to Fitbit, Jawbone, Nike's thousand-dollar pricing, in 2014 China's first domestic smart sports wristband, Xiaomi bracelet with a price of 79 yuan came out of nowhere, compared to the former has a long standby, the ultimate waterproof and other features, since then China's domestic intelligent sporting goods has opened a rapid development era, as of now Xiaomi bracelet has been updated to the fifth generation of products. Function is also richer than before,

Huawei, Keep, Leikei, Li Ning and other enterprises have also pushed the new launch of various types of intelligent sports goods, giving sports goods a new sense of life of more scientific and technological significance.

2. CHINA'S INTELLIGENT SPORTS GOODS CLASSIFICATION

According to the different uses of intelligent sports goods, they can be divided into daily life sports, fitness sports, special sports and physical fitness test.

2.1 DAILY LIFE SPORTS

In the process of daily life sports, users can use this kind of equipment to record their own sports, monitor their heart rate, monitor their sleep status, etc. to achieve their own sports plans. The app can record weight, height and other data, the bracelet can also automatically synchronize the user's heart rate and other data, the user can set an alarm clock through the bracelet to remind the exercise time, the bracelet's long battery life has been extended to two months, its waterproof function, so that the bracelet in the user shower, swimming process is not affected in any way. Currently the bracelet also added NFC, Alipay binding and other functions, to provide users with more convenient life services. Intelligent sporting goods for daily life sports tend to pay more attention to the convenience of the body's daily sports assistance.

2.2 FITNESS SPORTS

In the fitness sports category of intelligent sports goods, mainly for the intelligence of fitness equipment, including intelligent treadmill, intelligent dynamic bicycle, intelligent dumbbell and other intelligent equipment users can easily meet their own fitness needs through this type of equipment, such as Keep fitness intelligent dynamic bicycle, the user can connect the bike with its app, before the use of the user fitness measurement, to determine the user's appropriate. Users can also choose anaerobic, aerobic, etc. to complete different purposes of exercise according to their own physical conditions. Intelligent sporting goods are mainly used to monitor the user's physical state when using intelligent fitness equipment, to assist the user to achieve the best training effect, to avoid excessive exercise or insufficient exercise intensity.

2.3 SPECIAL SPORTS

In the special sports intelligent sporting goods, mainly for special projects and design of sports intelligent goods, such as intelligent soccer, intelligent basketball, intelligent running shoes, intelligent hula hoop, etc., for special sports design special sports goods. For example, Li Ning and JI Technology produced the "Li Ning-WiCore smart soccer", the founder of JI Technology said in an interview: "Through our WiCore smart soccer track tracking, data analysis and online interaction of the three major functions,

the basic practice of soccer will be completely different. Janeji Technology's smart soccer ball is equipped with an intelligent motion recognition chip, supports wireless charging, can track the instant motion trajectory of the soccer ball, and can be connected to a dedicated APP application via Bluetooth to transmit the data of the soccer ball's operation to a smartphone for analysis, which will score the user's training and give relevant suggestions so that the practice can be carried out more scientifically and effectively [3]. " The intelligent sporting goods of the special sports category are mainly designed to assist users to master a special sport more easily and quickly.

2.4 PHYSICAL FITNESS TEST

Physical fitness test sports goods are mainly used in college physical fitness test, sports examination, athlete selection, troop physical fitness test and so on. Take the physical fitness test in colleges and universities as an example, the use of intelligent sports goods testing instead of manual testing, professionalism and accuracy have been substantially improved. For example, in long-distance running test, if the teacher makes a mistake in pinching the table during the manual test, the student basically does not have the strength to run again, while the machine test only requires the student to wear special induction equipment, the equipment can accurately collect the student's long-distance running data, and basically no mistakes will occur. Intelligent sports goods of physical fitness testing class, on the one hand, improve the professionalism and accuracy of physical fitness testing for students, on the other hand, also improve the efficiency of physical education teachers and reduce work pressure.

3.CHARACTERISTICS OF INTELLIGENT SPORTS GOODS IN CHINA

The characteristics of intelligent sports goods in China can be divided into three categories: convenience, economy, and technology.

3.1 CONVENIENCE

The original purpose of developing intelligent sports goods in China is to develop the sports industry and provide people with more convenient sports services, and it can be understood from the above analysis of the classification of intelligent sports goods that, regardless of the classification, the starting point of intelligent sports goods is the innovation of traditional sports goods to help users understand their own physical condition through intelligent sports goods, and grasp sports skills more quickly to achieve sports purposes. The purpose of sporting goods is to help users understand their own body condition through intelligent sporting goods, master their sporting skills more quickly, and achieve the purpose of sports.

3.2 ECONOMICAL

Compared with other countries' intelligent sporting goods, China's intelligent sporting goods are very economical, for example, the intelligent basketball with Janeji Technology is priced at 499 RMB, while the miCoach smart soccer launched by Adidas with similar functions is priced at 1499 RMB, Xiaomi's latest generation of Xiaomi color sports watch is priced at 599 RMB, and Fitbit's Fitbit versa 2 sports watch is priced at around 1,200 yuan. In

addition to the high price of Huawei, the intelligent sports goods of other enterprises in China are lower than those abroad. This undoubtedly reflects the great economic superiority of intelligent sports goods in China.

3.3 TECHNOLOGY

The most prominent feature of intelligent sporting goods, whether domestic or foreign, is definitely its technology. Intelligent sporting goods is undoubtedly the innovation of sporting goods, is an important means for the sporting goods industry to improve their core competitiveness. In the context of science and technology is the first productive force of the environment, the use of high-tech chips, the latest data collection and analysis technology, high-tech materials to create intelligent sports goods, has the technology is undoubtedly.

4. CHINA'S INTELLIGENT SPORTS GOODS DEVELOPMENT PROPOSALS

4.1 PROMOTE THE COMBINATION OF TRADITIONAL SPORTING GOODS ENTERPRISES AND SCIENCE AND TECHNOLOGY ENTERPRISES

Although intelligent sporting goods are blooming everywhere in China, the more famous intelligent sporting goods are basically innovated and developed by science and technology companies, and the traditional giants who started from sports lack experience in manufacturing intelligent technology [4], so many intelligent goods developed by traditional entrepreneurs on the market are not so intelligent and functional perfection is not high, while the intelligent sporting goods of science and technology companies Although they have a certain sense of intelligence, compared to the traditional sports companies' understanding of the experience of using sports goods and users' trust in sports professional brands, technology companies are unable to reach them. Therefore, the mutual combination of traditional enterprises and technology enterprises to make up for this deficiency and promote the further development of intelligent sports goods.

4.2 IMPROVE INFRASTRUCTURE AND STRENGTHEN SHARING

Intelligent sports goods are based on the Internet as a platform, improve the infrastructure to promote the Internet coverage, at the same time, because the preservation of data of intelligent sports goods need a lot of storage space, so to ensure the stability of cloud storage infrastructure is also very important, at the same time to do data sharing, the data collected by intelligent sports goods, big data sharing, more detailed analysis of user use. Analysis, on the basis of a better understanding of the user, so that intelligent sports goods more intelligent and more convenient.

4.3 CULTIVATE HIGH-LEVEL TALENTS

The research and development of intelligent sporting goods necessarily requires a large number of high-level talents as technical support, because of the special nature of the combination of intelligent sporting goods and sports, so we should focus on cultivating intelligent direction and sporting goods research composite talents, promote the integration of university disciplines, accelerate the process of cross-disciplinary integration, for intelligent sporting

goods industry, to provide talent support.

5.SUMMARY

In line with the development of the times and science and technology, human society began to move toward the era of intelligence. The integration of intelligence and various industry products is an inevitable trend, and the combination of intelligence and sports products is also one of the trends, from the beginning of the sports bracelet to all kinds of intelligent devices today, the development of China's intelligent sports Yongping has been steadily moving forward, in the future with the more and more perfect intelligent technology, China's intelligent sports goods will certainly glow more dazzling glory!

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Research on the Construction of Public Service Platform of University Sports Under the Perspective of "Internet+"

Zhang Haiyang, Liang Huawei*

Department of Physical Education, Henan Polytechnic University, Jiaozuo, Henan 454000, China

*Corresponding Author.

Abstract: Since the "Internet+" was elevated to a national strategic level, it has received increasing attention from scholars and has given rise to a series of new contents such as "Internet + Education", "Internet + Medicine" and "Internet + Sports". "Internet + Sports" and other new contents. Based on the "Internet+" and the public service platform of sports, this study makes some suggestions on the construction of the online application of the "Internet+" public service platform of sports based on the current situation of the development of the public platform of sports in colleges and universities.

Key words: Internet Plus; Sports Public; Service Platform

1 THE CURRENT SITUATION OF THE DEVELOPMENT OF PUBLIC SERVICES IN UNIVERSITY SPORTS

The "Internet+" action plan, which first appeared in the government work report in 2015, aims to give full play to the role of the Internet in the allocation of production factors and to apply the results of the Internet to economic development in a practical way.^[1] The innovative concept of "Internet+" has provided more space for the development of industries such as finance, education, healthcare and logistics, and has rapidly attracted widespread attention. Under this background, "Internet+" has been deeply integrated with the sports industry, and the hot term "Internet+Sports" has been formed and paid attention to by the sports field. As a result, how to build a model of intelligent sports public service platform in universities through "Internet+" has become the focus of many university physical education teachers' research. The construction of the public sports service platform in colleges and universities is conducive to improving the sports literacy of the masses, optimizing the public sports facilities in colleges and universities, mobilizing the enthusiasm of sports organizations, better serving the society and promoting the development of social productivity, and truly realizing the mutual benefit and win-win situation of "government, university and enterprise" and the great goal of "Healthy China". "It is also conducive to optimising the public sports facilities in universities, mobilising sports organisations, and better serving the society."^[2]

1.1 NO PUBLIC SERVICE PLATFORM FOR SPORT HAS BEEN BUILT YET

At present, there is still a lack of coordination and reasonable planning for the comprehensive development and management of the public service information

platform of the sports venues in China, and some universities lack the establishment of a special information database for the management of sports venue resources and a comprehensive sharing service platform for real-time information on the occupation of sports venue resources for university sports students, making it difficult for all teachers and students in universities to obtain real-time information on the occupation of sports venues. Sports venues are often occupied or temporarily unused during peak periods, and the opening of sports venues to the public is still in need of continued construction of sports information technology. The collection, processing, preservation and utilization of sports information resources, such as sports course videos, fitness guidance, event services, article information and physical fitness tests, are relatively backward, resulting in an asymmetrical situation with information services and making it difficult to promote sports public information services.^[3]

1.2 INADEQUATE MANAGEMENT SYSTEM

All along, the university sports public has been organising various sports competitions for students under the leadership of the university sports committee office on the one hand, and relying on various sports clubs under the management of the university league committee on the other, so as to carry out various sports activities. There is no distinction between the management system for students and the management system for opening to the public, and there are no clear opening hours for internal and external use, only simple fees. There are no clear management and maintenance methods for each facility.^[4] The Sports Committee Office of the university organises sports competitions, which are disconnected from the daily sports activities of students and cannot directly face them; there are many branches of sports clubs, and there is a wide range of quality among them in terms of services, management and activities. There are many different clubs, and there is no unified management. The public sports service staff are drawn from school volunteers and club members, and lack the relevant professional qualifications, and there is a lack of systematic and comprehensive management of this group.

1.3 INADEQUATE QUALITY OF COACHES IN VARIOUS SPORTS IN THE PUBLIC SPORTS SERVICE

When students are involved in sports activities but do not know much about them, they need the involvement of a trainer. The only way for students to gain knowledge of

sports at school is through public PE classes. According to the survey, most colleges only have one public PE class per week and students are unable to seek guidance from teachers outside of class. Most of the clubs are for enthusiasts of related sports, who have not received systematic learning and training, and can only share their own experience in sports, and do not have coaching skills.

1.4 LACK OF SPORTS REHABILITATORS

Many university students are deeply disturbed by these sports injuries during the course of their sporting studies, which can directly cause physical pain, affect their sporting careers and even seriously affect their normal lives. Students in higher education have little access to sports rehabilitation professionals, and sports injuries caused by improper movement and lack of warm-up are common in higher education sports activities. Without rehabilitation guidance, students are likely to experience secondary injuries as a result of not knowing how to properly treat them, which is not desirable for either the development of sports activities in higher education or for the individual student. This is why sports rehabilitation teams are an integral part of public sports services in universities.

1.5 INADEQUATE ORGANISATION AND PLANNING OF SPORTING EVENTS

Most schools, colleges, clubs and classes hold sporting events after school to enrich the lives of students. Standardised sporting events can enhance students' participation and enjoyment of sport, but the quality of the events held varies depending on the event organiser. In particular, non-sports colleges and classes exist that do not know how to organise sporting events and sporting events are not organised in a standardised manner. According to the survey, non-sports colleges and classes in universities organise class events hoping to get relevant professionals for sports event planning.

2 CONSTRUCTION OF PUBLIC SPORTS SERVICE PLATFORM FUNCTIONS IN UNIVERSITIES

2.1 SPORTS INFORMATION

The "Internet+" sports public service platform can provide teachers and students with sports information in areas such as global sports news and campus sports news, so that students can keep abreast of the latest sports news at home and abroad. Among them, the global sports news module can include video playback, picture display, news push, message board, match watching reminder and other modules, and users can personalise their subscriptions according to their needs. The Campus Sports News module can push campus sports news, sports and culture festivals, sports day information and other aspects for users. In the Sports Info module, teachers and students can freely watch sports events, talk about sports and post comments. Sports information is only the most basic content of the public service platform for sports. The rich information module of the School Sports Maths can greatly motivate the teachers and students to use the sports platform for their own activities and learning initiatives. From the point of view of those who teach physical education in schools, the sports maths information module can greatly expand the breadth of content and depth of

knowledge of the school's physical education maths materials, and has a positive impact on the "teaching" of physical education teachers and the "learning" of educational students.

2.2 COACHING STAFF APPOINTMENTS

The platform allows you to make appointments with coaches for a wide range of sports and to set up a time and place for offline coaching. The coaches are recruited by students from universities, especially those from physical education colleges, as they have the relevant theoretical knowledge and one or two specialised skills to provide sports coaching to ordinary students while consolidating their professional knowledge learnt in the classroom and enriching the practical experience of physical education students. When students provide their physical fitness test results to the platform, the backend automatically calculates the data uploaded by the students and deduces which areas of exercise the students need to perform, thus providing them with relevant training plans. At the same time, students can also book coaches in the platform to target their fitness test scores.

2.3 SPORTS REHABILITATION ACADEMY

The "Internet+" university sports public service platform will conduct sports rehabilitation academy activities at a fixed time every week, and also invite university teachers of relevant professions to give lectures in advance. The lectures are mainly aimed at people with sports injuries, through the treatment of various sports injury cases, in terms of status diagnosis, cause analysis, treatment plan, implementation process and injury prevention. The lectures will be recorded and uploaded onto the University Sport Public Service Platform for students to watch and learn from. This will provide a platform for students with sports injuries to learn and increase their awareness of safety and sport, thereby reducing injuries in sport and encouraging them to participate actively in sport.

2.4 PLANNING SPORTING EVENTS

Colleges, majors and classes in higher education who wish to organise sports events can apply on the platform, which will plan and organise targeted sports events. The platform will organise and organise sporting events according to the requirements of the applicant and the number of participants, time and location, and will provide a number of event options for the applicant to choose from.

2.5 VIDEO TEACHING OF PHYSICAL HEALTH PROMOTION

The platform can directly upload online fitness test data for the whole school, the system platform will automatically collect and analyse the data uploaded by students, and automatically achieve real-time personalised uploading of fitness quality test data reports for the whole school, so that the whole school students can understand their current physical weaknesses and automatically carry out systematic fitness training according to the training recommendations automatically given by the student system. In contrast to the traditional offline physical fitness tests conducted by teachers, the Smart School Sports Information and Service Centre platform can be used to provide a more scientific and rigorous statistical report in the form of text, pictures and tables to the whole

school. At the same time, students can download the data directly to their tablets, smartphones or other tablet devices. Once downloaded, the system can be viewed at any time and from anywhere. Thus, compared to the traditional paper-based physical fitness test data reports, the electronic physical fitness test data reports stored on tablets, smartphones or other tablet computers can be stored for a much longer period of time.

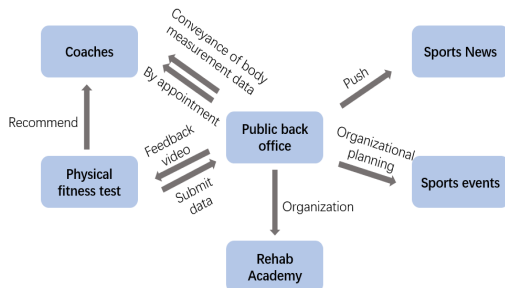


Fig. 1 Structure of "Internet+" university sports public service platform

3. CONCLUSION

The construction of "Internet+" sports public service platform meets the actual needs of students and greatly improves the level of informationization of university sports. Based on big data technology, universities should reasonably build a public service platform under the framework of "Internet+Sports". In order to better and effectively build this service platform, we should make practical efforts to realize data and standardized resource sharing, create a "one-stop" public service platform, do a good job in collecting statistics and decision analysis of university data, and provide a solid and reliable decision-

making basis for university decision-making work. With the internal reform and development of higher education, the effective supply and demand balance development mode of implementing sports-related public services in colleges and universities has ushered in a new market historical development opportunity, and there are many factors affecting the organization and implementation of various sports-related public services in colleges and universities.

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Research on the Construction of Internet + Community Sports Resource Sharing Platform

Zhang Yi, Liang Huawei*

School of Physical Education, Henan Polytechnic University, Jiaozuo 454000, Henan, China

*Corresponding Author.

Abstract: In August 2021, the General Office of the State Council issued the "National Fitness Plan (2021-2025)", how to further serve the fitness needs of residents and expand fitness groups has become a problem that needs attention in current sports work. In the era of Internet of everything, how to show various sports resources through the Internet platform is a problem that needs to be faced by Internet workers and sports workers. This study uses literature method and analysis method, based on the analysis of the current situation and problems of community sports development, and based on the Internet+ platform, it explores how to show various sports resources and realize the convenience and effectiveness of supplying residents' needs by summarizing the key elements needed to complete the participation in unit sports activities.

Keywords: Internet+; Community Sports; Sharing

1. PREFACE

The People's Republic of China's national economic and social development of the fourteenth five-year plan and the outline of the 2035 vision "clearly put forward" extensive national fitness campaign to enhance the physical fitness of the people. Improve the national fitness public service system, promote the construction of social sports venues and facilities and school venues open sharing, improve the coverage of fitness trails and other convenient fitness places, develop sports parks according to local conditions, support the use of river banks and other construction of public sports facilities without hampering the safety of flood control." [1] Sports power will become the new key trend and goal. This fully reflects the importance of the state and society for sports, strong sports and healthy China. In addition, the State Council issued the National Fitness Plan (2021-2025) (hereinafter referred to as the Plan) in August 2021, and the State General Administration of Sports issued the Fourteenth Five-Year Plan for Sports Development on October 25, 2021. This shows that in the new era, sports will be an important means to achieve the "Chinese Dream" and set off a "new trend" of national fitness, healthy China and a strong sports nation. As a basic unit of social life, the community is the cell of society, carrying a variety of functions. In order to achieve national fitness and promote the quality and expansion of sports consumption services, it is necessary to combine communities and carry out diversified sports activities online or offline to improve people's physical fitness, meet their realistic needs for sports, promote the construction of sports culture, and contribute to the construction of a "healthy China" and a "strong sports country". To contribute to the construction

of "healthy China" and "strong sports country".

2. THE CURRENT SITUATION AND DILEMMA OF COMMUNITY SPORTS DEVELOPMENT

2.1 The residents' awareness of sports participation has increased, but the access to sports resources is lacking

With the rapid development of the economy, people's living standard has improved significantly, and the demand for physical exercise has gradually increased. Residents will participate in various forms of sports activities, such as square dance, walking, running, etc. The participation is low because the projects have: low technical content, low venue requirements, easy to organize the masses, etc. Basketball, soccer, table tennis and other training programs have the next highest number of participants because of the requirements for venue, technology and organization. Some other sports such as dragon and lion dance, martial arts, qigong, tennis, yoga, etc. require a lack of effective organization and management, and have a certain technical content, resulting in some people not being able to participate in them although they like them.

2.2 The multi-dimensional demand of residents' sports increases, but the supply of community sports is rough and backward

In the exercise process, a large number of people can not fully achieve their own training results suitable for their bodies and needs in the process of participation due to various reasons such as different exercise purposes (fat loss, muscle gain, health, rehabilitation, maternity, skills), different physical conditions (children, adolescents, adults, the elderly), different levels of exercise (with training basis, without training basis).

2.3 Increase of community residents' sports population and low popularity of residents' sports knowledge

With the introduction and guidance of the national fitness policy, the national awareness of physical fitness is increasing and the number of people participating in exercise is rising. The social news will often appear due to the consumption of excessive diet pills, hunger strike to lose weight, excessive exercise, improper behavior in sports leading to injury or sudden death, etc. Such incidents are showing that the popularity and publicity of sports health foundation is not deep and wide enough, people's exercise and health awareness are very strong, but they do not know much about how to exercise correctly, how to solve the problem of injury in time. To sum up, the sports population is increasing and community sports are developing, but community residents are not faced with enough diversified sports choices, lack of specialized and refined guidance of sports talents, and insufficient popularization of sports health knowledge.

3 CURRENT SITUATION AND PROBLEMS OF SPORTS RESOURCES ALLOCATION

As an important means to achieve national fitness, community sports have been suffering from the problem of insufficient supply of sports resources, which has become a "pain point" in the development of national fitness. [2] At the same time, a large part of sports resources are idle, so it is worthwhile to explore how to develop and utilize the potential sports resources to meet the fitness needs of people in the community, and whether to establish an online platform to reasonably allocate sports resources and community sports needs to form a "precise fitness" model. This is a topic worth exploring.

3.1 Low utilization rate of sports venues and insufficient fitness venues for residents

With the rapid development of economy and sports industry, the frequency of holding sports events has been strengthened, and some places have obtained the right to hold events and started to build stadiums with urban characteristics. For example, Beijing Olympic Games stadiums, Guangzhou Asian Games stadiums, Nanjing Youth Olympic stadiums, etc. Due to the implementation of free and low-charge opening policies, the venues are open to the public, but the available venue area only accounts for 10% of the total area. [3] On the one hand, the current market economy system of sports venues appear the following dilemmas: the number of large venues, idle waste phenomenon is serious, the rapid development of the stadium industry, but the economic income is still meager, the people's sports needs more and more rich, and the stadiums lack of professional, targeted services. [4] On the other hand, school sports, due to teaching needs, sports venues and sports facilities are relatively complete, and because schools are more widely and evenly distributed, so the use of school sports resources to serve the community is a requirement for the implementation and development of the national fitness program plan. However, school sports venues are basically idle during winter and summer vacations, so we can use these sports venues wisely to give full play to their functions without affecting the normal organization and management of schools, and to add to the promotion of a healthy China.

3.2 High idleness of sports talents and insufficient fitness guidance for residents

Since the 21st century, the survival environment of China's national system has changed dramatically, and problems such as "poor reasonable mobility of athletes" and "difficulties in re-employment of retired athletes" have emerged. Although in order to solve these problems, "integration of sports and education" and "integration of government and society" have started to emerge as the mode of competitive sports reserve personnel training. [5] However, it is still difficult to quickly and effectively solve the employment placement problems of retired athletes and national level 2 or level 1 athletes who are not in the national or provincial teams. In addition, students and teachers of physical education in colleges and universities who have sports skills (community sports instructor qualification) can make community sports

service after school and during summer and winter vacations if they can not only make students gain experience, but also make their teaching more practical by integrating social information into teaching for teachers.

3.3 Inconvenient access to regional sports information and low participation rate in regional sports activities

Sports information resources formed by the combination of sports and new media contain: sports industry, sports events, sports tourism and other information, which has an important role in sports promotion and expanding social influence. However, the following problems exist in the process of sports information dissemination: the tendency of entertainment and vulgarization; the homogenization of content and expression; the lack of high-quality columns or individual brands, etc. [6] Although the network information is developed enough now, "more" does not mean what we need, and it is difficult to judge whether the information is authoritative or correct when searching for sports information in a cluttered and disorderly way. Therefore, the establishment of an effective resource integration mechanism to integrate the various types of network information resources that were originally scattered without potential together so that every purposeful computer logger can find as many information resources as possible on the same platform will greatly meet the information needs of the majority of users to improve the utilization of digital resources. [7]

4. SOLUTION: COMMUNITY SPORTS RESOURCES INTEGRATION O2O - FITNESS EXPRESS APP CONSTRUCTION

This study is based on the 5W theory of communication, namely: who, what is the content? (what is the content), through which channel, to whom, and what's the result, we believe that the elements of Fitness Express APP should be composed of the following parts. Element one, sports human resources, i.e. who, including: physical education teachers, community sports instructors, retired athletes, sports rehabilitation physicians, sports athletes, university sports students, fitness coaches, etc. Element two, sports product supply, that is, what is said (what is the content), including: (1) all kinds of sports, such as: the three big balls, three small balls, martial arts, water, dance, fitness and bodybuilding, archery shooting, folk folk, etc.; (2) theoretical knowledge of sports in various disciplines, such as: general knowledge of sports, exercise physiology, exercise rehabilitation, sports medicine, exercise anatomy, sports culture, sports management, sports medicine, etc.; (3) various sports and fitness venues, such as: clubs, gyms, gymnasiums, sports squares, stadiums, studios, etc.; (4) various sports equipment, such as: fitness and bodybuilding equipment, sports professional clothing, sports-specific equipment, etc. Element three, through what channel (which channel), including: cell phone APP, WeChat applet, Alipay applet, webpage, telephone customer service, offline service, etc. Element four, the service target, i.e.: to whom, all community residents, including: students, the elderly, office workers, sports workers, sports managers, sports event organizers, etc. Element five, the completion of the transaction, that is: what's the result, including: the completion of the

transaction, the realization of resource cooperation, improve the utilization of sports resources, to achieve the purpose of increasing the rate of community residents sports participation, enhance the participation of national fitness sports.

Fitness coaches, community instructors, retired athletes, level 1 and 2 athletes, rehabilitation doctors and other sports talents with national professional qualification requirements, qualification review and identification, data upload, the platform will be divided into courses in the direction of fat loss and plasticity, muscle building training, skill program training, maternity training, sports rehabilitation, physical fitness testing and improvement, etc., the address and time of the available sports venues will be grouped and classified. Customers choose courses, and coaches according to their needs, and choose class locations (home, community facilities, special venue requirements) for offline instruction according to course content. The platform regularly pushes information about sports events, sports tourism and community sports activities with authority, so that residents can actively participate. The platform can reasonably allocate sports resources to meet the needs of community sports, realize the demand of "precise fitness" of community sports, and avoid the waste and idleness of sports resources.

5. CONCLUSION

With the deepening of China's industrialization and urbanization, the continuous improvement of science and technology, the popularization of automation, electrification, artificial intelligence and other modern facilities will certainly further liberate human physical labor, which will also inevitably cause sudden changes in the amount and mode of human physical activity, and the resulting problems of human civilization diseases will further deepen. Therefore, in the 21st century, our government attaches special importance to national sports participation, and community, as the most basic unit of urban society, is an issue that should be addressed to improve the sports participation of community residents. This study analyzes the current situation and dilemma of community sports development, the current situation and problems of community sports resource allocation, and then proposes the O2O model of community sports resource sharing, and solves the problems of idle

community sports resources, supply deviation and deficiency through the construction of fitness express APP, hoping to realize the optimization and sharing of community sports resources, increase the sports participation of community residents, and improve the physical fitness and health of community residents. We hope to achieve the optimization and sharing of community sports resources, increase the participation of community residents in sports, and improve their physical fitness and health.

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The Enlightenment of Sports Practice in Soviet Area to The Image Communication of Contemporary Political Parties

LI Dong-Mei, WANG Bing

Department of Physical Education, Gannan Normal University, Ganzhou 341000, China

Abstract: Soviet area sports history in China only a short few years' time, but it is a profound impact on the China's modern society, based on the research of the Soviet area sports related literature, we can find that it is not only a sports practice, behind it reflects is a kind of spirit of The Times spirit of the central Soviet area. This paper will try to discuss its relationship with contemporary politics from the perspective of culture, in order to get enlightenment. **Key words:** Party Image; Sports In Soviet Area; Soviet Area Spirit

1. THE SOURCE AND BACKGROUND OF SPORTS THEORY IN SOVIET AREA

The development of sports in the Soviet area has a positive role in promoting the CPC's image building and communication in the Soviet area, and has a certain enlightenment significance for our party to inherit the good party building practices in the central Soviet Area in the current new period, and to strengthen the party's image construction in the process of developing sports. [1] This year marks the 110th anniversary of the founding of the CPC and the beginning of the 14th Five-Year Plan for Poverty alleviation in China. Taking history as a mirror, we can know the rise and fall. Looking back on the dissemination of the party's own image in the Soviet area, we can see how the Party carried out the dissemination of its image in sports practice. This paper focuses on the main line of sports practice, the path, way and influence of image communication in Soviet Area.

1.1 Theoretical sources of sports in Soviet Area

The specific foundation of thought must take place in the specific social and historical situation, and thought is the product of the specific social reality at that time. [2] Sports in the Soviet Area (also known as sports in the Central Soviet Area) took place during the agrarian revolution. It was the product of the combination of Marxism and China's reality. It was bred by the revolutionary war and the product of the combination of the national spirit and the spirit of The Times by The Chinese Communists represented by Comrade MAO Zedong. It is a combination of new democracy and China's practice. It was formed by absorbing and innovating advanced western ideas.

1.2 Historical background of Sports in Soviet Area

Under the leadership of the Communist Party of China, the sports work in the Soviet area was a new type of people's sports dominated by workers, peasants and the toiling masses. It is the root of sports in the Republic and the cornerstone of sports in new China. [3] After the

cooperation between the KUOMINTANG and the COMMUNIST Party, the Kuomintang took negative measures and tried to separate the Communist Party by armed means. At this time, the Communist Party was faced with the situation of internal instability and external armed struggle of the Kuomintang. The party held the famous "August 7th Conference" and decided to start armed struggle. At that time, the struggle was still immature and many problems appeared. On the one hand, the Kuomintang carried out armed struggle, on the other hand, created public opinion pressure and carried out negative propaganda to the Communist Party. Under such a passive background, our party carried out positive propaganda of the party image, from which we can learn a lot of experience in today's political party construction.

1.2 Main contents of party image publicity in Soviet Area Professor Wang Changjiang of the Party Building Department of the Party School of the CPC Central Committee put forward that "the image of a party is a comprehensive concept". He points out that the "party image" goes far beyond GrahaWallas The proposed "image", the image of a political party, contains rich contents, including not only the party itself, but also the activities of the party, including its organizational program and other institutional content, organizational form, management mechanism, and externalized behavior of members, etc. [4] The Communist Party of China appeared for the first time as the ruling party in the Soviet Area. During this period, the Party not only led the masses of workers and peasants to carry out revolutionary struggles, but more importantly, how to develop and consolidate the Soviet power as the ruling party. Establishing a good image of the ruling party in the Soviet area is an important embodiment of strengthening the leadership of the Party, and also the basis for obtaining the political identity and support of the Soviet people. [5] The publicity of the party image of the Communist Party of China is a process of comprehensive function, which is the result of joint efforts in various ways and methods. The sports propaganda in Soviet area is actually a kind of cultural propaganda, a kind of spiritual propaganda.

1.2.1 Party cadres at all levels set an example and serve as living specimens to promote the image of the party During the Soviet period, the leaders of the Communist Party of China were influenced by Marxist proletarian thought and believed in Marxism. At the same time, he also accepted the baptism of scientific theory, and set an example in the revolutionary struggle to become a living specimen of the publicity of the image of the political

party, represented by MAO Zedong, Zhu De, Zhang Aiping and Kang Keqing. They themselves are very fond of sports, after busy work will actively participate in sports, become the image portrayal of the Party in practice. As party cadres, their behavior is the portrayal of the masses, a party member is like a flag, in the hearts of the masses to establish a good image. In the difficult period showed the characteristics of the application of party members, with a high degree of patriotic feelings into the revolution, Chairman MAO also made a plan to build a playground in the Shazhou dam, and arranged for each competition facilities. Comrade MAO Zedong advocated and adhered to more than 50 items for a long time, which greatly enriched the sports activities in the Soviet area. According to relevant documents, many people in the Soviet Area still remember Chairman MAO's sports practice, which shows the depth of this influence. The author thinks this is also the place that our party needs to draw lessons from in the new period.

1.2.2 Use newspapers and slogans to spread the image of political parties

In the face of the revolutionary party's positive "encirclement and suppression" and the side is not good publicity, and at that time the material is very scarce, the party made full use of the publicity function of the publication, founded a lot of red publications. These publications play an important role in the process of spreading the party's image. In addition, there are many unique ways, such as writing slogans, cartoons, leaflets and so on. These became a good tool for people to understand the propositions and purposes of the COMMUNIST Party of China, and greatly spread the good image of the Communist Party of China in the hearts of the public. In terms of relevant literature records, more than 150 publications have been published, such as "Red China", "Youth Truth" and "Red Star", among which "Red China" and "Youth Truth" play a major role. "Youth Truth" was the most popular publication among the young people in the Soviet Area. It specialized in sports columns and columns proposed by the masses, which was also the embryonic form of contemporary democracy and provided the basis for the spread of sports. In land revolution period, the media plays an important role, the condition is very hard, but under the multilateral efforts, self-sufficient, create actively, make limited resources play an infinite role, can say these are the Chinese communists in the party propaganda's achievements, all sorts of media in contemporary is very rich, transmission speed quickly, very convenient. How to make good use of these advice to create a culture accepted by the public, which needs to be considered and summarized.

1.2.3 Literary works spread the image of political parties

The red culture in Soviet area developed rapidly at that time, mainly red songs, operas and red literature. Influenced by the new literary thought, they embodied the propositions and characteristics of the Communist Party of China at that time. In the creation form is relatively simple, easy to sing. In the content of the use of a combination of current events, the concept of the Communist Party. Different forms of communication

become an important means of the CPC's own image publicity. There are various forms of drama in the Soviet Area, many of which have been handed down. Tea picking opera is still sung by many people in southern Jiangxi, which is also the spread of red culture. Red folk songs retained the hakka characteristics and added the themes of that time in the form of duet singing, such as "comrade brother" and "comrade sister". According to the record, "The Red Army is not afraid of reactionaries". In the propaganda and praise of political parties, the related literature includes the poem "O Battle, The Creator of Soviet New China," which celebrates heroic figures who fought for liberation. The function of literature is to spread ideas, to spread ideas, to pass on an inner feeling.

2. THE BASIC CONNOTATION OF SPORTS PRACTICE IN SOVIET AREA

2.1 Sports in the Soviet Area were born for revolution and had militancy

Sports in the Soviet Area can be traced back to the Red Army. It is the Red Army that sowed the seeds of sports in the Soviet Area. It is the Training and education of the Red Army that gestates the emergence and germination of sports in the Soviet Area. With the drastic development of the revolution, sports in the Soviet area also greatly advanced a step, and in turn, sports in the Soviet area served the revolutionary war. The proposal of the sports policy in the Central Soviet Area of "strengthening the iron muscles and bones of the workers and peasants and defeating all the enemies" was based on the service of the war and was the inevitable result of the development of the revolutionary war. [6] At the same time, the proposal of sports policy is a summary of the experience of the development of sports in the Soviet Area. The reason why sports in the Soviet Area developed under the condition of frequent wars and poor conditions was mainly due to the correctness of the sports policy in the central Soviet Area -- centering on wars and serving wars, and closely combining with the revolutionary battles at that time. Therefore, sports in the Soviet area had a strong military color.

2.2 Leaders do what they say and do, not for trophies

During the Soviet era, leaders at all levels were very fond of sports and practiced them, making sports a part of daily life. According to literature records, after the Spring Festival in 1930, Comrade MAO Zedong led the Red Army stationed in Baisha Village, Yongfeng County, often working late into the night and even into the morning, and then washing their faces and bodies with cold water. The guard was afraid he might catch a cold. [6] What is interesting is the episode about Commander-in-chief Zhu's basketball match. Commander-in-chief Zhu is a basketball master with excellent skills, but as a military commander, he is busy with work and has no time to play basketball. I had to watch students play basketball all morning and night. War continues, will have the enemy aircraft from time to time so disorderly, nature can't type, headquarters of the red army arrived in ruijin, basketball a generation, also the commander in chief zhu wishes to play the game is still not realize, until after the battle of zhangzhou, the red army in zhangzhou city, due to changes in the "red

may" games held in Ruijin in Zhangzhou, commander in chief Zhu basketball desire to achieve. He doesn't go into the basketball game to win the championship, but to teach by example.

2.3 Sports in the Soviet Area worked hard and carried out sports according to local conditions

The material characteristics of the Soviet Area is that there are many kinds of equipment in the field and they are simple. The soldiers would use all kinds of equipment to practice. When marching, they would see some thick and short sticks inserted in their backpacks. This is what they use to do stick games, which are great for throwing bombs and building up the arm strength of the soldier. As far as possible to carry out a variety of rich sports activities, in order to achieve the purpose of enhancing physical fitness, improve health. In this environment, the spirit of hard struggle was cultivated, and the people were able to create suitable methods under limited conditions and lay a solid mass foundation for the subsequent struggle.

3. HISTORICAL VALUE OF SPORTS PRACTICE IN SOVIET AREA

During the Soviet era, the sports practice carried out by the leadership of the Communist Party of China not only enriched the sports activities, but also played a very important role in the construction of political parties at that time. It overcame the lack of tools, the single means of propaganda, the reactionary external propaganda, and the low level of knowledge of the people at that time, which made it difficult to understand the information spread. These obstacles to propaganda were overcome, allowing the Communist Party to slowly gain public recognition. It had a lot of influence.

3.1 Strengthening the political construction of the Party

During the Soviet union period, sports practice was carried out to meet the needs of the revolutionary war of resistance against aggression, which had a distinctive revolutionary feature and stimulated the political ideals and patriotic feelings of party members. So that the party's political construction can be carried out. Sports can promote the combat effectiveness of the army, lay a foundation for victory, but also cultivate the firmness of the people, on the other hand, it also strengthens the construction of the Party, thus forming a virtuous cycle effect, to lay a foundation for the glorious image of the Communist Party of China.

3.2 Enhanced public identity

The Chinese Communist Party's sports practice in the Soviet area strengthened the people's cultural identity. Under the Kuomintang's rule, all educational institutions were controlled by the bourgeoisie. Their idea was to implement a policy of ignorance and exclude the masses of workers and peasants from education. According to relevant reports, illiteracy accounted for more than 80 percent of the country during the Kuomintang rule. In the Soviet areas, all cultural and educational institutions were in the hands of workers and peasants, and their children enjoyed the right of education first. This educational philosophy reinforced the sense of identity and laid the groundwork for the battles that followed.

3.3 Spread the spirit of the Soviet area

Sports in the Soviet Area is a short period of time in the history of sports, but its influence on that time is far-reaching. As a kind of sports culture, it affects people not only physically, but also psychologically. Behind it is a reflection of the spirit of The Times, the sportsmanship of the Soviet area. The spirit of society and collectivization reflects the collective spirit, team spirit, hard work spirit and hard work spirit of seeking truth and pragmatism everywhere. The influence of this spirit on the people is profound, we should inherit and carry forward.

4. THE IMAGE PUBLICITY OF CONTEMPORARY POLITICAL PARTIES

The new media with the Internet as the carrier has become a dominant environment of social public life, and increasingly become a window for the public to recognize, construct and identify with the image of political parties. The reconstructed information transmission mode, information communication relationship and information communication pattern of new media have changed the traditional political ecological environment, challenged the traditional generation mode and communication path of party image, and put forward new requirements for the goal of party image construction. [7] The communication and shaping of the ruling image is basically completed by the media, which plays a very important role in the construction of the party's ruling image. Over the past 40 years of reform and opening up, China's media has developed from a single media form into a comprehensive media system. With the updating of network information technology and the popularization and application of new media such as Weibo, wechat and digital TV, China has gradually entered the era of new media. New media communication is convenient, efficient and interactive, providing opportunities for the development of the ruling image of the Party [8]. The communication of political parties in the new period mainly presents the following characteristics.

4.1 The rise of new media brings many opportunities for the image communication of political parties

The emergence of new media has shortened the communication distance between the public and the Party, and the public can express their opinions on the new media conveniently, so as to better understand some policies of the Party. Enhance the platform for people to participate in politics, more use of the image of the Party to spread. It is very convenient for the public to express their opinions through media platforms, participate in some policy decisions involving their own interests, and implement the supervision of the public power by the public. People express their demands, state their views on current politics, and actively participate in order to make the Party take action. Make full use of new media technology to communicate with the public, alleviate contradictions, absorb public opinions, and solve the problems that people care about. The emergence of new media enables direct democracy to be realized and creates conditions for the image of democracy.

4.2 New media are carrying out party and government propaganda

In the era of new media, in order to adapt to the social development and the changes in the channels for people to obtain information, the party's image building must keep pace with The Times, attach importance to the integration of media platforms and technological changes, and actively play the role of new media. The new media shortens the distance between the Party and the public and enhances the image of the Party as a person who cares for the people. The communication between the people and the Party is enhanced and the enthusiasm for politics is also enhanced. New media provides a platform to enhance administrative capacity and strengthen the party's administrative propaganda. Attach importance to the role of emerging media, especially government weibo, in dealing with mass emergencies.

4.3 Severe challenges brought by new media to the ruling image of the Party

In the era of traditional media, newspapers, periodicals and radio are the most important means of communication. The Party's political communication is carried out from the top, and the content of communication is carefully screened and filtered by administrative departments at all levels. In the new media environment, due to the characteristics of two-way and interactive communication, there are many changes in the relationship between the audience and the media in the process of communication. Individuals in the new media environment have the dual roles of disseminator and receiver, and are no longer the audience in the traditional sense. [8] The progress of communication modes also brings many challenges. On new media, people can freely express their opinions and ideas, which brings great challenges to supervision.

5. THE ENLIGHTENMENT OF SPORTS IN SOVIET AREA TO THE IMAGE COMMUNICATION OF CONTEMPORARY POLITICAL PARTIES

5.1 To stand in the people's position, sincerely for the welfare of the people

The sports in Soviet area developed on the basis of the people - centered theme and the people - nature was one of its basic characteristics. Only when this concept is deeply rooted in the hearts of the people can sports achieve its own development. While developing, it also provides the foundation for the realization of national will and national strategy. In order to improve the people's recognition of the Party, so that the glorious image of the Party in the eyes of the people has been further improved. Only by getting the recognition and support of the people, can we really win the hearts of the people.

5.2 We should strengthen the channels of public opinion expression and focus on the people

The 18th CPC National Congress proposed the goal of building a moderately prosperous society in all respects by 2020, which is a solemn commitment made by the Party to the people and history. President Xi repeatedly stressed that "we should bear in mind that people's aspiration for a better life is our goal, and adhere to the people-centered development philosophy." Newspapers and periodicals in the Soviet area had special columns for public supervision, so that they could understand people's thoughts and opinions extensively. It was because they respected the

masses and paid attention to the expression of public opinion that they won the support of the masses. History shows that the power of the masses is enormous. In the new era, it is more important to open up channels for the expression of public opinion and ensure that every issue is responsive to the situation. To establish a new way of diversity and participation, and to communicate the party's image as a brand. Keep pace with The Times and keep innovating.

5.3 Reshape the tool mechanism to promote communication innovation

For a long time, the image of the COMMUNIST Party of China is mainly built by the party's media, including the party magazine, the party newspaper and the government's website, which plays an important role in spreading positive energy and themes. However, there is also a single way, lack of appeal, so more efficient and rich way of communication is very urgent. In the new period, we should change our concept, respect the objective law, make people actively participate in it through various tools and technologies, and improve the quality and appeal of party media. At the same time, some columns with local characteristics can be set up to strengthen the attention of the public and improve the efficiency of communication. Actively go into the people's life, conform to the reality, accurately grasp the people's direction, accurate communication, in the method and form can change with the situation, promote the innovation of communication mode. The main body of The Times is changing, promoting the will of political expression of the people. Only by giving play to the leading role of party media, promoting the realization of the party and government image goal, and gaining the recognition of the public.

5.4 Keep pace with The Times pay attention to the spirit innovation and dissemination of the Soviet Area

The spirit of the Soviet area is the product of the Chinese revolution, the magic weapon for the victory of the revolution, and the reason for the development of sports practice in the Soviet area. In such a difficult time, the development of sports in the Soviet area is inseparable from the Spirit of the Soviet area, namely team spirit, or the spirit of unity. In this new era, how can we inspire this spirit of teamwork, so that people can unite and fight together? The outbreak in 2020 was a test for us, and clearly people beat that test. It is also a demonstration of team spirit, and we should promote this spirit of unity. Today is the beginning of the 14th five-year, we need to inherit and carry forward the collective, group, team spirit, for it into the new blood of The Times.

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The Influence of Society, School and Family on Adolescent Physical Health Education

Feng Yan

College of Physical Education (main campus), Zhengzhou University, Zhengzhou 450001, Henan, China

Abstract: With the emergency of public fitness activities, youth health education has entered into people's horizons and become the focus of numerous scholars' study. "Organization of public fitness activities" share the same root with inscription "developing sports and enhancing people's physique" made by Comrade Zedong Mao in 1952, and moreover is consistent, continuous and unalterable. Therefore, public fitness being promoted to national strategy is a historical necessity. In this paper, documents consultation, comparative analysis approach, method of induction was employed, youth physical health education influence structure was set up, effects of society, school and family on youth physical health education were respectively studied. It concluded that society, school and family have played different roles in youth physical health education process, for society, it exerts influences from demands and environment; for school, it directly exerts influence from facilities and system construction; for family, it exerts varied influences from family economic level and family background. Society, school and family should cooperate with each other and jointly escort youth physical health education. The topic provides theoretical base for establishment of youth physical health education influence ways.

Keywords: Public Fitness, Youth Sports, Sports Health Education, System Construction.

1.BACKGROUND

Sports are strong, China strong; national development thrives, sports thrive; and so, promotion to unceasingly development of Chinese sports is an important part in the great rejuvenation of the Chinese nation. Jinping Xi, general secretary, made reports in the 19th National Congress of the Communist Party of China, in which mentioned sports for twice, planned and determined directions for new era, especially next five years' Chinese sports development [1-3]. And young are strong, the country strong, youth physical health issue is not only personal issue but moreover social and national ones. Youth is weak in physical exercise consciousness, together with school and family only attach importance to learning, and ignore the importance of physical health, leading to current youth lower sports quality, shorter physical exercise duration and weaker physical quality. Chaoan Zhang etc. teased out youth physical quality level, provided reliable opinions for youth physical education reform and management mechanism innovation. Youth physical health education is crucial during youth growth process, fitness is the foundation of all abilities and levels. Starting from the perspective of social demands, what society needs is not people with great strength current society has earlier transformed from living by strength in

agricultural society to relying on intelligence in current commercial society. Social demands have also transformed from strong and brute force to intelligence and educational background, which becomes more important for youth physical health education [4-6]. Then from the perspective of family, under the circumstance of fewer and better birth, current youth is mostly only child in family, due to being spoiled by family, their opportunities of engaging in physical exercises have become less, while even little for youth physical health education. From the perspective of school education, under social and family demands, youth hasn't possessed capacity of fully independent distinguishing issues, school education has become a key node for youth physical health education. In this paper, youth physical health education influence structural figure was constructed from social and family demands as well as school education, as shown in Fig.1.

As shown in Figure 1, youth physical health education has a stake in family, society and school, the three are essential and supplement each other. Society provides dynamic source for youth physical health education; family offers powerful backup force and school provides reliable places and plentiful resources. Family, society and school link into a whole unit, bring into their own advantages that provides good outer environment for youth physical health education. In the following, effects of youth physical health were described in details respectively from society, family and school perspectives.

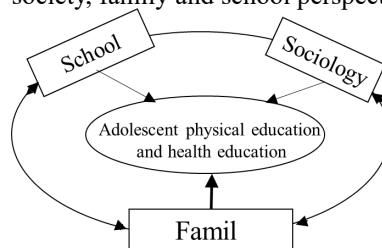


Fig.1. The influence framework of adolescent physical education health education

2.ANALYSIS OF YOUTH PHYSICAL HEALTH EDUCATION INFLUENCE FACTORS

2.1Effects of society on youth physical health education

Society is the landscape of youth growth. Although youth mostly walk among schools and families, they rely on them for survival. Society has direct and indirect effects on youth physical health education, which is multi-layer and covers a large scale. Effects of society on youth physical health education are respectively analysed from three aspects.

(1) Direct effects. With the emergence of social sports

activities in a large scale, youth is in an efficient phase of rapidly learning, interests and universality of the activities directly arouse youth interests in participating in physical exercises. Sports media is an important channel for youth learning sports knowledge and improving sports consciousness. Overall fitness sports could have youth physical health education broken limits of school education, integrated into social physical education, enabled them to contact with various senior people with high sports quality to set up examples for their physical health learning and promote independent capacity and positivity of youth sports learning.

(2) Society demands on talents' physique level have indirectly effects on development of youth physical health education level. Though physical quality is one's own issue, society's overall appeals to talents exerts influences on educational orientation and educational system's reform procedures to a certain extent. For instance, in cold arms era, the men plough and the women weave, wars frequently occur, both a rich life and safeguard the state need robust labor force. In such an era background, military officers represented by martial arts are derived. Martial arts can be physical education in another form, and be carried forward and developed in such an era. Nowadays, we enter into information era, there is less lifestyle as solving survival and life demands by brute force, however, as the words go, a healthy body is the capital of revolution, youth health is closely connected to physical education, high-strength operating mode needs support of a healthy body. Therefore, in current era background, there is no rigid demand in society on personal strong body, different operating modes' supervision has indirect influences on development orientation of youth physical education.

(3) Construction of social infrastructure and regulations on the administration of sports (Zhang & Peng 2017), has indirect influences on development of youth physical health education level. Community physical education service system is a key part in youth physical health education. Ideological trend of nationwide sports arises in community, community sports management system, activities programming and construction of infrastructure, directly exerts influence on education quality of community sports. Youth is a part of community, and social physical education mostly presents youth physical education through community. Community sports culture exerts various influences on community youth comprehension on sports. Perfect construction of community infrastructure and regulations on administration offers good material and system bases to community physical education, youth physical education, which further deepens effects of social physical health education on youth.

2.2 Effects of school on youth physical health education

As a direct actor of youth physical health education, school is also the uppermost factor that affects youth physical health education. With the proposition of "Schools set up guiding thoughts as health first" in "The decisions on deepening reform, push forward all-around quality-oriented education" issued by the State Council,

schools' education system reform has continued to carry forward, putting youth physical health education on education target that is equal important to cultural education. Schools has practiced guiding thought "health first", teachers have reinforced their knowledge of physical health. Proportions of different ages accept physical education in schools is as shown in **Fig.2**.

As shown in **Fig.2**, youth is weak in physical health consciousness; Schools, direct educational institution, should reinforce youth physical health education and improve youth physical health consciousness. Sports course organized by schools should have entertainment, athletics and fitness; attract youth to carry out physical exercises from different levels.

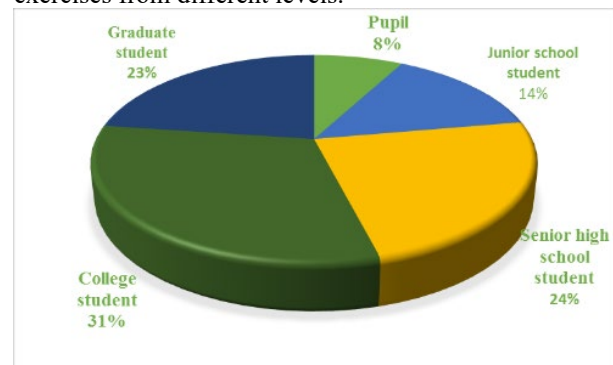


Fig.2. The proportion of sports population in different educated population

Schools are uppermost practitioners in youth physical education, construction of schools' sports equipment and schools' sports administrative system are fundamental guarantee for youth physical education. At present, there are no great differences among primary and middle schools' varieties of sports equipment, trees and sites with those requirements of Ministry of Education, leading youth physical education in school being limited in teachers' instruction and lack of facilities to practice. School should ensure students' sports activities external conditions on the premise that faculty education is ensured. Research indicates that external causes for unable to participate in physical exercise arrives at 88%, schools should strengthen construction of basic physical exercises facilities. Construction of school physical education system is fundamental guarantee for youth physical health education, schools should increase implementation of stipulation on sports class hours, avoid various causes for changing or directly cancelling physical education course, to ensure youth has enough time to learn and practice sports spirits.

2.3 Effects of family on youth physical health education

Family is essentially a part of society, but is different from society due to intimacy extent. Family plays a basic role in youth healthy growth; physical health education is important in family education. As basic structure of society, family has basic functions of social education. Scale and structure of family play different roles in youth education, during youth physical education process, a good physical exercising family atmosphere is an essential guarantee for youth physical health growth.

Family is a place that enlightens youth physical education,

its own nature is generally up to or directly affected by foster parent. Youth hasn't perfected in body and psychology; his growth still highly relies on external education level. Foster parent should consciously learn advanced physical education conception, and improve personal physical education quality. When youth is at home, foster parent should focus on cultivating children's physical quality, spend more time bringing along them to participate in different kinds of physical exercise events. According to family members' different interests and hobbies, select different sports events, improve children's cognitive extent on sports events and increase their interests in physical exercises.

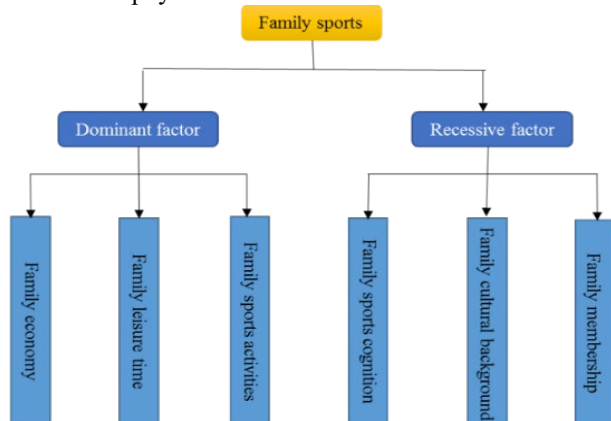


Fig.3. Influence factors of family sports

With the implementation of "Nationwide fitness program" issued by the State Council, family sports richness and universality have received considerable development. According to different family economic conditions, family leisure and entertainment events would be different; their selections on sports events would also be different. Family sports is a part that family implements youth physical health education, its influence factors are generally explicit and implicit factors, the composition is as shown in **Fig.3**. Explicit and implicit factors of family sports generally directly affects youth physical health education level, such as in explicit factors, family economic factors directly decide family sports influence ways on youth, different economic levels would lead to different family sports expressions, and youth sports family education would also get involved in various sports fields; in implicit factors, family cultural background factors direct affects selection of family sports forms, in family background inclines to foreign countries', there are most family sports activities as Taekwondo, fencing and others; in domestic background, there are family sports activities, such as parentchild activities, traditional martial arts and others. Different family sports factors would lead

to different influence ways on youth physical health.

3. CONCLUSIONS

In this paper, from the perspective of science, overall structure of students' physical exercises influence factors was analysed, and from society, school and family, youth physical health education issues were respectively analysed. Society, school and family exert various influences on youth physical health education in different levels, in the sense of society, social environment, social sports activities and social demands directly or indirectly affected youth physical health education's orientations and extents, society should create a good sports atmosphere for nationwide sports that provides a good landscape for youth healthy growth; in the sense of school, as direct educational institution of youth, construction of schools' facilities and sports management system restrict in youth physical health level; in the sense of family, considering from explicit and implicit factors, family economic conditions, family backgrounds and other factors provide conditions for youth family physical education, and also restrict in youth contact with multiple sports competitive activities to a certain extent. On a whole, society, school and family should take their own responsibilities and connect with each other to guarantee for youth physical health education.

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The Construction of the Modern Safety Management System of Urban Rail Transit

Aixi Deng

Hunan Vocational College of Railway Technoloe, Zhuzhou City, Hunan 412000, China

Abstract: With the gradual development of China's society, people put forward high requirements for the quality of life, and must progress in accordance with the direction of modern and science and technology, pay special attention to urban rail transit, promote the rapid improvement of rail engineering, and usher in a new construction boom. The rapid growth of urban traffic level leads to the frequent occurrence of safety accidents. In order to ensure the safety and convenience of people's travel, we must pay too much attention to the urban rail safety management system. This paper focuses on the application status of urban rail transit, strengthens the analysis of the contents and conditions of urban rail safety management, reasonably summarizes the importance of its safety management, deeply studies the construction mode of modern safety management system, and provides a lot of help for practitioners.

Key words: Urban Rail; Traffic Safety; Management System; Construction

1.INTRODUCE

With the rapid development of social economy, the speed of urban construction is also increasing, promoting the increasing modernization of the rail transit industry. The emergence of rail transit effectively alleviates the urban traffic pressure and reduces the urban internal congestion to a certain extent. In addition, it will help the national transportation become more convenient and fast, and lay a good foundation for improving the level of urban and social development.

2.CURRENT SITUATION OF MODERN SAFETY MANAGEMENT OF URBAN RAIL TRTRANSI

2.1The responsibility mechanism is incomplete

For urban rail transit safety management work, urban rail transit safety management does not have a complete responsibility system, especially in the process of urban rail responsibility management process, most urban rail transit safety management only focus on leadership work, but did not play their own work value, so that many personnel to their responsibilities are not clear, show the responsibility system is incomplete phenomenon. In terms of specific content, if the responsibility system of urban rail transit is not perfect in the safety management, it is necessary to strengthen and improve the safety management of urban rail transit safety management in China, which will seriously affect the role of urban rail transit safety management^[1].

2.2 Technology is not in place

In the actual development process of China's society, urban safety supervision must use technical help in the engineering construction. Compared with many foreign

urban rail transit projects, there will be many technical problems, which are not conducive to the role of urban rail transit safety management in China.

2.3 Imperfect safety supervision

Sufficient preparations can play an auxiliary role in urban rail safety management, especially when urban rail transit safety is implemented and management work, and often do not have safety prevention work, so that the safety supervision work cannot play an effect. Although many cities in China began to apply the rail transit mode to improve the future development speed of cities, many rail transit is not equipped with targeted preventive measures in the actual operation, leading to a large number of hidden internal instability factors, which is not conducive to the normal life of urban residents, and even reducing people's quality and level of life.

3. IMPROVE THE CONSTRUCTION OF A MODERN SAFETY MANAGEMENT SYSTEM FOR URBAN RAIL TRANSIT

3.1security system

3.1.1Security organization

The safety management meeting involves the mutual assistance of all departments of the enterprise, and will fully implement the management system, management planning and management content. This kind of work requires mutual cooperation within enterprises and maintaining close contact.

3.1.2system safeguard

Safety management responsibility system is the main guarantee condition for the normal implementation of safety management work, which truly presents the management effect. Especially for rail management enterprises, the safety management system takes the safety responsibility system as the working principle, implements it to each construction personnel, and clearly distinguishes its own responsibilities and obligations, to avoid conflicts. The urban rail transit safety management responsibility system must be fully implemented into every department of the enterprise and every staff member to clearly understand their responsibilities and obligations and reduce the occurrence of safety risks^[2].

3.1.3educational training

Safety education is the basic guarantee for the implementation of safety management work. The complete safety education drives the staff to better integrate into the working environment, and effectively have rich knowledge to prevent the emergence of human factors. Therefore, safety education and training have attracted a lot of management attention.

3.2navar

The control system must comply with the planning

methods and standards, compare, test and supervise the control data and values, effectively adjust and improve the difference, and ensure the completion of the expected plan under the condition of content improvement. However, according to the current situation, China's rail transit safety management is only retained in the post-hoc management situation, becoming a separate feedback control and formulating a complete control plan. However, because the management personnel only take emergency work before problems occur, they cannot meet the conditions for the scale expansion of modern rail transit if necessary. Therefore, the scientific construction of a modern urban rail transit safety management system, combine the front and back feedback, complete the advance control function, formulate prevention and management measures in advance, and effectively predict the safety impact factors, can play a protective role in the first time. From the detailed content analysis, the control system of rail transit management will include target identification, safety involvement, stage control, fault processing and other links.

3.3management by objective

The numerical identification of safety objectives must rely on the rail transit construction time, application situation, safety situation and other data, and rely on the international professional requirements, to ensure the reliable safety targets of modern enterprises. If the target value cannot be adjusted casually when it is determined, it will be assigned to the station, the company and other departments, and fully implemented to each position.

3.4Safety design documents

The control system must pay attention to the safety design documents during the implementation period. In normal circumstances, the safety design documents will cover information collection, implementation direction, application organization, planning and manufacturing, guarantee plan formulation and other links. The direction of implementation is to combine modern safety tasks and station safety control, so that more people can understand the direction of implementation. The application organization will control the management network structure and effectively play its own value. Planning and manufacturing will be the actual situation, according to the current situation, reasonably formulate relative solutions, effectively implement the control plan, allocate their own responsibilities and obligations, to ensure that the responsibilities are clear and regulated^[3]. During the period of institutional guarantee program, staff need to rely on the current situation, scientifically formulate targeted implementation plan, increase the occurrence of error rate, so as to have appropriate control objectives.

3.5Stage control

In the process of safety and removal construction, each

stage must cover the control elements. Therefore, during the implementation of the stage control period, we should scientifically apply reasonable safety inspection methods, seriously explore the system situation, reasonably put forward relevant improvement measures, and effectively play the adjustment and improvement effect. At the same time, carefully observe and eliminate the safety problems, to ensure that the rail transit is in normal conditions, and to maintain stability during the operation.

3.6trouble removal

The modern safety management system will be fully implemented, although the number of potential accidents to a certain extent, it will still face many problems in the future application. Therefore, always pay attention to the accident handling work, and combine with its control system, increase the avoidance of accidents, and effectively improve the speed of accident handling. In addition, when dealing with the problem, we must provide an effective basis for the system situation to prevent the problem from happening again^[4].

4.CONCLUSION

With the rapid development of social economy, the development speed of cities is also making continuous progress, driving the further improvement of urban rail transit. During the stable operation of urban rail transit, the modern safety management system will be fully implemented into various departments and processes, maintain the current safe and stable application state, increase reducing risk factors and accidents, and fundamentally eliminate the impact of instability. Make use of this construction way, effectively enhance the management level and quality, and play an ideal and reliable guarantee for people's safe travel.

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Rural Primary and Middle Schools' Sports Teachers Development in the Vision of Integrated-disciplines Teachers Education

Kunling Qin

LuXun Primary and Middle School, Yidu 443300, Hubei, China

Abstract: Due to weak in basic education facilities, rural areas have always confronted problems, such as unreasonable teachers' structure, lack of educational resources and so on. Commonly, there was shortage of sports, music, information technology and other disciplines teachers. Based on the phenomenon, one concept-integrated-disciplines teacher has gradually implemented. With integrated-disciplines teachers, courses could be set up completely and no need to specially equip with teachers. This avoids "disciplinary tendency" issues earlier in primary and middle schools, and improves students' development and cognition in an all-around way. In this paper, combining with background of integrated-disciplines teachers, analysis has been made in changes of Chinese sports teachers' policies and these teachers' development scale, and also bottleneck in current rural sports teachers' development; in addition, suggestions have put forward for these issues, pointing out that rural primary and middle school teachers should continue to improve their discipline skills and adept fields, develop them towards "specialized and versatile".

Keywords: Integrated-Disciplines Teachers; Development of sports teachers; Rural education

1. INTRODUCTION

Recently, employment of normal college students has shown downturn tendency, the phenomenon has strictly suppressed development of educational level in rural areas that lack of teachers. With wide range of disciplines, integrated-disciplines teachers could solve rural teachers' shortage to a certain extent, and so plays a very important role in rural educational development. Due to faculty shortage, rural areas often occurs to ignorance of literary and sports disciplines, sports has no exception. This suggests that how to promote rural primary and middle school sports education and sports teachers' development positioning in the vision of integrated-disciplines education has become crucial. Many scholars have studied in the field.

Xiaofang Wang etc. stated concept of integrated-disciplines teachers, and analyzed integrated-disciplines education's drawbacks, put forward some suggestions on curriculum resources construction and teachers' personal growth, summarized causes for these issues, and presented many optimized strategies and methods [1-3]. Bingbing Shi, Xiaozan Wang etc. evaluated current primary and middle schools' sports development status through establishing evaluation indicator system, diversified indicator system made final evaluation more complete and

concrete, and finally put forward that primary and middle school teachers should continue to promote their capacity and pursue advancement in self-reflection process [2-5]. Zhen Wang studied one primary school sports teachers' teaching conditions, analyzed their professional competence and teaching level through searching documents, questionnaire survey, data statistics and other approaches, and acquired sports teachers' level influential factors, as well as put forward some opinions with reference value [3-6]. Wei Zou mentioned that at present Chinese primary and middle school education confronted structural curriculum reform, therefore it was necessary to promote teachers' quality level; targeted at the problem, he studied sports teachers' comprehensive quality level, found current teachers' advantages and disadvantages by comparing new curriculum standards' requirement on teachers, which provided references for facilitating further development of future sports teachers [4-7]. The paper mainly analyzed sports teachers' development situations in the background of integrated-disciplines education background, on this basis, put forward orientation and suggestions for rural primary and middle school sports teachers' development in the future.

Integrated-disciplines teachers refer to the teachers that are capable of teaching all courses in one teaching stage, mainly characterized by "multi-discipline teaching", that is, a kind of education concept under Chinese traditional teaching mode that mainly popularizes and implements in rural areas and other backward areas in educational resources. "Integrated-disciplines teachers", an official policy language, firstly emerged in 2012 the article Opinions on vigorously promotions to rural compulsory education teaching staff construction, with main purposes –to expand integrated-disciplines teachers' training scale through directional sponsor or special enrollment so as to solve teachers' shortage and imbalanced training structure as well as single training way [8-12]. Subsequently, the training and exploration mode was further deepen and developed and became an effective mean to solve rural education issue. With the times development, such education concept has been given new connotation and times characteristics. It has transformed from rural-oriented to take priority in rural development, from initial poverty relief to current excellence, which asked higher for teachers and current education recognition [13-15]. Now, integrated-disciplines teachers is moving towards professional, that is to foster teachers that continue to satisfy social demands, ensure to facilitate students' development and also unceasingly promote the teachers'

professional competency and professional quality, so as to cultivate education concept to conform to rural primary and middle schools and adapt to rural education essential comprehensive competent and professional quality.

As a dispensable link in primary and middle school development, sports teaching not only have connections with improvement of students' body functions but also the state future and hope. Therefore, more attentions should be paid to cultivate sports teaching. Among them, sports teachers act as important roles, their future development

Table 1: Evolution of Primary and middle schools' teachers' policies

Stage	Requirement policy	Treatment policy	Management policy
Early stage of reform and opening-up	Occupational requirement policy: Requirement of teachers' qualification and teachers' establishment. Training requirement policy: Teachers' pre-service education. Training requirement policy: Improve in-service teachers' quality and level.	Teachers' position and working treatment: Teachers enjoy a high position, but their salary is universally lower than mean line, so that allowance of teaching years and structural salary are put forward.	Teachers' appointment system. Teachers' assessment policy: Professional quality, teaching effects, degree of education.
The period of socialist market-oriented economy exploration	《Teachers' Law》 was issued, and system of teachers' qualification was implemented. It required that sports teachers to transform from qualified and practical teaching ability to sports educational professionals under comprehensive training.	《Outline》 and 《Teachers' Law》 were issued, teachers position was upgraded, Teacher's Day was set up. Teachers' salary was raised.	It transitioned from teachers' appointment system to employment system. Orientations of assessment: Political ideology, professional skill, working attitude, working performance.
Since 21 st Century	"Threshold" of teachers has increased, proportions of sports teachers have stipulated. Target requirement is: professional sports educational talents with one specialty as well as other abilities, facilitating "national training plan" training system.	Teachers' position has gradually been promoted, merit based pay system has been forward, performance assessment has been implemented; while also teachers' structure has been continued to deepen. Assessment has been adjusted, full primary and middle covers: political ideology, teachers' school sports teachers have been allocated ethics, and implementation of work through multiple paths.	Employment system has been carried forward, performance assessment has been continued to deepen. Assessment has been adjusted, full primary and middle covers: political ideology, teachers' school sports teachers have been allocated ethics, and implementation of work responsibilities.

With social progress and development, sports teachers' policies have also continued to adapt to practical national development conditions. In current stages, due to shortage of teaching resources in rural primary and middle schools, integrated-disciplines teachers have been highly praised by schools and government, but sports are often neglected. Therefore, sports educators have confronted new challenge. In new curriculum standard "Sports and health course", new requirements and goals have been put forward for sports teachers, in which sports teaching is required to aim at facilitating students' physical and psychological health, and meanwhile strengthen skills, cognition, psychology, emotion, behaviors and others' development. This requires sports teachers to continue to refine their knowledge, integrate health care, mental health, sports, safety and nutrition as well as other aspects knowledge, and facilitate students' development in an all-around way.

2.2 Development of sports teachers' quantity and scale

As shown in following Figure 1 Chinese urban and rural middle schools' sports teachers' quantity trend figure from 2003 to 2013, on a whole, there shows a rising trend, from which country and town's sports teachers cover the largest scale and the most quantity, now China has established an education team with basic sufficient teachers and rather perfect structure. Though sports teachers are increasing in quantity, in rural areas with larger cardinal number, recent years' sports teachers' growth trend has been rather slower, and even appeared negative growth in 2004. From the perspective of ratio between students and teachers, ratios in rural areas and country middles are rather larger, cities

also attracts more educational scholars' attentions.

2. DEVELOPMENT OF CHINESE PRIMARY AND MIDDLE SCHOOLS' SPORTS TEACHERS

2.1 Primary and middle schools' policies

Chinese primary and middle schools' teachers' policies evolution are mainly divided into three stages, early stage of reform and opening-up, and the period of socialist market-oriented economy exploration and since 21st century. The concrete great evolution contents can refer to following Table 1:

are smaller, and however, China has lagged behind by comparing to developed countries. All of these data indicates that China has by far a larger gap in sports teachers, and so should put construction of primary and middle schools' sports teaching staff on a rather important position, and meanwhile strengthen teachers' quality and ability and teaching level, as well as construct a group of superior sports teaching team.

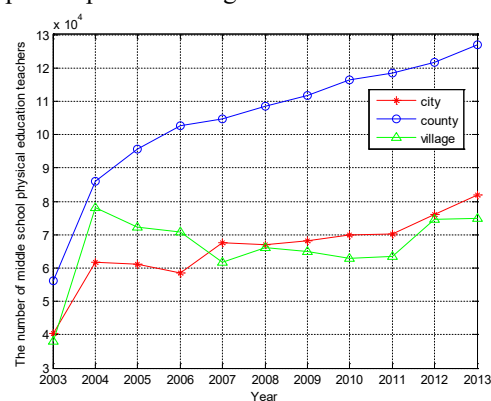


Figure 1: Chinese urban and rural middle schools' sports teachers' quantity from 2003 to 2013

3. IDEAS OF RURAL PRIMARY AND MIDDLE SCHOOLS' SPORTS TEACHERS DEVELOPMENT PATTERNS IN THE VISION OF INTEGRATED-DISCIPLINES TEACHERS

3.1 Set up great sports view

We start from sports and look at problems in all directions. We focus on studying and exploring sports training and development patterns, on the premise of ensuring physical

exercising, stressing extension of disciplines, interacting with other basic disciplines, simultaneously developing professional skills and quality cultivation, and then realizing optimized teaching effects.

3.2 Sports teachers strive to develop towards “specialized and versatile”

Under integrated-disciplines teachers training pattern, primary and middle schools have wider adept fields; usually one teacher could teach multiple disciplines at the same time. As one of the members, sports teachers should also be adapted to the pattern and continue to perfect their capacity. Nowadays, new curriculum standard weakens competitive events with high difficult skills, but stresses on body participation and sports events’ diversification. Sports teachers master only one sports event may not satisfy demands, therefore they should strive to develop towards “specialized and versatile”.

3.3 Highlighting connection between theory and practice during sports teaching process

Professional knowledge and ability has exerts a great influence on teachers development and promotion. So sports teachers should continue to train capacity of connecting theory with practice and improve their professional skills.

3.4 Strengthening cultivation of literary and art, increasing classroom appeal

In primary and middle schools’ sports teaching classroom, teachers should continue to attract students’ interests as engagement in physical exercises. This requires teachers to strengthen cultivation of some artistic accomplishment, as dance, music, literary and so on. During break, some interesting topics could introduce to students, which raising students learning aspect and sentiments while also can increase their learning interests and classroom effects.

4. CONCLUSIONS

Integrated-disciplines teachers mainly implement in rural areas that lack of teachers, and mainly targets at primary and middle school students. Just because of such shortage, disciplines like sports, music and arts are often neglected. Therefore, it is necessary to study on the issue. In this paper, analysis was made on current primary and middle schools’ sports teachers conditions from policy development and quantity scale trend in the background of implementing integrated-disciplines teachers, problems were then found and suggestions were put forward that primary and middle school rural sports teachers should set up great sports view, implement joint development in professional skills and basic disciplines, focus on connecting theory with practice, strengthen literature accomplishment, increase classroom appeal, so as to realize “specialized and versatile” and better devote to rural primary and middle school sports teaching.

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Analysis on Current Situation and Development Prospects of Health Clubs in the Post-epidemic Era

Xuebing Bai, Rongjun Shi

Jiangxi University of Science and Technology, Ganzhou, 341000, China

Abstract: In this paper, the status quo of gyms under the post-epidemic situation was analyzed, and the new operation mode of gyms was explored to provide theoretical support and practical basis for the long-term, effective and healthy development of the fitness industry in the region.

Key words: Health Clubs; Post-epidemic Era

1 INTRODUCTION

With the gradual improvement of people's quality of life and the demand of social development, the development of the service industry is advancing rapidly, among which the fitness industry, which cannot leave People's Daily life, is also a major focus. In the service industry after the epidemic, the initial prospect makes major businesses feel tired, and health clubs are also greatly affected; Thanks to the proper control of the epidemic, the service industry is booming, and fitness is quickly returning to the public life. A series of changes have taken place in the fitness industry in the post-epidemic era, and its current situation and development prospects are worth exploring. Fitness, as the name implies, refers to the practical behavior of obtaining human health and prolonging its life. It has the comprehensive meaning of strengthening the body and keeping the body healthy. Fitness exercise has become one of the main choices of people's sports, it can not be ignored to promote the physical and physiological health of the human body, on the surface, it can promote the development of comprehensive physical quality of the human body, reduce obesity symptoms, strong body; On the deep level, it can reduce their stress, bring people a happy state of mind, change their mentality, raise people's attention to themselves, so that they can develop healthy and beneficial habits and exercise.

2 CHANGES IN THE FITNESS INDUSTRY AFTER THE EPIDEMIC

As early as 2014, China included national fitness into the national strategy, with the intention of accelerating the development of the sports industry and promoting sports consumption of the masses. National fitness is still a hot term with rising heat in recent years, and fitness clubs have generally become fitness venues for the masses of the people, which is also a new way of urban life in China. Due to the huge impact of COVID-19 on the fitness industry in China and even the world, all fitness clubs have been hit hard. In the post-epidemic era, we mainly explore the status quo of fitness clubs from the operation mode of the fitness industry, the direction of service transformation and the consumption mode of the people.

The research shows that under the impact of the epidemic, the consumption pattern of the masses has changed and people begin to show great interest in online sports consumption. Second, after the outbreak of the operation mode of the fitness industry took a new reform, for example the present in Shanghai, wuhan, Beijing fitness club is to promote the fitness of digital, intelligent and convenience make fitness is not single and traditional marketing primarily, the advent of the era of Internet + rise slowly, and artificial intelligence, Online and offline can be convenient to meet the needs of the masses of fitness, the two permeate each other, coexist development; Finally, the fitness service industry after the epidemic also arises in response to needs, from shallow to deep, from narrow to wide, as well as intelligent and granular service.

Over the law indicates that, to the end of the Spring Festival is the fitness club of this period, and after the Spring Festival because of the people to return to work in fitness crowd of explosive growth, and in the outbreak of the fitness industry is still so, due to long holiday in people's nutrition surplus and fat accumulation, the more people to own health value, So fitness has always existed and been active in the daily life of the public. As can be seen from the report on Fitness Trends in China 2021, reducing fat and losing weight is still the most popular trend at present. This huge market gives fitness clubs inherent flow of people and main marketing objects. According to the survey, aerobic exercise, exercise rehabilitation and postpartum recovery have become the emerging development direction of fitness clubs. Among them, losing weight and fat is the most mainstream trend in the coming years. Up to now, more than 52% of Chinese adults are becoming obese, and the rate of obesity and overweight is also increasing year by year. The rate of overweight among teenagers and children is also increasing. With the development of society and the gradual improvement of people's living standards, it is difficult to control this phenomenon, and the fitness industry therefore stands firm and has a huge prospect.

The survival of the fittest, the impact of the outbreak, there is a lot of bad news, fitness industry, too many new fitness club and traditional old fitness club were eliminated, lead to collapse and closed stage, such as jiangxi ganzhou fitness club industry, hardly hit by the outbreak, staged many tragedy, there is a lot of gym declared bankruptcy and bankruptcy, The company has no profit source due to suspension of business and no operation; Some of them are struggling to survive by relying on old members and forced marketing, while others are actively responding by

changing marketing mode and service concept. On the surface, many fitness clubs transfer offline courses to online courses. The size of gyms is from large to small, small and fine, the feature of specialization is particularly prominent, there are a lot of yoga, aerobics, intelligent fitness areas. Facts show that, compared with large-scale gyms, which often involve thousands of square meters, small gyms similar to studios cost less and cost less. These gyms are mainly featured in a certain sports field and can attract the attention of the people they need. Known as Silver Jim's fitness and Inpais Fitness, both feature small studios and boutique venues tailored to specific Settings; However, large gyms are more focused on the reform of marketing methods by reducing costs and the practical operation of suppressing competitors.

3 THE GAP BETWEEN CHINA'S FITNESS INDUSTRY AND EUROPEAN AND AMERICAN COUNTRIES

In European and American countries, the fitness industry has a variety of service types. For example, personal studios account for 34%, indicating the maturity of the fitness industry. Other well-known fitness chains include life time fitness, planet fitness and 24 hour fitness. In the United States, the fitness is an integral part of people's life, children, teenagers, young and old people are people who, in the 21st century, the United States vigorously support the development of fitness industry and introduced the related policy, make a large rise in the fitness industry's revenue and total number of stores, population also corresponding permeability ascend, each of 10 people have been about two people fitness club. After the epidemic, the development of the global fitness industry is uneven and uneven.

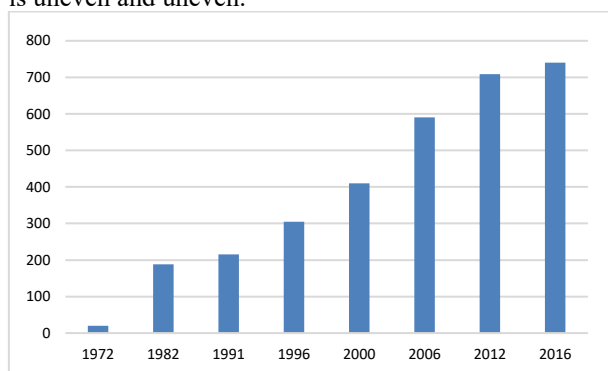


Table 1 Percentage growth rate of health club membership in the United States

4 DEVELOPMENT PROSPECT OF FITNESS INDUSTRY

For now, many fitness clubs have undergone a comprehensive innovation. For example, the relationship between the supply and demand of clubs and fitness coaches is changing. Due to the uneven level of the coaching industry and the great internal competition in the industry, fitness coaches are job-hopping or quitting to start their own businesses, which greatly increases the operating cost of clubs. Therefore, the club adopts refined and specialized recruitment of coaches. Those with strong comprehensive ability should receive higher treatment, and excellent coaches will be rewarded accordingly.

Secondly, the change of training methods and modes of staff in the coaching industry and the popularity of small and medium-sized clubs; As a new platform, short videos have gradually replaced Dianping and Meituan. The existing short videos achieve the purpose of marketing and popularity by attracting the public's attention through clicks and even promotion in the form of live broadcast, which is also a unique way to follow the trend of The Times and keep up with the public. Sales service make the priority of the industry, if sales don't well done, it will soon be hit by the counterparts, there is no appeal are not competitive, so sales is very important, but more important at this stage of sales have gradually show the customs and the state, in sales at the same time, we should take good care of company operations, sales do not certainly can create profits, We can make good profits by modeling and characterizing our operations. In addition, fitness is the national fitness and mass fitness, which has an immutable feature, so the club is mainly promoting the needs of main members, rather than blindly exploring new content and projects with a large leap. People's needs change with a series of sustainable development factors such as The Times, life, science and technology. At present, the club is abandoning some unpopular content without audience flow. To fully develop the industry, basic elements such as teaching rate, return purchase rate and operation cost reduction need to be changed. Finally, fitness club should be in cooperation with brand fitness industry, an initial to raise their competitiveness and popularity, has proved far less partaking cooperate with brand, has a strong experience behind practice background support, can greatly enhance the combined into common interests of the community itself against playing defense ability, This is easy to get the most effective way of operation and reduce the cost of investment, joining the influential brand system to go, is undoubtedly the current basic competitiveness of the effective means.

In view of the current background and needs of the masses, the development prospect of the fitness industry in the post-epidemic era is still foreseeable and worth looking into! In the rapid development of the industry cycle, the demand for fitness trainers is very large. China's fitness industry is far from reaching the integrated fitness system and professionalism of European and American countries, so there is still a long way to go and a great space for improvement and development.

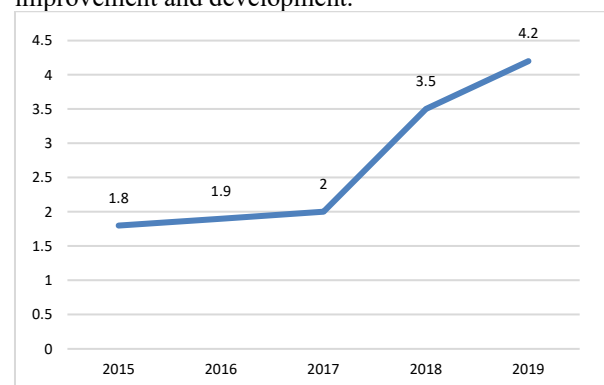


Table 2 Size of China's sports market from 2015 to 2019
The biggest advantage of China's service industry is the

huge market and people's increasing demand for life quality improvement. During the COVID-19 pandemic, people were forced to stay at home for several months, so that some sports enthusiasts shared their short exercise videos on the Internet, which also attracted the attention and imitation of many netizens. These phenomena clearly reflect people's concern about their own health and desire for fitness. Short video platform can intuitively reflect the essence of people's life. It has the characteristics of intuitiveness, popularity, information accuracy and short and fast time, and has become a popular carrier for people to share their life. In order for the service industry, we should increase investment in the short video on the surface, we can strengthen the health consciousness of people, get into the habit of exercise, also make it more understand the fitness function and necessity, more deep sense we do the network platform of operation, to open the publicity and service characteristics of a benign show. Due to the fitness club is more more shopping malls and traffic in the area, it also leads to the lack of a large stream of people, so will shift the fitness community sites will certainly is a development direction, as the community sports arises, we can make full use of their own conditions related venues in cooperation with the community, Will enrich the life of the community and facilitate their fitness needs, give the community residents quality fitness

experience, in cooperation with the community management get proper profit distribution, this method can make the development direction of fitness industry, one of The Times in the new situation, service industry should make the corresponding transformation and application of new ideas. In the future fitness industry, we will strengthen the expansion of services, the degree of service particles, and the use of intelligent technology, combined with fitness services, to create better quality, more personalized, intelligent fitness services for users.

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Apple's Localized Advertising in China -Take "Three Minutes" as an Example

Rui Liu, Pingxia Song

Foshan University Business School, Foshan, Guangdong 528000, China

Abstract: In the context of new media, the advertising industry has developed faster and faster, and its forms have become rich and diverse. The localized creation of international brand advertising is a relatively popular trend. International brands wanting to enter the Chinese market must not only do a good job in the product's own performance, but also introduce local culture in order to seek the resonance of Chinese people's brand culture is also social development Of a situation.

Keywords: Localization Strategy; Advertise; Human Emotion

1. INTRODUCTION

1. 1 Significance of topic selection

In the electronics market, there are many alternatives for the same type of commodity, and Apple's products seem to be not magical enough to be omnipotent. Since Apple's products are not so magical, Apple must have done a good job in another aspect of marketing. Therefore, through the study of the case of Apple's localized advertising in China, we analyze and summarize the non-incidental reasons for the successful marketing of Apple mobile phones, so as to provide reference for domestic mobile phone brands in China, so that domestic mobile phones can be implemented according to their own conditions in marketing. A suitable strategy to actively go international.

1. 2 The difference between international advertising and domestic advertising

International advertising refers to the information dissemination activities of advertisers on products, services, or concepts to specific consumers in importing countries or regions through international media, advertising agencies and international marketing channels. From the perspective of advertising content, it is common for domestic advertisements to directly promote product functions, while international advertisements pay more attention to the corporate image of Yichuan in the focus of advertising. From the perspective of advertising targets, unlike domestic advertising which focuses on general consumers, international advertising mainly targets industrial and commercial players. There is a big difference between the international market and the domestic market. In the international market, because different countries and regions have great differences in social systems, policies and regulations, consumption levels and structural customs, natural environments, religious beliefs, and the resulting consumption concepts and market characteristics, these The difference determines that international advertising has the particularity of different general domestic advertising.

2. APPLE'S OVERVIEW

2. 1 About Apple Apple Introduction.

Apple Inc is an electronic technology company in the United States. It was established in the United States on April 1, 1976 by Jobs and others, and is headquartered in Cupertino, California. It was publicly listed in 1980, and it only took 5 years to become a Fortune 500 company in the world. On June 2, 2021, the 2021 Fortune 500 list was released, and Apple ranked third.

Its main business includes design, development and sales of consumer electronics, computer software, online services and personal computers. Pingguo released the iPhone series of Apple mobile phones, which had a great impact on the industry, ending the era of physical buttons in the mobile phone market. Apple divides the global market into five regions by region. The Americas is Apple's largest market at present, but the Asia-Pacific region also accounts for 31% of the entire market, and the Greater China region accounts for nearly half of the entire Asia-Pacific region. This shows that China The market has a pivotal position in Apple's global layout.

2. 2 The development history of Apple mobile phones in the Chinese market

In 2009, the Apple mobile phone was officially introduced to the Chinese market by China Unicom. Since then, its sales in the Chinese market have grown rapidly, and it has become one of the most popular smartphone brands in the domestic market. By 2011, Apple further expanded the Chinese market with its classic iPhone4/4S models, ushering in the full-screen era of Chinese smartphones, and squeezing most of the market share of BlackBerry and Nokia featuring physical keyboards. The myth of Apple's mobile phones only lasted until 2015. Then, in 2016, the sales of Apple's mobile phones in China declined for the first time in ten years. The market share dropped from 136% in 2015 to 96%. The exchange rate of the U. S. dollar fluctuates, and the price of Apple's mobile phones converted into RMB has risen relatively. It started to grow substantially in 2018, with an increase of 158%. After experiencing a sharp decline in the Chinese market, Apple realized that its previous marketing strategy could not meet the needs of the Chinese market. In order to restore consumers, Apple made a series of changes based on the characteristics of the Chinese market and achieved significant results.

Since 2015, Apple has begun to launch localized advertisements for the Chinese market. The representative is that every Chinese New Year, it will launch corresponding Lunar New Year advertisements, and use the opportunity of the Spring Festival to promote its company's products. In the past five years, Apple has continuously launched New Year's New Year advertisements during the Spring Festival, which is obviously a fancy to Chinese consumers with strong

purchasing power.

3. ANALYSIS OF APPLE'S REASONS FOR CHOOSING ADVERTISING

Localization with a population of 6.4 billion in the world, China occupies 1.4 billion. Therefore, China is a huge market for both domestic Chinese brands and international brands. For different groups of people, it is necessary to make advertising planning schemes according to the different needs of different groups of people. There are different solutions to different needs.

In China, the term "culture" is ancient. The long history of Chinese traditional culture is unmatched by any other country. It not only has distinctive national characteristics, but also has a long history, broad and profound characteristics, which are in the bones of Chinese people. There is also a love for traditional culture, so if the brand wants to enter the Chinese market, it is undoubtedly a good way to start creative thinking from traditional Chinese culture.

The Chinese themselves have a strong patriotism, and they also love Chinese traditional culture deeply, so cutting into the field of traditional culture can arouse the resonance and empathy of the Chinese people, and achieve the purpose of easily poke the pain points of consumers. Let Chinese consumer groups be more immersed in the atmosphere created by advertising. This is a relatively successful place for advertising. The Apple brand can be described as an excellent model. For the past five years, Apple has continuously launched Chinese New Year advertisements during the Spring Festival. Obviously, they are interested in Chinese consumers with strong purchasing power. Therefore, they specifically segment the Chinese market for advertising creation and promotion. Kotler defines market segmentation. For buyer groups with different needs, characteristics or behaviors, and adopt a separate product or marketing combination strategy for each buyer group. It captures the Chinese people's patriotism and the love for their hometown, which is unique to China, and it is precisely because of this characteristic of China and the characteristics of the Chinese that these localized advertising art can be created. With the effect of hitting the mind directly.

4. LOCALIZATION ANALYSIS OF THE MICRO-FILM "THREE MINUTES"

The short film "Three Minutes" produced by Apple, directed by Kexin Chen, uses the train station during the Spring Festival as a narrative background. It tells the story of a flight attendant's mother and son who only met in three minutes during the Spring Festival. As a successful localized advertising case, "Three Minutes" uses a lot of Chinese elements.

4.1 Background selection for localization

First of all, the film chose the very classic Chinese traditional festival-the Spring Festival as the node. As the grand festival of the Chinese nation, the Spring Festival has been passed on for more than 2,000 years. It is not a simple time node. It carries too many Chinese people's feelings, wishes, ethics, Beliefs and dreams. Although it originated and spread in the agricultural society, in the course of history, it itself is constantly developing and

changing, bringing forth the new, enriching people's lives and nourishing people's hearts. The Spring Festival is a holiday for relatives and families, and people, especially Chinese, value family and affection most.

The Spring Festival occupies a sacred and unshakable position in the minds of the Chinese people. Its significance is completely comparable to that of Christmas in the West. The Spring Festival is a reunion festival, and the "Spring Festival Transport" is a part of Chinese people's hearts that cannot be ignored. Spring Festival travel tide, Spring Festival sticking to post, wandering luggage when leaving home... These have become hot topics that have aroused public attention during the Spring Festival in recent years. Reality and empathy are the reasons for focusing on this. "Three Minutes" selects these topics that are easy to affect the heartstrings of the viewers and stimulate everyone's sympathy, which triggers heated discussions. The coverage of social networks helps people share their thoughts and influences. The hot scene stimulation strategy adopted by "Three Minutes" makes the film have hundreds of millions of clicks in just a few days. The "hot spot effect" of the content setting will to a large extent trigger "hot topics", and the audience will also participate Discussions on many topics have led to a wave of public opinion.

4.2 The theme of Chinese family

Audiences are always a little disgusted with the blunt, far-fetched and visually impacting advertising placement in film and television dramas, and good advertising works can always capture the audience's attention with ingenious expressions. The family ethical relationship itself tends to increase the authenticity of advertising works, and expressing this relationship in a reasonable and perceptual way gives the works a humanistic care^[1]. "Three Minutes" has attracted much attention, precisely because its topic and expression touched the softest part of people's hearts. The urgent countdown in "Three Minutes" makes people nervous and worried, and the close-up of the protagonist's expression is even more touching.

The Chinese nation has valued family and affection since ancient times. Family harmony, family happiness, respecting the old and loving the young, good wives and mothers, husbands and children, diligence and thrifty family management, etc., all embody this concept of the Chinese. "The kind mother has a thread in her hand, and a wanderer's top. Before she leaves tightly, she is afraid to return later. Whoever says a word will get three Chunhui." The Tang Dynasty poet Meng Jiao's "Wandering Ziyin" vividly expresses China People have a deep family complex.

According to the "training theory", advertising, as a form of mass communication, can have a long-term and subtle cultivating effect on people. In the long-term information environment constructed by advertising, the audience's judgment on the value orientation, advertising products and similar products conveyed by the advertisement will also change invisibly. Family ethical relationships have the effect of shaping values. When they appear as advertising content, audiences can more easily understand

and accept the concepts conveyed by the advertisement itself. Apple chose to shoot "Three Minutes" in order to stimulate the family sympathy of the Chinese people through the short reunion of a pair of flight attendants, mother and son, and use emotions to spread and purchase impulse, telling Chinese consumers that using iPhone can record your every reunion moment^[2].

4. 3 The dilemma of work and reunion

The outstanding feature of "Three Minutes" is the use of human emotions^[3]. The humanization of design has become the criterion for judging the pros and cons of advertising. The humanized design in "Three Minutes" is based on the premise that the Chinese pursue an idealized family reunion and an artistic lifestyle.

"Three Minutes" chose an ordinary female conductor as the main character, and also an ordinary mother. The Spring Festival Transport and the characters themselves are full of contradictions and conflicts. The appearance of the protagonist in the micro-film implies the contradiction of the character's identity^[4]. On the one hand, she is an ordinary employee engaged in railway transportation. What is unusual is that she works on the longest railway line in the country from Nanning to Harbin, which runs for six days. On the other hand, she is also an ordinary mother. She also has troubles and worries about not being able to reunite with her family when she yearns for the reunion moment of family love and shared family relationship. In the film, the time method of "countdown" is used to highlight the urgency of mother and child meeting time. It also emphasizes and highlights that family reunion of members of special positions is a very precious thing in the extremely busy festival of the Spring Festival. Coupled with the development of the story in the plot, my mother has to spend the only time to maintain the order of the platform. There are people coming and going on the platform of the railway station, and most of the passengers go home to reunite, but the protagonist in the short film only has 3 minutes to reunite. After a short reunion on the platform, the mother and son will face a long separation. This way of expressing emotions can easily make the audience feel immersed.

4. 4 Educational issues rooted in Chinese soil

At the beginning of the film, the child waved a small firework and looked at the formula for back riding on the railway. When the mother and child finally met, the mother of the conductor had a lot to say to the child. What I expected was that the child would say some sensational and touching words, but the child kept memorizing it. Multiplication formulas. The child recites the multiplication formula because the mother is not often at home, but the mother is more worried about the son, so he is more strict with the child. Mother said: Next year you will go to elementary school, and you won't be able to memorize multiplication formulas. So the child waited and looked forward to seeing his mother, and spent 4 days reciting the multiplication formula in front of her mother. The time is very short, the multiplication formula is very long, and the child is very persistent. It is precisely because of his innocence and cuteness that he shows his immature care for his mother. The multiplication table of

nine or nine that children blurted out reflects the ills of current social education. It also reflects the mental anxiety of Chinese parents and the practical problems of children's education that seem to be unintentional and yet unintentional. Taking the opportunity to involve the contradiction between the child and the mother, extending the thinking space of the micro-film.

4. 5 Promote products with the help of new media platforms

As an instant messaging application, WeChat currently has more than 1 billion users in 2018, and the number of WeChat users at the end of 2017 was 989 million. From 2013 to 2018, WeChat has become a national mobile communication tool in China. WeChat has achieved large-scale coverage of domestic mobile Internet users. In 2017, the number of WeChat logins reached 902 million, an increase of 17% from 2016. The average number of WeChat sent per day was 38 billion. WeChat has become one of the largest mobile traffic platforms in China. As of the third quarter of 2019, the number of combined monthly active accounts of WeChat and WeChat had reached 1.151 billion, an increase of 6% over the same period last year, and the number of daily active accounts of mini programs exceeded 300 million.

In "Three Minutes" in 2018, Apple launched a brand-new marketing model by using the "moments advertisement" of WeChat Moments. According to iiMedia's big data public opinion monitoring system data, Apple's 2018 New Year's New Year promotional film "Three Minutes" released on February 1 has achieved a good upward trend and reached a peak of popularity on the 2nd of 834. Afterwards, the topic remained persistent for a long time. As of February 7, the discussion on the "Three Minutes" video was mainly focused on WeChat, accounting for 51.51%; followed by App, accounting for 19.54%; web pages also aggregated some public opinions, accounting for 15.28%. Since "Three Minutes" was adapted from a real story, after the release of the micro-film, it caused a wave of reports by authoritative media. As a result, the audience became enthusiastic about the video and looked for the story. Adapted prototype^[5].

5. CONCLUSION

As a result, the popularity of "Three Minutes" has once again triggered a new round of small climaxes. Apple vigorously relied on emerging media platforms such as WeChat and Weibo to use localized marketing channels to bring a wider and more impressive spread effect to Apple's advertising on the original basis. V. Summary As a means of communication, advertising can bring rich benefits to the brand, and at the same time, it can better convey brand values to consumers and gain consumer recognition. For international brands, in order to broaden the Chinese market and win the favor and loyalty of Chinese consumers, localized advertising creation is undoubtedly a good creative mode. Similarly, this model can also be applied to domestic brands that want to expand overseas markets, providing a good idea for domestic brands to enhance their overseas influence and competitiveness.

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A Study on The English Translation of Public Signs in Red Tourist Attractions in Jilin Province from The Perspective of Ecological Translatology

Ying Liu, Liyuan Liu

Major of English, Ji Lin Agricultural Science and Technology University, Ji Lin Province 130012, China

Abstract: As an important means and channel of dialogue between red scenic spot management institutions and tourists, public signs are the business card of the city and disseminate important information about scenic spots. The quality of their English translation directly affects the establishment of the city image. Therefore, taking the red tourist attractions in Jilin Province as the main research object, combined with ecological translation, this paper explores the current situation of English translation of public signs in scenic spots, and puts forward improvement countermeasures on the basis of ecological translation, so as to promote the further development of red tourism in Jilin Province.

Key words: English translation of public signs; Red tourism; Ecological translatology

1. INTRODUCTION

Public signs use simple charts or concise and capable words to clearly show the content to the public. In recent years, China has become the main body of the international economy and its status has been steadily improved. More and more foreigners begin to come to China to study and understand Chinese culture. Red tourism is one of the platforms to show themselves to the world. As an important part of the red scenic spot, public signs need to show the cultural history of the scenic spot to foreign tourists, so its English translation is very important.

2. CURRENT SITUATION OF ENGLISH TRANSLATION OF PUBLIC SIGNS IN RED TOURIST ATTRACTIONS IN JILIN PROVINCE

As a special style facing the public, public signs have a wide range of applications and go deep into people's life. They can be seen in shopping malls, roadsides, scenic spots and other public places. In recent years, China has begun to strengthen the establishment and maintenance of red tourist attractions, including Jilin Province, and a large number of public signs have been invested in the scenic spots. In order to facilitate foreign tourists to understand the red culture and background of the scenic spot, English translation is also equipped on the public signs. However, due to cultural differences and grammatical errors, the English translation quality of public signs is not satisfactory. Therefore, based on the translation theory proposed by Professor Hu Gengshen and from the perspective of ecological translatology, this paper analyzes the current situation of English translation of

public signs in red scenic spots in Jilin Province through "three-dimensional" transformation (Language dimension, cultural dimension and communication dimension).

2.1 Incorrect language dimension conversion.

Incorrect English grammar, punctuation and wrong word spelling are the concrete manifestations of incorrect language dimension transformation. For example, "pistols used by the New Fourth Army" is translated into "New Fourth Army pistol used". The original text is actually a phrase, "pistol" is the central word. However, the translation violates the grammatical rules and the word order is not clear. In addition, "pistol" is a countable noun, so it cannot be used alone. Instead, add "a" or "the" before the word. The correct translation should be "the pistol used by the New Fourth Army". The translation of "royal air raid shelter" is translated into "Royal Air Raid sheller". In English, air raid is only used as a noun, and the expression of "air raid shelter" needs an adjective, so it should be replaced with a hyphen and changed to "air: one: raid" [1].

2.2 The transformation of cultural dimension is not sufficient. English translators are not considerate at the cultural level and do not deal with the translated sentences properly, resulting in this problem. Due to the great differences between Chinese and Western cultures, different cultural backgrounds lead to different cognition between translators and English translation readers. Due to foreign tourists' lack of understanding of China's local culture, the English translator did not take appropriate measures and methods to explain the cultural information in the original content, so that the cultural information contained in the translation is not comprehensive enough, which makes it difficult for tourists reading the translation to understand the information culture on public signs.

2.3 Communication dimension conversion failure

The disharmonious tone of English translation and the contradiction with communicative intention are also problems in the English translation of public signs in red tourist attractions in Jilin Province. For example, some public signs are willing to use imperative words, "forbidden...", "forbidden...", and the corresponding translation will be translated into "prohibited, forbidden". The blunt and indifferent tone makes foreign tourists look unfriendly and does not give effective play to the communicative effect of public signs. In addition, the unrealized information function and appeal function are also the main manifestations of the failure of

communication dimension transformation of public signs in red scenic spots. The non-uniform translation of names, spelling errors and improper transmission of cultural connotation are the influencing factors that have not realized the information and appeal function of public signs.

3. COUNTERMEASURES FOR IMPROVING THE ENGLISH TRANSLATION OF PUBLIC SIGNS IN RED TOURIST ATTRACTIONS IN JILIN PROVINCE

In view of the current situation of English translation of public signs in red scenic spots in Jilin Province, the author puts forward some improvement countermeasures combined with ecological translology, so as to help the further improvement and development of red tourism in Jilin Province. "Three-dimensional" transformation can provide translators with multi-level and multi-dimensional guidance and help, and promote the translator's translation efficiency and the quality of public signs' English translation.

3.1 Adaptive transformation of language dimension

The most fundamental tool of human communication is language and writing, and the role of translation is to build a bridge for people from different countries and cultural backgrounds. Taking the correct use of language as the basis of translation and ecological translology as the guidance, we should fully understand the deep meaning of language, pay attention to the differences between the ecological environment of the original text and the translation, and then complete the adaptive transformation of language form, so as to obtain the best translation effect. Chinese and English belong to two different language systems of Sino Tibetan language family and Indo European language family respectively, so there are great differences in the form of language expression. Translators should fully understand the differences between the two languages in grammar, vocabulary and other language forms, so as to reduce errors in translation and avoid raw translation and hard translation. In translation, they can complete the structural adjustment of the translation language with the help of fixed word collocation in English, so as to make the translation fully adapt to the English ecology.

3.2 Adaptive transformation of cultural dimension

Some scholars once defined translation as the comparison between different cultures. To complete the adaptive transformation of cultural dimension, translators need to pay attention to the cultural information expressed between the two languages and interpret it. The translator must be very familiar with and understand cross-cultural communication, and have high transformation ability, and can complete the cultural transformation between the original text and the translation. Translators need to pay close attention to the language system to which two different languages belong, as well as the content and attributes of the language itself. In the process of translation, find out the appropriate words and properly deal with the cultural differences between the target readers and China in beliefs and values. Cross language

conversion ability is the basic requirement for translators, and translators with cross-cultural conversion ability are high-quality translation talents.

3.3 Adaptive transformation of communication dimension

In the process of translation, translators should not only complete language conversion and accurately transmit cultural information, but also pay more attention to communication, try to keep the expression meaning of the translation consistent with the original text, and fully consider the communication function of the original text and the language habits of the target readers. Combined with the thinking mode of the target readers, the cultural information and appeal communication intention on the public signs are clearly and accurately displayed to realize the communication between the two countries. Concise language and direct language expression are the remarkable characteristics of Chinese public signs, which are often expressed in imperative sentences; Rigorous, concrete and humanistic care are the characteristics of English public signs. Therefore, English translators try to avoid the direct translation of words such as "forbidden" and "not allowed", and can choose relatively neutral words. For example, when translating the public sign "please don't make a noise" into English, we should try to avoid the rigid conversion of "do not speak loud", which can be translated into "thank you for keeping your voices down" which conforms to the language expression habits of the target language and has more humanistic care [2].

4. CONCLUSION

The quality of English translation of scenic spot signs is becoming more and more prominent in the development of red tourism in Jilin Province. The research shows that eco translology contributes to the improvement of the quality of English translation of public signs. Relevant departments can use the "three-dimensional" transformation in eco translology to help translators improve the efficiency of English translation, so as to promote the dissemination of red culture in Jilin Province, promote the further development of tourism in Jilin Province and enhance the city image of Jilin Province.

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Research on the Integrated Development of Digital and real Economy in Jiangsu

Wenquan Shi

School of Economics and Management, Suzhou Polytechnic Institute of Agriculture, Suzhou 215008, Jiangsu, China

Abstract: Driven by the scientific and technological revolution, a new round of industrial revolution is booming; traditional industries are deeply reshaped, and digital economy has become an important engine to promote high-quality economic development. It has brought new opportunities for enterprise development. The transformation from traditional economy to digital economy has become a new trend of domestic economic development. Building an interdependent and complementary new relationship between digital economy and real economy has also become the main pattern of the market economy development. Based on the current situation of digital economy development in Jiangsu Province, this paper deeply analyzes the bottleneck of the integrated development of digital economy and real economy. The paper also puts forward policy suggestions that are more operable and more in line with the requirements of China's high-quality economic development, from strengthening the supply of new systems for integrated development, consolidating the construction of digital economy infrastructure, strengthening the endogenous development capacity of real economy, and training high-level talents in the field of digital economy. It aims to provide reference for government decision-making institutions and relevant leaders to solve problems or designate relevant decisions.

keywords: Jiangsu Province; Digital Economy; Real Economy

1. PROBLEMS FACED BY THE INTEGRATED DEVELOPMENT OF DIGITAL ECONOMY AND REAL ECONOMY IN JIANGSU PROVINCE

1.1 GOVERNANCE CAPACITY AND SYSTEM CONSTRUCTION LAG SIGNIFICANTLY

First, the standard of fusion development is fragmented. Although most real manufacturing enterprises have recognized the important value of digital economy and defined the development direction of integration with digital economy, there is a lack of a scientific and reasonable standard for their integration, resulting in some enterprises unable to correctly deal with the relationship between them. It leads to the loss of production efficiency in the process of enterprise transformation, and even affects its normal operation. Secondly, the existing integrated development planning system and the fragmentation and territorial division of the regulatory system can not adapt to the characteristics of digital cross domain and cross regional development, resulting in its governance and supervision can not meet the actual needs, and even some businesses still have institutional and legal gaps, which has brought great uncertainty to the development of the industry. [1]

1.2 LOW EFFICIENCY OF INTEGRATED DEVELOPMENT

First, the development of integration is unbalanced. From the perspective of industrial structure, the digital economy of the whole province mainly exists in the tertiary industry, while its development in the primary and secondary industries lags behind; From the perspective of regional development, the digital economy in urban areas develops better, while the scale and speed of economic digital development in rural areas generally lag behind; In terms of production and consumption, the digital economy in the consumption field is developing rapidly, but there are still serious deficiencies in production and manufacturing, innovative design and so on. Secondly, the foundation of integrated development is relatively weak. In terms of real economy, the ability of traditional industries to use digital technology is not mature, and the cost of information construction is high. Its trial risk exceeds the scope that enterprises can carry, resulting in its inability to realize comprehensive information and digitization. In terms of digital economy, China's digital technology is still in the period of investment and construction, and it will take some time to realize its more profitable output. [2]

1.3 THERE IS A SERIOUS SHORTAGE OF RELEVANT TALENTS

In the process of the integrated development of digital economy and real economy, talents play a key role. At present, there is a structural shortage of talents in digital field and science and technology service institutions, which makes the integrated development have great problems. Different from other information economies, digital economy requires talents to integrate management, business, technology and other contents through massive data, rather than just deep and wide technology or management in a certain field. It requires not only programmers and data engineers proficient in computer software and hardware technology, but also artificial intelligence, statistics, psychology and many other disciplines. At present, more than 50% of the relevant employees in Jiangsu Province are digital talents in primary positions, while there is a serious shortage of senior digital talents and compound digital talents, which affects the integrated development of digital economy and real economy to a certain extent. [3]

2. PRACTICAL STRATEGIES FOR ACCELERATING THE INTEGRATED DEVELOPMENT OF DIGITAL ECONOMY AND REAL ECONOMY IN JIANGSU

2.1 TO STRENGTHEN THE INTEGRATED DEVELOPMENT OF NEW INSTITUTIONAL SUPPLY

First of all, the government should strengthen the standard construction of integrated development, led by the Ministry of Industry and Information Technology,

cooperate with relevant departments such as the national development and reform commission and the Internet information office to clarify the overall objectives and basic principles of its integrated standard construction, jointly formulate the standard construction scheme of integrated development, and continuously optimize the standards according to the actual development. At the same time, the government should introduce international standards in relevant fields, refer to its successful experience, establish a standardized operation system in digital technology and platform management, and create a number of highly operational examples of standardized achievements. Secondly, the government should improve the evaluation standard system. The relevant national departments shall carry out the statistical classification of the core industries of the statistical economy throughout the country to clarify their statistical scope. In addition, the government should also strengthen the protection of intellectual property rights, improve the digital engineering and its credit security recognition mechanism to ensure the quality of platform suppliers and service providers in the market. At the same time, the government should strengthen the supervision of its platform security, conduct systematic inspection on it from time to time, and severely punish the enterprises that violate relevant regulations. [4]

While, the government should give full play to its positive role of overall planning and coordination and macro-control, strengthen its own governance system and give full play to the guiding role of its system. First of all, in the digital market, due to high initial cost investment, rapid transformation and relatively mature development in all aspects, some enterprises are likely to monopolize the industry by virtue of their relatively strong production capacity or market share, and even abuse their dominant position in the field. Therefore, the government must strengthen the supervision of the market environment and the governance of unfair chaos, to create a fair digital market environment. Secondly, the concealment characteristics of digital economy can easily provide survival soil for the breeding and reproduction of some incorrect values. In order to prevent this situation, the government should speed up the improvement of departmental rules and legal systems related to digital economy, standardize the behavior of market subjects and purify the market competition environment with the yardstick of system and law. [5]

2.2 TO CONSOLIDATE THE CONSTRUCTION OF DIGITAL ECONOMY INFRASTRUCTURE

In view of the great difference between the current integrated development of digital industry and different industries in Jiangsu Province, we should first speed up the investment in technology and resources of the primary and secondary industries, take innovative design, production and manufacturing and other core links as the starting point and foothold of their development, and strengthen the leading role of relevant policies to escort the intelligent transformation and upgrading of the primary and secondary industries in Jiangsu Province. Secondly, with the accelerating development of social and

economic fields, the construction of digital infrastructure should keep pace with the times, showing a stronger and stronger necessity. Therefore, it is urgent to speed up the upgrading of digital economic infrastructure. The updating of digital economy infrastructure mainly includes the following three points. One is to strengthen the construction of data platform. In the process of integrating digital economy with real economy, it is necessary to store and calculate a large amount of data information and tap the potential data value, which seriously depends on the safe and reliable cloud data platform and cloud data computing capacity. The second is to speed up the construction of industrial Internet. The construction data in key areas of real economy mainly comes from industrial Internet. In order to speed up the collection, analysis and processing of relevant data, we must rely on efficient and convenient industrial Internet. The third is the breakthrough of common technology. Economic development involves many industries. In order to promote its comprehensive development, we must establish a structural network of interconnection and information sharing, and common technology is the key to its formation. Only by innovating and breaking through its technology can we achieve the ultimate goal of coordinated development in various fields. [6]

2.3 TO STRENGTHEN THE ENDOGENOUS DEVELOPMENT CAPACITY OF THE REAL ECONOMY

In recent years, the rapid development of digital economy has seriously impacted the development of the real economy and grabbed its market share. As the party receiving the impact, the real economy must keep pace with the times and strengthen its endogenous development ability, so as to better meet the challenges of the times, meet and integrate into the trend of information and digital development, and realize the symbiotic development with digital economy. First, the government should give full play to its market-oriented role, lead the development of the economic market through fiscal policy, and provide clear guidance planning and policy guarantee for the transformation and development of the real economy. At the same time, governments at all levels should actively respond to the policy, coordinate regional development, reasonably distribute industrial distribution, promote regional exchanges and cooperation, complement each other's advantages, and maximize regional economic benefits. Secondly, real economy enterprises should also change their development concept, keep pace with the times, actively promote the information and digital transformation of product production, circulation and transaction, and truly reflect the advantageous role of digital economy in the whole process of their development. [7]

2.4 TO INTRODUCE AND CULTIVATE HIGH-LEVEL TALENTS IN THE FIELD OF DIGITAL ECONOMY

Under the background of the information age, science and technology is the key factor to promote the development of industrial production, and information technology professionals are the basis to improve digital technology. Whoever has mastered the professional information

technology talents will master the key to economic development. Under this background, it is urgent to strengthen the training of high-tech talents. First of all, we should take the cultivation of high-tech talents as one of the important objectives of economic development, increase support for scientific research, establish information think tanks, and expand the development space of scientific research. At the same time, we should also strengthen exchanges and cooperation with colleges and universities and social enterprises, so as to provide a large number of learning and practice opportunities for students with development potential. Secondly, according to the actual social and economic development, design talent training programs suitable for local economic development, and create scientific research projects suitable for local development. At the same time, the government should actively introduce high-level and strong technical talents to lay a solid talent foundation for the integrated development of digital economy and real economy in Jiangsu Province.

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Innovation Studies on Integrating the Anti-Japanese Union Spirit into the Red Culture Education in Colleges

Lingyun Sun

College of Humanities and Arts, Liaoning Institute of Science and Technology, Benxi, Liaoning 117004, China

Abstract: Through the whole process of colleges and universities, this paper implements the teaching goal of educating people with red culture and building morality. Combined with the positioning requirements of the school's application-oriented school running and the educational characteristics of the anti-Japanese union spirit, build an all-round, whole process and all people education model. Through curriculum, environment, self-made anti-Japanese union piano music teaching materials, innovation and extension of practice inside and outside the class, we can promote students to become adults.

keywords: Colleges And Universities; Anti-Japanese Spirit; Red Culture; Educating People

1. TO MAKE THE CURRICULUM TEACHING DEVELOP WITH THE IDEOLOGICAL AND POLITICAL EDUCATION MUTUALLY BY EXPLORING THE IDEOLOGICAL AND POLITICAL ELEMENTS OF THE ANTI JAPANESE UNION AND INFILTRATION TEACHING

The selection of course content is accurate. It includes advanced etude for piano skills, piano playing music for preschool teachers education, Chinese traditional piano music, and red piano music mainly composed by the anti-Japanese union. The content selection meets the advanced requirements of students' teaching and the actual needs of teaching.

Colleges should enhance the basic skills of piano playing teaching, temper students' moral cultivation, and improve their musical feeling and expression ability; carry out the exploration and practice of kindergarten music ideological and political game teaching (activities), form a synergistic effect with mastering professional skills, and promote the all-round development of students; carry forward the spirit of the northeast Anti-Japanese union as the theme, play the fragments of anti-Japanese songs compiled by teachers, and enjoy the "national backbone" of school works as the unique feature, carry out patriotic education, infiltrate into the teaching, and make the curriculum teaching and ideological and political education integration develop.

2. TO MAKE FULL USE OF INTERNET INFORMATION TECHNOLOGY IN THE CURRICULUM SYSTEM AND INNOVATE THE TEACHING CONTENTS AND METHODS OF IDEOLOGICAL AND POLITICAL EDUCATION

The college constructs the curriculum teaching mode from multiple angles. The course makes full use of the information carrier of our network teaching platform to form an online teaching and offline counseling mode.

Online teachers release teaching notices, upload stage demonstration short videos, track extension performance videos, and upload students' excellent playing videos at all stages, so that students can watch detailed playing techniques at any time. On the cloud platform, students visit and experience the red revolution education, the short video explanation of the anti-Japanese union exhibition hall, the classic performance short video of our school's music and dance drama "national backbone", and the anti-Japanese theme propaganda video of Professor Han Jinsong.

Students upload stage assessment, end of class assessment and playing repertoire, simulated teaching of ideological and political music game activities in kindergartens, end of class performance video, etc., and build a trinity teaching mode of basic knowledge, core literacy and special expertise online. There are various teaching forms such as lecture and recording, which not only enable students to exercise their performance ability, but also deeply strengthen their ability to express themselves.

3. TO ENHANCE IN-DEPTH COMMUNICATION BETWEEN TEACHERS AND STUDENTS, STIMULATE STUDENTS' INDEPENDENT THINKING, ENCOURAGE STUDENTS TO BE GOOD AT EXPRESSION, AND CULTIVATE STUDENTS' SCIENTIFIC THINKING ABILITY

The college takes teaching and educating people with students as the main body and active interaction. Ideological and political education includes both political theory and ideological contents, as well as moral content. Piano course is a combination of practical and hard practice and spiritual understanding and communication, which also provides a guarantee for the teaching of piano course and the construction of ideological and political education. During in-class and after-class tutoring and Q & A, teachers always take students as the main body to teach and educate people, actively interact, correct them in time in terms of music reading and playing skills, always give guidance and encouragement in terms of communication discourse and students' emotion, timely find and dredge students' impatient psychology, patiently encourage and guide students, develop a correct learning attitude and master scientific learning habits.

Teachers patiently and carefully make the assessment and evaluation of each stage. For individual experience, students will give performance evaluation and detailed comments of teachers at each stage of playing video. For commonness, teachers will make an overall evaluation after stage assessment and put forward improvement

methods, so that students can master the advantages and disadvantages of their own playing in real time.

Through the display of students' achievements, teachers and students exchange their piano practice experience. After the practice in class and each stage of assessment, teachers select 3-4 videos of excellent students and regularly publish them in the learning forum; select different students as much as possible to mobilize students' learning interest and enthusiasm, and let students watch, learn and communicate with each other to form a good and stable feeling of practicing and playing Thread. Extracurricular practice strengthens emotional experience, teachers and students participate together, and expands the publicity and influence of the anti-Japanese union spirit. The students have learned and mastered the basic playing techniques of red songs such as the piano music Get Up, Good Man in the Northeast, Taizi river keeps flowing and the Military Song of the Northeast Anti Japanese Coalition Army" adapted from the anti-Japanese union songs, and have a deeper understanding of the connotation of the songs spirit. At the end of the class, teachers and students sing the songs together, so that teachers and students can gain together and improve their professional skills and performance ability. [1]

Teachers enjoy excellent Chinese and foreign music works with students, and cultivate students' appreciation and aesthetic ability, and enhance students' feelings of music beauty and music rhythm, and make students feel the beauty of music. Through teachers' playing, it can stimulate students' enthusiasm for learning the course and improve classroom interaction.

Teachers tell the story of the northeast anti-Japanese united army in Benxi area and the birth of the National Anthem with the students. They let the students realize the importance of the school's anti Japanese culture and the touching spirit, and let the students have a story in their hearts when playing the songs. At the same time, teachers and students record micro classes, comment on each other, and invite Secretary Han, Secretary of the Party Committee of the University, into the class to tell teachers and students vivid historical facts of the anti-Japanese union.

Students participate in the organization and rehearsal of the national backbone of our school's large-scale musical. In the course of a semester, the students, like the anti-Japanese soldiers, overcome difficulties, are not afraid of hardship, and deeply shocked the hearts of all participating teachers and students through singing and performance. With the opening of the prologue of Lost Rivers and Mountains, the following works completed by teachers and students are Tragic Tears, Recapture My Rivers and Mountains, Get Up, Good Man, Commander Deng, Tang Juwu Holding a Rally to Pledge Resolution and even singing the National Anthem. Students use body language such as head, expression, shoulder, chest undulating breathing and positive singing state, to interpret and reproduce the songs with different styles. All teachers and students read and express with emotion and the songs, so as to achieve a strong shocking and moving sound effect. Teachers and students can experience the

exciting spirit of the anti-Japanese union and the magnificent and pathetic picture of the historical facts of the anti-Japanese war.

4. EFFECT OF INNOVATIVE PRACTICE OF INTEGRATING ANTI-JAPANESE UNION SPIRIT INTO RED CULTURE IN COLLEGES AND UNIVERSITIES

4.1 TO DEEPEN THE INFLUENCE OF THE ANTI JAPANESE UNION SPIRIT ON THE RED CULTURE, AND PROMOTE IDEOLOGICAL AND POLITICAL EDUCATION THROUGH THE WHOLE PROCESS

Teachers should combine inside and outside class to cultivate students' love for school and patriotism. In class practice, teachers should link extracurricular practice (the second classroom is Shangle College Students' Choir, and National Backbone Performance and Creation Team, etc.); students can steadily master the basic skills of the discipline. At the same time, they deepen the ideological and political education of the course and expand the coverage. The combination of the first classroom and the second classroom strengthens the emotional experience of aesthetic education and patriotism. The course ideological and political education is introduced into the second classroom, and students further sing anti-Japanese union songs, red songs and Chinese and foreign art songs defining the characteristics of our anti Japanese union spirit education, and continue to participate in the creation and promotion of our "national backbone" original cultural boutique construction.

4.2 TO COMPILE THE NORTHEAST ANTI JAPANESE UNION SONG COLLECTION AND CREATE ORIGINAL SONGS WITH THE ANTI JAPANESE THEME

The professional teachers collate, create and write more than 60 anti-Japanese union songs, accumulate materials for anti-Japanese union research, cultural and artistic creation and performance, and promote singing in schools and places. Each song is accompanied by song background introduction, song singing tips, create the song Taizi River Keeps Flowing, and create the original music Lost Rivers and Mountains, Sad Tears, Mom, Don't Cry, You Are with Your Dream and National Rejuvenation is on Your Shoulders are performed in the large-scale musical "national backbone" on June 25, 2021, which was highly praised by all walks of life inside and outside the school. [2]

4.3 THE INTEGRATION OF ART EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION PROMOTED THE EFFECTIVE PROMOTION OF ANTI JAPANESE UNION CULTURE TO THE DEVELOPMENT OF BENXI CULTURE AND TOURISM INDUSTRY

Taking the college students' singing choir and national backbone song and dance troupe as the practical courses in the school, enrich and extend the teaching content, stimulate students' interest in learning, actively innovate and explore new ways to implement the red culture in the whole process.

As the instructor of college students' chorus, the chorus is regarded as the second classroom of extracurricular

extension of the curriculum. Some students of preschool majors give full play to the role of curriculum skills here. In the second class, teachers actively organize college students to learn, sing and rehearse anti-Japanese league songs, and guide preschool students to play piano accompaniment. By explaining the background of the anti-Japanese union songs, explaining the culture and the heroic deeds of the anti Japanese union, actively carry out the related education, and stimulate patriotic enthusiasm.

5. CONCLUSION

As college teachers, we will continue to uphold the concept of respecting teaching and students in the future teaching. While teaching students professional learning, more importantly, under the careful cultivation and care of teachers, we will enhance the understanding of Chinese culture, perceive artistic aesthetics, exercise core elements, and strengthen the emotional experience of aesthetic education and patriotism. By remembering the heroic revolutionary martyrs of the anti-Japanese union and cultivating patriotism, contemporary college students are trained to undertake the mission of China's new journey.

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Research On Game Product Content Circulation Under the Background of Fourth Revolution of Science and Technology--Take Player Unknown's Battlegrounds for Example

Zhihui Xi

Jeonju University, Jeonju 55069, Korea

Abstract: Player Unknown's Battlegrounds has become a worldwide hit. Since its beta release in March 2017, attracting a large number of players, and even more so in China, becoming a "phenomenon" game. From the perspective of content circulation, this paper analyzes the rise of this game from novels, cartoons, movies to games, expounds the way of game content circulation under digital media technology, and analyzes its influence on the Chinese game market.

Keywords: The Fourth Revolution Of Science And Technology; Game; Content Distribution; Player Unknown's Battlegrounds

1. INTRODUCTION

Playerunknown's Battlegrounds (Playerunknown's Battlegrounds) is a sandbox strategy shooting game developed by the game company Bluehole and Playerunknown, a well-known producer who has produced "H1Z1", "Armed Assault 3" and other "Battle Royale" modes. The game was released on the Steam platform on March 23, 2017. There are 100 players participating in each game, and they will be placed in the sky above the Jedi Island (Battlegrounds). When the game begins to skydive, all players have their bare hands. They need to collect various resources on the island to fight against other players and at the same time deal with dangerous factors such as drug circles and bombing. The player or team that survives to the end will win the game and a page with the words "Winner winner, chicken dinner" will appear. Therefore, "eating chicken" has become synonymous with this game.

After the game was launched, it has been sought after by a large number of players worldwide and has become the most popular battle royale game on the market today. And won the Oscar The Game Awards 2017 nomination for the best game in the game industry, and it has grown into a phenomenal end game in 2017. This game is extremely popular in China. Chinese players account for 40% or more of all players. This is the best proof of its popularity in China.

2. ANALYSIS OF THE RISE OF PLAYERUNKNOWN'S BATTLEGROUNDS: BATTLE ROYALE

2.1 Origin

The core content of "Battle Royale" is to attack each other in a closed environment, and the last survivor is the winner. This concept originated from the original novel "Battle

Royale" by Japanese writer Takami Hiroharu. The novel started in 1996, and in 1999 participated in the horror novel competition held by Kadokawa Bookstore. Because the subject matter was too horrible and the challenge to ethical standards, it caused criticism from the judges that it was "unpleasant after reading it", so the novel was not awarded the first prize. Subsequently, the book was published in Japan by Ota Publishing House in April 1999. Due to the impact of the content and the comments of the reviewers, the book became a hit immediately after it was published, and the number of single-volume publications exceeded 1 million.

2.2 Imaging promotion

One year after the novel was published, Japanese director Shinji Fukasaku and Japanese manga artist Masayuki Taguchi were successively adapted into movies and comics. Through the promotion of mass entertainment, survival sports themes have once again become the focus of everyone's heated discussion. "Battle Royale" is a 122-minute horror film produced and released by Japan's Toei Cinema. Directed by Fukasaku Kinji, screened by Fukasaku Kenta, starring Kitano Takeshi, Fujiwara Ryuya, and Maeda Aki, on December 16, 2000 in Japan Released. Due to the weirdness of the film, members of the film crew were required to testify to the Japanese Diet. This opened a precedent for entertainers to testify in Congress, but the resulting large-scale news reports greatly promoted the subject. According to the Japan Film Production Association, there were 15 local movies with box office revenues of more than 1 billion yen in 2001, of which only 6 had more than 3 billion. "Battle Royale" ranked third with a box office of 3.11 billion yen, and is the only local live-action movie with a box office of more than 3 billion. At the same time, the film has also been recognized in the awards, including the Japan Film Academy Awards for best film, best director, best screenwriter, best actor, best music, best newcomer, etc., and finally won the best Editing award. In addition, the film also won the Blue Ribbon Award for works and newcomer awards. In the ranking of the ten best movies in Xunbao, it won the fifth place for local movies.

2.3 Influence to the world through Europe and America

From 2007 to 2016, "Battle Royale" became a classic of violent literature and had a huge impact on subsequent literary works, including the best-selling Japanese novel "Game of Kings" and the American literary "The Hunger Games", both of which are based on "Battle Royale" "The

game rules in "served as the blueprint for the story.

"Game of Kings" was published in Japan in 2007. It was originally published as a mobile novel, with 37 million subscription downloads. The development of the novel continues the setting of "Battle Royale" where ordinary people are forced to be placed under a cruel background and pushed to start hurting each other. It has been enthusiastic by fans of "Battle Royale". The sales volume of "Game of Kings" comic book is over 8 million, and the sales volume of novel is 3 million. In 2007, the subscription download of mobile novel on E★EVERYSTAR website was 37 million (paid download). Reappointed Yahoo Japan for 4 consecutive months! Maboge mobile phone comprehensive list first place, entrenched in Japan's Kinokuniya, Maruzen Bookstore TSUTAYA and other major bookstores bestseller list. In 2011, the novel was further adapted into a live-action film, and in 2017 it was adapted into an animation.

"The Hunger Games" tells the story of North America being destroyed in a great war, people have established new homes, but the new homes also have new policies. In the 12 districts under the jurisdiction, a total of 24 contestants must be selected from one man and one woman. Participate in the "Hunger Games", in the "Hunger Games" not only you have to fight against various beasts in the game, but you must also kill other players. The last one to survive can get a huge bonus. The "Hunger Games" series of novels have been enthusiastically praised by the market after they went public. According to NPR's selection of the top 100 youth novels in August 2012, the series ranked second, second only to the Harry Potter series. In 2012, Amazon announced that the Hunger Games trilogy became the best-selling work on Amazon.com, surpassing the record set by the Harry Potter series. At the same time, the novel was translated into 51 languages. After the filming of novels in 2012, this craze was pushed to the global market. In the four films, the global box office totaled nearly 3 billion U.S. dollars. At the same time, the proportion of overseas box office is getting higher and higher. Battle Royale games have also entered a broader global perspective.

3. CONTENT CIRCULATION OF PLAYERUNKNOWN'S BATTLEGROUNDS: BATTLE ROYALE UNDER DIGITAL MEDIA TECHNOLOGY

3.1 Flat media

Novels provide a relatively complete blueprint for gamification, while comics accelerate the efficiency of dissemination and expand the audience. The plot setting of the novel provides the prototype of survival competitive game mode in many aspects. It has made the most basic regulations in terms of player initial setting, game core gameplay, map setting and victory conditions, and has become gamified. Good foundation.

3.2 Film and television media

The topicality and high box office of the movie fostered the audience's awareness of the "survival game". Both the Japanese movie "Battle Royale" and the American "Hunger Games" have spread the concept of "survival

game" to a wider group of people through the influential mass entertainment medium of "movie", completing different media markets. Cultivation of the user base. Whether it is the "Congress Explanation" event encountered during the release of Japanese movies or the global box office boom of "The Hunger Games" are important milestones among them.

3.3 CG technology

Driven by the development of global CG technology (Computer Graphics), designers can use the three-dimensional real-time transmission function to implant unique individual actions into the game character, thereby more realistically highlighting the characteristics of the game character. With the help of the development of computer graphics and image technology, more and more new technologies and new visual effects are presented to people, and the game works are more vivid and lifelike, bringing more strong visual impact and enjoyment to the audience, and further accelerating the audience of the game spread.

3.4 Virtual reality technology

Different from the flat and 2D game experience, PlayerUnknown's Battlegrounds: Battle Royale uses the diversity of the game's persona and the 3D of the game environment to make this type of game have a stronger sense of experience in use, and the game's participation experience Brings a whole new craze. The perilous sense of tension in Battle Royale has always been an important factor that haunts the work and attracts readers. The gamified way of expression allows players to put themselves in and feel this tension, and the immersive experience gives even greater play to the charm of the "PUBG Mobile: Battle Royale" game.

3.5 4G+ smart phone

From the initial 3G era, the development of smart phones has been promoted. With the support of the subsequent 4G technology, smart phone terminals have been upgraded in terms of network speed, which has fully improved the real-time interactivity of online games. With the continuous upgrading of smart phones, large-scale games that could only be operated on the PC side can still run normally on smart phones. Similar operations, different operating platforms, this feature brings explosive growth of users.

3.6 UGC creation and dissemination

UGC (User Generated Content) is an Internet term, that is, user original content. The "Battle Royale" game that became popular in the era of mobile Internet, thanks to its inherent advantages in the era of mobile Internet, the "Battle Royale" game ushered in strong UGC creation on platforms such as webcast, short video, and social software. Frenzy. The participation of social media has accelerated the game promotion process, and the game live broadcast platform and short video platform carry out "viral marketing" for the game.

3.7 Boosting E-sports

With the popularity of the game, the e-sports process is also actively developing. Various professional clubs have felt the special business opportunities and have formed their own game teams. Among them, the number of

"PUBG Mobile" teams is relatively the largest. The highest-level and largest offline event of "PUBG Mobile: Battle Royale" in Asia-2017 G-STAR PUBG Asian Invitational Tournament was officially held in Busan, South Korea, and was imitated by many live broadcast platforms in a short period of time, including Internet cafes. The event carries out corresponding marketing activities. In 2019, PlayerUnknown's Battlegrounds: Battle Royale officially launched official professional competitions in 9 different regions around the world, including the All-Star and Global Championship. The active holding of e-sports events has brought continuous attention and hot spots to this game.

3.8 Dissemination in the field of e-commerce

As the chicken-eating game became more and more popular, the "chicken-eating dance", which originated from the action settings of the game's characters, began to become popular on social networks. The actualization of the chicken-eating symbol is also reflected in the field of e-commerce. The e-commerce field has also launched products such as "chicken-eating clothing" and "Geely clothing". Some chicken-eating players will also purchase chicken-eating clothing or even auspicious clothing online for cosplay dressing. In the development and dissemination of derivative symbols from "online" to "offline", whether it is the imitation of chicken dance or chicken costume in the field of Cosplay, it is a concrete form of the actual spread of chicken symbols, and even offline. The most direct form of promotion.

4. THE IMPACT OF PLAYERUNKNOWN'S BATTLEGROUNDS: BATTLE ROYALE

4.1 High configuration requirements drive PC hardware upgrades

PlayerUnknown's Battlegrounds: Battle Royale uses the Unreal 4 game engine, the game graphics are exquisite, and the game configuration requirements are high. According to the official minimum configuration requirements, it is difficult to obtain a higher gaming experience. The higher configuration of i5+8G memory +3GB can meet the basic experience of the game. Therefore, the popularity of the game can be said to drive the upgrading of PC hardware.

4.2 "Eating chicken" has become an effective promotion language for hardware sales

Judging from a merchant's page in Taobao Mall, two identical i7/E5 octa-core computer hosts have the same performance and price. One shows "Chicken Assembly Machine" and the other shows "LOL Game". The sales of the two show a big difference (5371 vs 28). From the search results of computer hardware devices such as computers, mice, headsets, etc., it is basically occupied by the keyword "eating chicken", especially the high hardware requirements of "PUBG Mobile: Battle Royale",

so "eating chicken" has become a high-standard hardware Pronouns and promotion terms of.

4.3 Drive Internet Cafe Entertainment

The high configuration requirements of the game drive the increase of offline Internet cafe traffic. Many players choose to go to Internet cafes to play games in order to improve their gaming experience, and choosing to open hacks in Internet cafes has become the main offline activity for players. It has driven the increase in the attendance rate of Internet cafes and the unit price of customers, and it has also driven the recovery of the PC-side game market.

4.4 Detonate the PC game add-on industry

Because PlayerUnknown's Battlegrounds: Battle Royale is on sale on the Steam platform, only Asian servers are available, so the network latency of players in China is generally higher and the player experience is poor. Accelerators can significantly improve network latency, thereby ensuring players' gaming experience and immersion. Therefore, the demand for game accelerator services has been born.

5. CONCLUSION

PlayerUnknown's Battlegrounds: Battle Royale has had a huge impact on the Chinese computer game market, which is reflected in the improvement of players' game appreciation ability, more attention to boutique games, increased copyright awareness and experience in game payment. For domestic game makers, they have seen the huge benefits brought by high-quality games, and will work hard in the direction of creating high-quality games. For the domestic mobile game market, the impact of PlayerUnknown's Battlegrounds: Battle Royale is only temporary. The domestic mobile game market still remains at adapting premium foreign games, lacking original games and new profit models, so domestic mobile game production Merchants need to classify users and tap the value of different types of players.

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Institutional Logic and Action Strategies for The Governance of Public Opinion in Universities in The Post-Epidemic Era

Rui Yan

Yuncheng University, Yuncheng City, Shanxi 044000, China

Abstract: Public opinion governance in colleges and universities is an important issue of propaganda and ideological work in colleges and universities. Based on the survey results of three local universities in S province, this paper analyzes the new forms of public opinion work in colleges and universities in the post-epidemic era, and then puts forward the improvement path of institutional logic and action strategy of public opinion governance in colleges and universities. It is believed that the effective integration and allocation of public opinion governance resources and the formation of a closed-loop mechanism of multiple collaborative co-governance are the logical starting points of public opinion governance in universities in the post-epidemic era. The action strategy can be started by the multiple governance subjects to control the discourse power, promote the standardization of work, establish the cultivation platform of opinion leaders and develop the campus public opinion management information system, and gradually improve the governance structure under the new situation.

Keywords: Universities; Governance Of Public Opinion; Network Public Opinion.

1.INTRODUCE

With the normalization of epidemic prevention and control, the network space makes the boundaries between universities and society more blurred, so the occurrence of public opinion crisis is often accompanied by the official discourse power of universities being seized and utilized by external space. In the post-epidemic era, the practice environment of public opinion governance in colleges and universities has undergone profound changes: the new corona epidemic has profoundly changed the world political pattern, and the complex and sharp ideological struggle has deeply affected young students; home learning, relatively closed campus management makes the network become the main position of information; the digitization of education has led to the diversification of cultural public opinion transmission. The new pressure faced by university management has objectively increased the contradictory factors of public opinion crisis. At the same time, the network governance has become a typical phenomenon of university governance. This is because the new form of public opinion in the post-epidemic era is also reflected in all kinds of topics that originally only occur on the campus, but it is frequently migrated to all kinds of network platforms outside the campus through the Internet to ferment and disseminate. That is to say, the transformation of campus public opinion to social public

opinion leads to more complex and diverse challenges in public opinion governance in colleges and universities in the post-epidemic era.

Under the condition of the new normal of epidemic prevention and control in the future, exploring how to innovate the institutional logic and action strategy of public opinion governance guidance and management in colleges and universities is a major issue of propaganda and ideological work in colleges and universities in the future. This study selects three local colleges and universities in S province as the research object and conducts the research through interviews.

2. QUESTIONS RAISED

The sudden attack of the new coronavirus epidemic in 2020 makes the public health crisis meet with the governance of public opinion in colleges and universities. The construction of a new order of university governance with the normalization of epidemic prevention and control tests the breadth and depth of the exploration of campus public opinion governance. From the experience of existing governance practice, the new problems under the new background are further clarified.

2.1 Traditional governance paradigm is difficult to cope with new patterns of public opinion

Pseudo-environment refers to a new subjective picture of network information reconstruction rather than an objective reflection of public opinion. This concept was first proposed by American political theorist Lipman. During the new corona, rumors emerge in endlessly, irrational expression, emotional catharsis and other expression inertia continue to the post-epidemic era, enhancing the complexity and uncontrollability of the public opinion environment. And the network public opinion is different from the network public opinion, although both are an open form of speech, but the former is often direct feedback of the role of public power, the mechanism is the stimulation of specific events, the governance object is a single university manager. The crisis brought about by the post-epidemic era, such as the slowdown of international and domestic economic growth and the surge of social thoughts, will be projected to colleges and universities, which will lead to the secondary campus public opinion crisis. For example, the internship employment of students under the prevention and control of the epidemic, the improper speech of teachers in online teaching, and the unreasonable arrangement of daily learning and work under the prevention and control of the campus epidemic are all likely to cause public opinion events. The practice of public opinion governance in

colleges and universities in China still depends on the traditional public opinion management cognition of a single propaganda department, and generally only pays attention to the innovation of new media technology. The governance paradigm of research, analysis, response, crisis prevention and governance concept of campus public opinion is backward, and the risk communication management system is not formed, which leads to the lack of response to the new situation of public opinion in colleges and universities in the post-epidemic era.

2.2 Campus public opinion spillover risk increased significantly

In the post-epidemic era, under the influence of macro factors such as the strengthening of new media technology reform and the intensification of social transformation, the independent consciousness and participation consciousness of contemporary college students are stronger than before. Through the intersection of various network social circles, college students with strong homogeneity make the topics that should be discussed in the school frequently migrate to the social network platform. The speed of the transformation of campus topics to social topics is accelerated, and social emotions and campus public opinions are mutually motivated. In addition, the "pour-back" of online public opinion also leads to offline aggregation, which is further affected by the "spiral of silence" mechanism, prompting the rapid convergence of online public opinion, and it is easy to form a new form of offline active opinion leaders driving online public opinion aggregation. That is to say, groups formed by dormitories, associations, entrepreneurial teams, dating circles or other spontaneous interest groups are more likely to promote offline aggregation due to the dissemination of public opinion information in relatively closed campuses, thus accelerating the accumulation process of public opinion from implicit to explicit. In the post-epidemic era, the phenomenon of college students' aggregation under the network public opinion 'pour' line is increasing. Some rumors often lead to personnel aggregation and promote a wide range of campus public opinion crisis.

2.3 Challenges from the Change of Technical Paradigm of Public Opinion Communication Carrier

In the post-epidemic era, new media is changing from a simple information publishing platform to a comprehensive platform integrating consumption, life, work and other scenes, so that people's access to and dissemination of information has also changed. The diversification is reflected in the deep implantation of online education and the spread of various anti-epidemic videos during the epidemic period, which makes students no longer satisfied with the expression of words and pictures as the carrier. The direct impact of short video and mobile live broadcast is more favored by students. Objectively, the technical progress of mobile devices and software and the production cost of video content generated by Internet software are reduced, which also makes short video become a new carrier of public opinion fermentation in colleges and universities. In addition, different from the traditional text or picture expression,

short video is often only a fragment record of hot events. On the one hand, from the perspective of content providers, short video and mobile live broadcast are often selective shooting of mixed emotional factors or even intentionally misleading public opinion, and 'technical distortion' leads to selective expression or false dissemination; from the perspective of the audience, the low threshold of short video production and release results in the proliferation of information. College students who are in the period of three-view shaping are bound to selectively absorb the content consistent with the existing values and make interpretation and dissemination with a strong personal emotion brand, which makes the campus public opinion complicated and decentralized. The traditional central propaganda mode has been unable to dominate the public opinion governance.

3.RECONSTRUCTION OF INSTITUTIONAL LOGIC UNDER THE NEW NORMAL

In the face of the new governance pattern, it is urgent to sort out the new problems of public opinion governance in universities in the post-epidemic era, explore the basic logic of governance behavior, re-examine and analyze the new trends of risk communication theory, and on this basis, try to think about the logic improvement of public opinion governance system in universities in the post-epidemic era. At the same time, innovative ideas, positive attitudes and scientific systems are important factors affecting the governance of public opinion in colleges and universities, but from the perspective of efficiency and process, the governance of public opinion in colleges and universities will be subject to the validity of resource integration. Therefore, whether all kinds of public opinion governance resources can be developed in a large pattern and effectively integrated and configured is a new logical starting point for public opinion governance in colleges and universities in the post-epidemic era.

3.1 Communication practice promotes management to governance

University public opinion crisis usually depends on the external platform to make public opinion fermentation, which just illustrates the failure of internal management in colleges and universities. Although management and governance have similar literal meanings, they are quite different in practical concepts. Governance emphasizes the cooperation of multiple subjects rather than the management of a single subject, which is an organic system of balance among rights, responsibilities and benefits. The governance of public opinion in colleges and universities should realize the coordination of values education and public opinion governance. Strategically, it should actively integrate public opinion governance into the "big ideological and political" work pattern in colleges and universities, realize the coordination of ideological education and public opinion risk prevention, and the coordination of ideological guidance and public opinion guidance and disposal, and integrate public opinion work into the whole process of ideological and political work. It should fully mobilize the various forces of teachers' work department and students' work department, and not only rely on the moral self-discipline of the ideological

and political education team, but also form the relevant professional governance mechanism, forming an organic dynamic governance structure of vertical communication, horizontal cooperation and complementary advantages.

3.2 Content migration leads to internal to external

The logical starting point of public opinion governance system in colleges and universities has always been focused on internal governance, and the reform is mostly achieved by innovating the integration or linkage mechanism of internal functional departments. This logical starting point is based on the application of 'gatekeeper' theory in the traditional media era, which is the selective dissemination of specific individuals. However, in the post-epidemic era, the public opinion events that only occurred on campus began to accelerate the transformation to social public opinion, making colleges and universities face more diverse demands and the risk of loss of official discourse power in public opinion governance. Therefore, the logical starting point of the system should be shifted to the joint governance inside and outside the school, improve the multi-collaborative governance mechanism, integrate multi-resources inside and outside the school, and cultivate the working paradigm of shared governance between subjects. According to the catharsis principle of social psychology, humidity vents negative emotions, helps to alleviate contradictions, and even turns negative into positive. Once the crisis arises, the difficulty of subsequent appeasement will be greater. Therefore, universities should pay attention to "combing", predict public opinion in advance and resolve it in the bud, which requires institutional logic to shift from result-oriented to process-oriented. The process governance mechanism is to make the public opinion governance system move. The design of public opinion governance system in colleges and universities should follow this idea, so as to effectively operate and continuously improve the internal mechanism and institutional arrangement and achieve closed-loop governance.

4.IMPROVEMENT OF ACTION STRATEGY

4.1Multi-subject control of public opinion discourse power

Network public opinion is a way to realize public discourse right. In the post-epidemic era, the governance of public opinion in colleges and universities should be transformed into a systematic governance work. The governance process should involve multiple different types of participants, and these subjects should control the network discourse power and form a closed loop of collaborative governance. To develop and deploy the public opinion monitoring system, the above subjects are not only the leaders of daily ideological and political work, but also the co-workers in the life and work of teachers and students. Through the monitoring system, the risk points of public opinion are regularly reported, and then the crisis is resolved in the embryonic stage through the commission. It can also establish a downward normalization working mechanism and integrate the learning and practice of Marxist news concept into the "big ideological and political" work pattern. College

teachers' party members, student party members, political counselors and ideological and political teachers have high political awareness and strong working ability. They have high social responsibility and strong organization. They can spontaneously form multiple independent and interrelated influence cores, and become the fortress support for the construction of public opinion.

4.2 Promoting the standardization of governance

Under the collaborative mechanism of multiple co-governance, the standardization of public opinion governance in colleges and universities is helpful to greatly improve the response speed and governance ability of public opinion. The primary meaning of the standardization of public opinion governance in colleges and universities is to determine norms, which is related to the institutionalization of public opinion governance in colleges and universities; the second is to establish the target, which is related to the goal of public opinion management in colleges and universities; thirdly, it provides quantitative indicators and evaluation benchmarks for the governance of public opinion in colleges and universities, which makes the governance of public opinion in colleges and universities scientific and more operational and reasonable under the framework of multiple co-governance. Besides, different colleges and universities can learn from each other and reflect on the level of public opinion governance under the unified standard, and ultimately jointly promote the effectiveness of public opinion governance in colleges and universities. In a sense, the standardization of public opinion governance in a university also reflects its level of governance. Universities should take promoting the standardization of governance as the starting point to further improve the effectiveness of public opinion governance in universities.

4.3 Establishing a training platform for teachers and students' opinion leaders in colleges and universities

The basic theory of social cybernetics emphasizes the co-variation of the overall structure. Based on this, it can be presumed that the basic strategy for dealing with network public opinion should be structural governance with guidance and persuasion as the goal. At the same time, 'secondary communication theory' believes that information and public opinion in mass communication do not flow directly to the general public, but through 'opinion leaders'. Opinion leaders can be used as an important information intermediary to guide the direction of public opinion through the processing and interpretation of public opinion information. The network public opinion crisis usually takes fact deviation as the main contradiction, and emotional attention as the main aspect of the contradiction. Through the platform to actively cultivate teachers and students' opinion leaders' all-media narrative ability, so that they have strong text expression ability and basic short video production technology, active in all kinds of network communities, so that they can be in the network public opinion guidance and response to bigger and stronger mainstream public opinion.

5. CONCLUSION

The next research work also needs to start from the specific work mode of standardization of public opinion in colleges and universities, such as quantitative indicators and evaluation benchmarks, as well as the development of information systems. It will also explore how to distinguish the governance of public opinion in colleges and universities from the general education and administrative work, and truly realize the ultimate value of “serving ideology”.

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Theoretical and Practical Exploration on Integrating Positive Psychology into Higher Vocational English Teaching

Huimin Yang

Jiangsu Food & Pharmaceutical Science College, Huai'an, Jiangsu 223000, China

Abstract: With the reform and opening up and the rapid development of economy and society, China's requirements for talents have also risen to a certain height, especially the improvement of English language skills. Public English teaching aiming at training and providing high-quality and highly skilled professionals bears important responsibilities in higher vocational colleges. However, some domestic higher vocational colleges do not pay enough attention to English teaching; teachers are tired of teaching, and students derive "learned helplessness". These problems perplex the further development of English teaching. Positive psychology is a new research branch in the field of psychology. It mainly focuses on people's positive quality. By cultivating people's positive mentality, it helps people get a sense of happiness. It has positive guiding significance in medical health, management, education and teaching. This paper expounds the current situation and existing problems of higher vocational English teaching, the enlightenment of positive psychology theory to higher vocational English teaching, and explores the practical strategies of integrating positive psychology theory into higher vocational English teaching, hoping to have reference value for higher vocational English teaching.

Keywords: Higher Vocational English Teaching; Positive Psychology; Theoretical Exploration; Practical Exploration

1. CURRENT SITUATION AND EXISTING PROBLEMS OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

As a public basic course with both humanism and instrumentality, the quality and effect of English teaching in higher vocational colleges affect the all-round development of students. However, China's higher vocational colleges have always attached great importance to the teaching of students' professional courses, and did not pay enough attention to English courses, which has brought great trouble and led to a weak foundation in English teaching.

1.1 ENGLISH TEACHING HAS BEEN NEGLECTED FOR A LONG TIME

Higher vocational colleges pay great attention to the development of students' professional skills, pay limited attention to basic cultural courses, and have a low sense of existence of English courses. Most students have realized that even if they can't learn English well or don't learn English, it will not have serious consequences, let alone affect graduation and employment. Higher vocational

students who are not interested in English will naturally be more free and lazier, which will seriously frustrate teachers' teaching enthusiasm.

1.2 TEACHERS HAVE A SENSE OF JOB BURNOUT

If you do the same thing for a long time and don't get positive feedback, it's easy to get tired and give up. English teachers in higher vocational colleges often face this dilemma. Higher vocational students are often afraid or unwilling to interact with teachers because of their weak English. In the long run, English teaching has become a monologue of teachers. English teachers do not feel the fun of English teaching, which has reduced their professional identity. This naturally produce a sense of job burnout, which will directly affect the improvement of teaching quality and the cultivation of students' humanistic quality.

1.3 STUDENTS DERIVE "LEARNED HELPLESSNESS"

"Learned helplessness" refers to a psychological state in which an individual forms an uncontrollable cognition that no matter how hard he tries, he can't change the result, resulting in giving up his efforts. The English foundation of higher vocational students is generally weak. Many students study English very difficultly. Lack of effective methods and skills, although many students have worked very hard, they still can't learn well. In the long run, students are easy to doubt their learning ability, fear difficulties and give up learning English completely.

2. POSITIVE PSYCHOLOGY THEORY AND ITS ENLIGHTENMENT TO HIGHER VOCATIONAL ENGLISH TEACHING

Traditional clinical psychologists focus on psychological defects and ability loss, and pay little attention to the resilience, resources and renewal ability of visitors. In order to make up for this traditional orientation based on defects, Professor Martin Seligman and his colleagues in the United States founded positive psychology in 2000, focusing on human advantages and happiness.^[1] Positive psychology uses various experimental methods used in traditional psychology to study human happiness and other positive emotions, and guides human beings to treat the past, present and future with a positive attitude.^[2] Positive psychology has positive guiding significance in medical health, organization and management, education and teaching. Positive emotion helps to improve people's internal drive, patient rehabilitation, the effectiveness of enterprise human resource management, and the development of people's intelligence and EQ.

The four core concepts of positive psychology are positive

traits (character advantage and virtue), optimism and hope, immersion and EQ. Positive psychology also studies talent, creativity and wisdom. Positive psychology also pays special attention to the four aspects that contribute to resilience in the self-system: self-esteem, self-efficacy, adaptive defense and effective coping strategies.

In view of the difficulties and dilemmas of English teaching in higher vocational colleges, positive psychology plays an important role in enlightening and leading.

Positive psychology can help teachers actively carry out teaching activities. Due to the lack of attention by the school and the students' weariness, the teaching enthusiasm of English teachers has been hit to a certain extent. Positive psychology theory can help teachers adjust their emotions avoiding falling into the negative emotions of job burnout, and encourage them to constantly learn themselves and improve teaching effect actively and effectively.

Positive psychology can help students improve their motivation and initiative in English learning. Due to the weak foundation of English, higher vocational students are prone to learning weariness. Positive psychology can help students find the fun and hope of English learning, immerse themselves in the atmosphere of English communication, develop good behavior quality of self-esteem and self-improvement, regulate their emotions, overcome learning difficulties and cultivate a positive attitude.

3. PRACTICAL STRATEGIES OF INTEGRATING POSITIVE PSYCHOLOGY INTO HIGHER VOCATIONAL ENGLISH TEACHING

Positive psychology focuses on positive emotions and experiences, positive life traits and positive social environment. Integrating the theory of positive psychology into the practice of English Teaching in higher vocational colleges we can get twice the result with half the effort. We can explore the combination of positive psychology theory and teaching practice from the aspects of creating learning atmosphere, exploring students' advantages, giving students positive emotional experience and so on.

3.1 TO CREATE A POSITIVE LEARNING ATMOSPHERE

China's socio-economic development are inseparable from international exchanges and cooperation. English is one of the most widely used languages in the world and plays an important role as a bridge and medium. Higher vocational colleges should attach importance to English teaching. First of all, we should improve the position of English curriculum in higher vocational education so that both teachers and students can realize the importance of English. Secondly, higher vocational colleges can actively build audio-visual and language labs and equip them with advanced teaching equipment to provide good hardware conditions for English teaching. In addition, higher vocational colleges can organize students to participate in English competitions, such as the National English Competition for College Students, "FLTRP • Guocai Cup" College English Challenge and other national events,

which are conducive to the formation of a good atmosphere of mutual learning and progress. In class, teachers should use humorous language and exaggerated body language to make English teaching interesting. Teachers can also use multimedia tools to play English movies, teach and have fun, so that students can immerse themselves and gradually like English. In view of the weak English foundation of students in higher vocational colleges, teachers can adopt bilingual teaching, carry out teacher-student interaction and student-student interaction according to students' learning mood and state, and create a positive English learning atmosphere.

3.2 TO DISCOVER STUDENTS' ADVANTAGES

Students in higher vocational colleges generally do not do well in cultural courses. They are easy to fear of difficulties or have inferiority complex or rebellious psychology in English learning. Therefore, teachers should fully explore students' flash points (learning advantages). For example, Student A is good at writing and Student B is good at speaking. Teachers can often praise students' advantages, tap students' potential, help students establish self-confidence and avoid students falling into inferiority complex.

3.3 TO GIVE STUDENTS POSITIVE EMOTIONAL EXPERIENCE

Positive emotions can eliminate negative factors and improve students' learning initiative and enthusiasm. Teachers should avoid all English teaching and rigid teaching according to the book, which will make students feel like "listening to cipher codes" and have negative emotions about English learning and reduce their enthusiasm for English learning. Teachers should adjust teaching content according to students' English foundation and learning progress, encourage students to carry out more oral and written English training, affirm and praise students' progress in English learning, and make students full of self-confidence. In addition, teachers can also organize "One Minute Speech", "Word Spelling Competition", "Composition Competition" and other activities in the class to give students many opportunities to show themselves, so that students can experience success and pleasure in English learning, and then love English learning.

4. CONCLUSION

Education and teaching activities originally involve the field of psychology. In addition to having a solid professional foundation, teachers also need to study educational psychology, pay attention to students' mental health, and cultivate students into qualified builders and successors. Positive psychology focuses on people's positive qualities and internal potential, such as optimism, wisdom, gratitude and so on. Integrating the theory of positive psychology into higher vocational English teaching can explore students' potential, improve the attraction of English teaching, bring happy learning experience to students and improve students' humanistic quality, which has important theoretical and practical significance.

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New Theoretical Exploration on Recycled Powder Based on Plant Extract Modification

Yuan Yang, Xing Long, Shenlieqing Li

School of Civil Engineering and Architecture, Anhui University of Science and Technology, Huainan, Anhui 232001, China

Abstract: With the acceleration of urbanization, resource shortage and environmental pollution have become an increasingly concerned problem in China. As an important part of China's economic development, the green and low-carbon recycled powder as concrete mineral admixture has become the main development direction of energy conservation and consumption reduction and environmental protection of the cement industry. In recent years, China is actively seeking its green, low-carbon and sustainable development model, which has important practical significance. Based on the analysis of the current energy-saving situation of China's construction cement industry, this paper introduces the research idea of plant extract modified recycled powder, and describes the author's innovative characteristics of the recycled powder from the new method of using tannic acid modified recycled powder.

keywords: Plant Extract Modified Recycled Powder; Architecture; Energy Conservation

1. INTRODUCTION

With the acceleration of urbanization, resource shortage and environmental pollution have become an increasingly concerned problem in China. As an important part of China's economy, the cement industry is actively seeking a green, low-carbon and sustainable development model under the guidance of the national policy of vigorously developing green economy. Mineral admixtures can use recycled powder of concrete as the main medium, which plays a positive role in energy saving, consumption reduction and environmental protection of cement industry. However, recycled powder has the defects of weak cementitious ability and low activity with cement, which is difficult to meet the application requirements of cement mineral admixture. [1] Tannic acid provides a new idea for the development of green and low-carbon mineral admixtures.

2. CURRENT SITUATION OF ENERGY CONSERVATION IN CHINA'S CONSTRUCTION CEMENT INDUSTRY

As an important part of China's economic development, cement industry provides strong support for China's infrastructure and sound and rapid economic development. As a national industry, cement industry is actively seeking a green, low-carbon and sustainable development model under the state's clear proposal to build a resource recycling system and develop a green economy. Recycling recycled powder as a mineral admixture into cement not only solves the problem of waste material accumulation, but also contributes to the effect of reducing resources and energy consumption due to reducing the amount of cement,

which plays a positive role in protecting the environment. However, the addition of recycled powder into cement in different dosage, different forms and methods will inevitably have different effects on its performance. At the same time, the activity of recycled powder is low and its cementitious ability with cement is weak, which is difficult to meet the application requirements of cement mineral admixture. In view of this, the author deeply discusses and analyzes the new theory of regeneration of the powder modified by plant extract, and studies how to achieve the goal of energy saving and green in cement industry, which has very important value and practical significance.

3. RESEARCH IDEAS BASED ON "MODIFIED PLANT EXTRACT + RECYCLED POWDER"

Inspired by the phenomenon that "it is difficult to remove the tea stains in the teapot", the author found that this adhesion originates from an organic plant polyphenol compound - tannic acid. It is a natural plant polyphenol with unique molecular structure, which can form different forms of bonding and interaction between various groups or molecules, and is distributed in the species of the whole plant world. It is a good functional material with rich sources and low price. The author uses tannic acid solution to soak the recycled powder, so as to change the surface chemical properties of it, and improve the bonding strength of the interface with cement. It is of great significance to reduce building energy consumption and ensure the maximum satisfaction of people's requirements for the environment. [2]

4. INNOVATIVE FEATURES OF RECYCLED POWDER MODIFIED BY PLANT EXTRACT

The recycled powder produced in the production of recycled concrete aggregate is recycled and added to cement as a mineral admixture, which plays a positive role in reducing carbon emission of cement industry and reducing environmental load. The existing research methods are mainly physical and chemical excitation. According to the existing research, centrifugal ball milling method is often used to increase the specific surface area of recycled powder or add acid-base salts to stimulate the activity. However, due to the complexity of the source and composition of recycled powder, it is difficult to form a stable and effective activity excitation method. The author takes enhancing the interfacial adhesion of recycled powder as a breakthrough. Starting with the surface modification of recycled powder, the author proposes to use tannic acid to soak the recycled powder, attach the polyphenol functional groups in tannic acid to the powder surface through the complexation of tannic acid, and use the adhesion of polyphenol functional groups and the

attraction to calcium ions to induce the formation of hydration products on its surface. It can promote the formation of interface microstructure after tannic acid free and tannic acid pretreatment, and improve the bond strength between recycled powder and cement.

5. TO PUT FORWARD A NEW METHOD OF USING TANNIC ACID TO MODIFY AND REGENERATE POWDER

The author used tannic acid solution to soak the recycled powder, and explored the influence of different factors such as tannic acid concentration, soaking time and solid-liquid ratio on tannic acid inversion rate by controlling variable method; The influence of the chemical reaction process between tannic acid solution and recycled powder on the physical and chemical properties of modified recycled powder was studied by changing the surface physical and chemical properties of the powder, including composition and morphology. By studying the influence of recycled powder on hydration reaction, the internal relationship between surface characteristics and hydration characteristic parameters was explored. [3] By studying the time-varying law of recycled powder and cement, the influence law of interface microstructure characteristics on concrete mechanical strength is explored.

6. CONCLUSION

In conclusion, with the continuous development of society and economy, the scale and scope of cement industry will continue to expand. Energy saving technology in cement industry has been vigorously promoted and used in China.

It not only has excellent building energy saving effect, but also can effectively reduce the energy consumption of equipment, so as to achieve the purpose of saving energy. At the same time, we should also pay attention to the protection of the natural environment, actively advocate the use of other construction solid waste materials and save natural resources. In short, the author believes that the field with good development prospects is to study the new theory of plant extract modified and recycled powder, which can achieve energy-saving effect in architectural design through various ways, meet the needs of China's economic and social development, and create greater economic value for the cement industry.

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Research on the Construction and Exploration of "Three-in-One" Teaching and Educational System for English Majors under the Perspective of "Three-width Education"

Rongdi Sun¹, Xiaoming Hu²

¹Hebei Oriental University, Department of Humanities, Langfang City, Hebei 065001, China;

²Cangzhou Transportation University, Huanghua City, Cangzhou City, Hebei 061000, China

Abstract: English majors have a wide range of courses, a long teaching period in a long term, as a result, students majoring in English are exposed to and correspondingly are greatly influenced by a great variety of western mainstream ideology and values. So it is very necessary to guide students' learning of traditional Chinese culture and values and prevent the infiltration and evolution of the other side. Our university (Hebei Oriental University) committed to exploring the appropriate "Three-in-One" Teaching and Educational System for English Majors based on our own learning culture under the perspective of "Three-width Education".

Key Word: Three-width Education; Three-in-One; Teaching and Educational System

1.INTRODUCTION

In 2016, Chairman, Xi Jinping, put forward the idea of running the whole process of teaching and learning; in 2018, the General Office of the Ministry of Education issued the Notice on the Piloting of Comprehensive Reform Work of "Three-in-One Education" for People; in 2020, it is proposed that the newly published "Guideline of Curriculum of Higher Education Institutions on Civic Science and Politics" suggested that "establishing moral education" is the fundamental task of higher education, and socialist values should be integrated into knowledge transmission and ability cultivation; the Chairman made an important instruction on the need to build a pattern in higher education at the ideological and political work conference of higher education institutions. In the 5th National Forum on the Reform and Development of Foreign Language Education in Higher Education, Director General Wu Yan pointed out that the teaching of foreign languages in the new liberal arts era should focus on cultivating liberal arts talents to know and love China and are capable of national rejuvenation; in November 2021, with the support of Xinhua News Agency, the Department of Higher Education of the Ministry of Education also launched an online training on the ability of teaching Civic and Political Science in the curriculum of college teachers. Therefore, foreign language teaching should realize the goal of "Three-width education".

2. THE CONNOTATION OF THE CONCEPT OF "THREE-WIDTH EDUCATION"

The concept of "Three-width education" is to build a comprehensive educational pattern by all the staff in the

whole process, which is a new requirement to meet the needs of development at this timing for college and university education. The education by the whole staff is to follow the law of students' growth, unite all the forces that can be united, to make them participate in the ideological and political work, and to form a pattern with the participation of the state, society, school and family with clear responsibility and work assigned; the whole process education is to design the focus and measures of ideological and political education work according to different stages, angles, levels and characteristics of students, and to put the content of ideological and political education into all aspects of talent training; all-round nurturing is to achieve full coverage in space by expanding the dimension of nurturing people, taking the all-round development of students as the fundamental task, keeping close to the fundamental task of establishing moral education and realizing the ultimate goal of nurturing people for the Party and nurturing talents for the country. Eventually the education by whole staff, the whole process of education, all-round education synergy will form a set of scientific and systematic way of education.

The "Three-width education" is the overall grasp of the goal of education personnel training and the development requirements of ideological and political education in colleges and universities, while the moral teaching through the excavation of the ideological and political resources in all courses and the formation of a long-term mechanism of nurturing students morally is to promote the reform of classroom teaching, and build a course ecological community with the school ideological and political education in the same direction. Moral teaching is the concrete practice of the "Three-width education", and is also the concrete embodiment of the goal of implementing moral education; "Three-width education" from the macroscopic perspective grasps the direction of education, while moral teaching practice education policy, then each course from the microscopic perspective fully explores the work of the elements of education and the specific embodiment of the logic of education and practice.

3.RELEVANT RESEARCH AT HOME AND ABROAD

From 2017 to 2019, the number of scientific research papers and journals on "Three-width education" has increased at a high rate. When input "'Three-width education", English majors" or "English majors, "Three-

width education" teaching pattern and system" as the keyword and search on CNKI website, only a few academic papers are found with no doctor or master's thesis for systematic exploration. It can be seen that the concept of "Three-width education" is developing rapidly, and on this basis, the teaching of foreign language courses in China's colleges and universities has attracted much attention. There are many studies on the subject of moral teaching in China's academic field, but most of them focus on an independent course and study of the concrete teaching methods, but there are few studies with the "Three-width education" perspective as the starting point.

4. SIGNIFICANCE OF THE STUDY

Like other colleges and universities, all courses of English majors in our university (Hebei Oriental University) belong to the field of ideology. English reflects the mainstream Western ideology and values, English majors accept the impact and collision of multiple values, in order to prevent the infiltration and evolution, the ideological education of English majors becomes more important and necessary. In the teaching of English majors, although most of the teachers in our college are aware of and actively practice the concept of moral teaching in the curriculum, the traditional teaching mode is still dominant, and they are not able to improve the process of changing and optimizing the concept of moral ideas in the curriculum through a flexible mode; the teachers are also usually limited to the courses in carrying out the concept of thinking politics in the curriculum, and they lack of a comprehensive understanding of the concept of "Three-width education". This will limit the development of English majors in our college.

The goal is to build a "Three-width education" educational pattern. The author of the paper tries to explore and study how to overcome the real dilemma of students' weak language foundation, to promote the Academy Culture proposed in the Department of Humanities, and to explore the practical and systematic way of moral education for English majors base on the concept of "Three-width education" in our school (Hebei Oriental College), then to sort out, integrate, optimize and further expand the existing course moral teaching strategies, so as to build a "Three-in-one" course moral teaching and educational system by putting students at the center with the teamwork of all the staff in the whole process and in an all-rounded way.

It will form a more mature theoretical structure, provide more effective and diversified moral teaching strategies for each major course, highlighting and making good use of the inherent invisible connection of each course, uniting all the management and teaching forces of the Department of Humanities to serve the main body--- English majors, realizing the organic combination of knowledge transfer and value cultivation, and effectively strengthen the ideological and political education of English majors in our college so as to promote the development of English majors in our university.

5. THE CONSTRUCTION AND EXPLORATION OF "THREE-IN-ONE" TEACHING AND EDUCATIONAL SYSTEM

The study is implemented in the 2021 undergraduate students of English majors in our university, and the students will improve their basic English language skills while receiving the inculcation of socialist values and traditional Chinese culture in an all-round way; the knowledge of the teachers' team and the system of moral teaching will be optimized to form a positive interaction between teachers and teachers or students and teachers; the construction of academic and teaching style in the Department of Humanities will be promoted, so that the the Academy Culture atmosphere is stronger.

In the whole research, the author and the research team members cooperate with each other, give full play to the team spirit, summarize and conclude the moral teaching strategy from the three dimensions--whole staff, whole process and all-round practice, test the effectiveness of the policy by observation method, case analysis method, teacher-student interview method, questionnaire survey method and other research methods, after analyzing the research results, summarizing the experience, expanding and improving, finally form a scientific and reasonable educational system suitable for our English major course.

5.1 Nurturing by the whole staff

The faculty and department give full play to the leading and collaborative role, and the teaching and the staff at the faculty and department levels are closely integrated, mobilizing all the forces that can be mobilized to participate in ideological and political education work, forming a pattern of full participation of society, faculty, teachers, family members, including the student subjects themselves, forming a multidisciplinary team of English course teachers, civic and political science teachers, student counselors, class teachers and parents--a team with positive interaction in background. For example, the Silk Road International Art Exchange Center in Langfang, Hebei Province, has a rich cultural heritage, and we learn from the experience of the "Retracing the Long March" activity organized by our department in May 2021, and organize similar activities again, linking them with the English major's courses and combine them with the course teaching of Integrated English, Speaking, Speech and Debate, and Traditional Chinese Culture. We organize effective and innovative classroom teaching activities, such as English essay writing activities, English board drawing activities, etc. We also organize regular talks and exchanges among teachers of each course to understand students' dynamics more comprehensively so as to teach them according to their abilities by paying attention to their mental and psychological health and by strengthening the interaction between courses.

5.2 Whole-process education

According to the specific situation of our students, the moral teaching is integrated into all aspects of teaching and education. Each course, according to the nature and characteristics, educates students in the whole process through the introduction before class, the deep digging and expansion of the moral contents in the course during class, the strengthening and extension of the knowledge after class, and the evaluation and assessment of performances. For example, in the new epidemic

prevention and control battles in China in the past two years, many touching stories emerged, according to the nature of the course, take The Man in the Water, Unit 5, Book 2 of the Integrated English Course as an example, teachers reasonably set the pre-course moral content tasks, organize students to collect and study the touching stories of the epidemic battles, then grasp the nurturing function of the main channel in the classroom, then use different teaching forms (such as lecture, discussion method, class report, debate, and assessment) to educate students. After the class, we organize students to watch the article on the epidemic battle in the documentary "We Young People" and write their afterthoughts to strengthen the nurturing effect; in all aspects, we pay attention to the evaluation of students and use various evaluation methods, such as peer evaluation, parent evaluation, teacher evaluation, etc., to form a perfect evaluation system.

5.3 All-round education

Expand the dimension of nurturing students, make efforts to explore and practice the implementation of moral teaching strategies in space by exploring online and offline hybrid teaching mode, making full use of various modern means and teaching platforms, such as cloud classroom, iLearning, nail, and foreign study on-the-go, etc.; make use of various teaching network learning resources, such as Learning Power, China Knowledge Network, Encyclopedia Britannica, NetEase Open Class, etc.; carry out rich and diverse college activities, such as lectures, English stage performances, and viewing of classic films and TV works, to achieve all-round education. We will continue to extend the online and offline teaching

to more professional courses, and follow up the effectiveness of teaching and education, drawing on the experience of the teaching platforms used by English majors' Integrated English and Audio-Visual courses in our university.

6.CONCLUSION

This study takes the concept of "Three-width Education" as the starting point by realizing its programmatic role and expanding the pattern to the construction of the teaching system of English major courses in order to combine and carry forward the Academic culture of our department of humanities in Hebei Oriental Univeristy, and builds a "three-in-one" three-dimensional teaching system that meets the actual situation of students in our university.

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Theoretical Research and Practice on Brand Building of Colleges Grass-Roots Party Construction

Di Jin, Yang Hu

Tiangong University, Tianjin 300387, China

Abstract: The work of college grass-roots Party construction is a key link to fully implement the fundamental task of building morality and cultivating people. Compared with the general requirements of Party construction in the new era, this paper analyzes the practical significance of the brand creation of college grass-roots Party construction, and gives the practical paths and methods to improve the brand creation. By creating a brand of Party building at the grass-roots level, we should make Party building work in harmony with the grass-roots work, and effectively highlight the advanced nature, influence and appeal of the Party organizations and Party members at the grass-roots level, so as to better serve the development of various undertakings in universities.

keywords: Colleges And Universities; Grass-Roots Party Construction; Brand Building; Practice Path

1. PRACTICAL SIGNIFICANCE OF BRAND BUILDING OF GRASS-ROOTS PARTY BUILDING IN COLLEGES AND UNIVERSITIES

1.1 STRENGTHENING POLITICAL GUARANTEE AND FORMING A "DOUBLE PROMOTION" DEVELOPMENT MODEL

Colleges can give full play to the political core role of grass-roots Party organizations, take learning, understanding and implementing the Party's important principles and policies as an important theoretical basis for "focusing on Party construction and promoting development", and constantly improve the influence of grass-roots Party construction brands.

1.2 HIGHLIGHTING IDEOLOGICAL GUIDANCE AND PROMOTING THE CONSTRUCTION OF "LEARNING" PARTY ORGANIZATIONS

Strengthening learning is the political advantage and important guarantee for promoting the construction of grass-roots "learning" Party organizations. Grass-roots Party organizations at all levels should pay attention to theoretical nourishment, grasp the correct political direction, public opinion guidance and value orientation, and build a solid ideological foundation and gather enterprising forces for the connotative development of the brand of college grass-roots Party construction.

1.3 ENRICHING THE FORMS OF PARTY BUILDING AND ENHANCING THE COHESION OF GRASS-ROOTS PARTY ORGANIZATIONS

By creating a brand of grass-roots Party building, colleges can enrich the forms of Party building, fully integrate the enthusiasm and creativity of Party members into the "three

meetings and one class" and theme activities, and closely condense the vitality of Party organizations in the atmosphere of brand building of Party building. Colleges can attract more young teachers and students to participate in the activities of serving teachers and students and serving the society, call on more young teachers and students to join the voluntary service "I Do Practical Things For the Masses", and give play to the vitality and cohesion of brand building of Party building.

2. PRACTICE PATH OF BRAND BUILDING OF COLLEGE GRASS-ROOTS PARTY BUILDING

2.1 TO STIMULATE PARTY SPIRIT, AND CONSTANTLY IMPROVE THE IDEOLOGICAL AND POLITICAL LEVEL, QUALITY AND ABILITY OF PARTY MEMBERS BY RED EDUCATION LEADING
Colleges should take learning as the primary political task and promote the learning of new ideas to go deep and practical. Through a variety of learning forms and channels, Party members and cadres have set off an upsurge in learning political theory, so as to further improve the theoretical quality and level of Party members between teachers and students. For example, every Party member should read at least one political theory book a year, give a Party history class, and write a learning experience. Through reading through the original works and understanding the spirit of the original, Party member study comprehensively and systematically, integrate knowledge and practice, make great efforts in learning, understanding and doing, constantly enhance the awareness of Party spirit and improve the quality of Party spirit.

Colleges should deeply explore the model Party members and moving deeds in various grass-roots work, and enhance the role of demonstration and guidance. Especially after the novel coronavirus pneumonia outbreak, with the aim of "suspended class, ongoing learning", all professional teachers overcome difficulties, prepare lessons and attend classes conscientiously, ensure the smooth development of online teaching. All counselors and teachers understand the development and change of the epidemic situation in time, and judge each student one by one, ensuring the stability of students' return to school and the stability of their school life. Their exemplary leading role encourages the majority of teachers, Party members and cadres to base themselves on their own posts, make selfless contributions, and devote themselves to the guidance, care and help to students, so as to promote the continuous development of various undertakings.

2.2 TO ENHANCE IDEOLOGICAL AND POLITICAL EDUCATION, TEMPER THE PARTY SPIRIT, AND GIVE FULL PLAY TO THE LEADING AND PROMOTING ROLE OF PARTY CONSTRUCTION

With the help of discipline characteristics, colleges should fully integrate ideological guidance and value shaping into classroom teaching, and create the ideological and political gold class. For example, in the teaching of physics courses, professional teachers can not only impart physics related professional knowledge and skills, but also teach students how to make dialectical analysis and research on specific problems of physical science by using the positions, viewpoints and methods of Marxist philosophy, so as to further improve students' philosophical thinking ability and problem-solving ability. Colleges integrate ideological and political education into the construction of teachers, and constantly promote the construction of excellent teaching teams and the cultivation of famous teachers. By giving full play to the professional ability and expertise of academic leaders and academic backbones of Party members teachers, implementing the tutorial system of young teachers, setting up vanguard posts for teachers and Party members, constantly consolidating the team construction and building a characteristic teaching team that closely combines professional education with ideological and political Education, colleges can further improve the quality of talent training, To achieve first-class undergraduate teaching quality.

2.3 TO LIGHT DREAMS, AND STRIVE TO HELP STUDENTS GROW AND BECOME TALENTS BY TUTORS LEADING

Colleges set up top-notch innovation experimental classes and excellence program training classes, and implement the undergraduate tutorial system, to provide students with academic leaders and backbone teachers with strong professional ability as academic tutors, and implement the tutor responsibility system. The majority of teachers and Party members use their firm ideals and beliefs, noble moral sentiments, solid professional knowledge and benevolence to lead students to learn ideas, major and life, so that they can grow up rapidly under the guidance and help of their tutors.

Colleges continuously promote the implementation of students' innovative ability training project, set up scientific and technological innovation and discipline competition student teams, and select Party members and teachers with high academic level and political theory literacy as team mentors to promote the cultivation of students' innovation ability. At the same time, colleges further promote and train the responsibilities and missions of Party members and teachers to spread red beliefs, impart professional knowledge and cultivate innovation ability.

3. PROMINENT CHARACTERISTICS OF BRAND BUILDING OF COLLEGE GRASS-ROOTS PARTY CONSTRUCTION

3.1 TO FULLY IMPLEMENT THE WORKING CONCEPT OF "ORGANIZING AND EDUCATING PEOPLE"

Through the brand building activities of college grass-roots Party building, we can better explore the new pattern of "organizing and educating people", educate and train teachers and students' Party members with the method of "modularization, systematization and standardization", and constantly improve the practicability and effectiveness of talent training.

3.2 TO INNOVATE AND PRACTICE THE WORK CARRIER OF "ORGANIZATION AND EDUCATION"

Colleges take the brand building of Party building as a new carrier to promote the work, and rely on multiple practice platforms inside and outside the school for practical education. It's helpful to implement the fundamental task of building morality and cultivating people, give full play to the exemplary and leading role of teachers and Party members in all aspects, strengthen the linkage between education and teaching and ideological and political education, and solidly promote the in-depth development of "organizational education".

3.3 TO STRIVE TO CREATE A WORKING ATMOSPHERE OF "ORGANIZATION AND EDUCATION"

Taking the Party building brand creation process as an important publicity carrier, colleges strive to create a good atmosphere of "organization and education", incorporate it into the construction of grass-roots publicity positions for key building, and then incorporate the Party building brand creation of grass-roots Party branches into their organizational construction for key implementation, so as to make the atmosphere of "organization and education" stronger and play a more prominent role.

3.4 TO IMPROVE THE EFFECTIVENESS OF "ORGANIZING AND EDUCATING PEOPLE"

Through the establishment of college grass-roots Party building brand, colleges promote the full integration of knowledge system and ideological and political education, realize the organic penetration of Party building brand into all branches and disciplines, and form a vivid picture of full staff education, whole process education and all-round education.

4. ACHIEVEMENTS IN BRAND BUILDING OF COLLEGE GRASS-ROOTS PARTY CONSTRUCTION

Carrying out the brand building activities of Party construction in accordance with the general requirements of Party building in the new era can enhance the subject consciousness of all Party members, give full play to the role of grass-roots Party organizations and Party members, apply the achievements of the building work to solve the contradictions and problems affecting and restricting the development of Party construction, and continuously expand the radiation and driving force of grass-roots Party building. The integration and interaction between the Party building work and the central work has provided a strong political, ideological and organizational guarantee for the overall improvement of all work, and achieved remarkable results.

5. ENLIGHTENMENT FROM THE ESTABLISHMENT OF COLLEGE GRASS-ROOTS PARTY BRAND BUILDING

The grass-roots Party organizations in colleges and

universities take the opportunity of building the brand of Party construction and the goal of grasping Party construction and promoting development to achieve "doing two jobs at once and attaching equal importance to each". Since the launch of the founding activities, colleges and universities have fully integrated the Party building work with the central work, normalized and institutionalized the improvement of teaching quality, tested the achievements of the Party brand building with the teachers construction, discipline development and talent training results, and promoted the rapid development of various grass-roots work with the effect of the activities, so as to achieve the purpose and effect of leading high-quality development with high-quality party building brand.

6. CONCLUSION

In short, in the face of the sacred mission entrusted to colleges and universities in the new era, grass-roots Party organizations in colleges and universities should clarify the general requirements and general direction of Party construction at this stage and in the future, deeply study, excavate the connotation, fully investigate, refine and sublimate, and actively create a Party construction brand with strong operability, good implementation effect and great appeal. It aims to promote the all-round development of higher education and make reference theoretical research and practical exploration.

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Excellent Project of Ideological and Political Work of Tiangong University in 2021: Research and Practice on

the Cultivation and Role of Party Members Under the Establishment of the Party construction brand of "Red Candle Striving For Brilliance and Lighting Up Dreams"

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Application Study on Project-Driven Mode in College Animation Teaching

Piwen Xu

College of Computer Science and Technology, Tiangong University, Tianjin 300387, China

Abstract: In order to achieve the goal of further improving the comprehensive literacy of animation students in colleges and universities, such as innovation ability, practical ability and cooperation consciousness, this paper studies the application of practical project-driven mode in the teaching of animation specialty in colleges and universities, and puts forward the feasibility and effectiveness of applying the project-driven teaching mode in college animation specialty in China. The innovative teaching mode will play a great role in the professional teaching of animation and related fields in colleges and universities in China.

Keywords: Practice Project-Driven Mode; Animation Major; Instructional Design

1. DISADVANTAGES OF THE TRADITIONAL TEACHING MODE OF ANIMATION MAJOR IN COLLEGES AND UNIVERSITIES IN CHINA

In recent years, China's animation education in colleges and universities has made great development, and has basically formed an education system with complete disciplines, scientific curriculum system and considerable scale. However, in the traditional animation teaching process, students do not have the opportunity to participate in teaching organization and management activities, but only complete the activities related to mastering skills and knowledge proposed by teachers. In essence, the classroom still provides a broad space for teachers' comprehensive performance, and students' performance and action fields are reduced to the minimum, resulting in that students' subjectivity enthusiasm, independence and creativity are not guaranteed. The practical ability of animators comes from rich social life experience and animation art practical experience. For various reasons, creative practice teaching is the weakest link in animation education in colleges and universities, resulting in the weak ability of students' practice and innovation. It is the main problem faced by animation education in colleges and universities.

2. FEASIBILITY AND ADVANTAGES OF PRACTICAL PROJECT-DRIVEN TEACHING MODE

"Practical project-driven mode" is a teaching model based on constructivist learning theory. Constructivist learning theory emphasizes that students' learning activities must be combined with projects or problems to explore problems to guide and maintain learners' learning interest and motivation, create a real teaching environment and let students learn with real tasks. It can make students have the initiative of learning. In this environment, students can complete their learning tasks in the way they like and are used to. "Practical project-driven" teaching has the characteristics of goal, situation, inquiry,

comprehensiveness and operability. "Project" is often "real", which is closely related to students' actual life or subject learning content. For students, it can stimulate students' interest in current learning topics, and students are always the main body of the learning process in the teaching process.

Animation is the integration of art, science and technology. It has the quality characteristics of integration and interdisciplinary. Animation is different from general art or painting majors. It needs the knowledge of other related disciplines such as art and computer to enrich and improve the cultivation of animators. This requires us to pay more attention to the cultivation of students' theoretical quality, creative ability and even their organizational leadership ability in addition to the cultivation of students' animation professional skills. The "practice project-driven" model puts students in the practical situation as real as possible related to the current learning theme, so as to make students' learning intuitive and visualized. [1]

3. TEACHING DESIGN OF "PRACTICAL PROJECT-DRIVEN MODE" FOR ANIMATION MAJOR IN COLLEGES AND UNIVERSITIES

Instructional design is the connecting point of putting educational ideas into practice and a systematic knowledge strategy system combining educational ideas and teaching practice. The application of practical project-driven teaching mode in college animation teaching has rules to follow. The task design of specific projects is the core point of the teaching process design of practical project-driven mode. The design of specific projects of relevant courses should follow certain design principles.

3.1 DESIGN PRINCIPLES

The first is the principle of combining authenticity and interest. The design of the project should be authentic. The so-called authenticity means that the project should be close to life, and try to come from and go to life as much as possible. Only with liveliness can students have a real and cordial feeling. Only truth can be more infectious, closer to students' life experience, mobilize students' enthusiasm to participate in learning, and be conducive to students' cognition and meaning construction of learning topics. Therefore, in college animation teaching, the project design should also be interesting. Only interesting projects can drive students' learning. The second is the principle of combining difference and coherence. The students in animation teaching in colleges and universities are different. They have different starting points, different levels and different personal needs. In traditional teaching methods, students are often regarded as the object of knowledge indoctrination, the receiver of external stimulation and the memory of previous knowledge, so it is difficult to understand students' personality and treat

students' individual differences correctly. In order to encourage every student to be positive, develop personality, grasp the context of the knowledge system, highlight the key points, grasp the key points and break through the difficulties, this requires us to consider not only the differences of students, but also the characteristics and difficulty of knowledge when designing the project. [2]

3.2 TEACHING PROCEDURES

First, teachers should create situations and propose projects. Learning situation is a situation and environment selected or created for smooth learning, mastering learning content and achieving learning objectives as soon as possible. The creation of teaching situation should be unified with the learning content and coordinated with the learning process. Its role is to promote the learning process. Einstein once said, "raising a problem is often more important than solving a problem". So the project is not only the direct driving force of students' learning, but also the external expression of raising a problem. Therefore, when using "practice project-driven" teaching, teachers should first assign students the learning tasks and project requirements of this course, this stage, this unit and this course, and require students to learn with the projects to be completed or the problems to be solved.

Second, teachers should clarify the project and organize the team. When students accept the project, they have a motivation and interest to actively complete the project, with the help of certain situations. They will further analyze the project and find problems. The creative ability of animation professionals does not depend on specific talents or excellent abilities, but on the creativity of thinking. Animation innovation ability is not how to use tools, but how to use tools to think about problems, solve problems and construct new problems. However, it is sometimes difficult to find the starting point of problem-solving and choose appropriate and useful information only by relying on students' existing knowledge level. At this time, teachers should provide project related learning materials, reference methods and the location of online related materials, so as to guide students to complete the project and actively guide students to analyze and solve problems.

The third is autonomous learning, cooperation and exchange. In the practical project-driven model, students determine their learning goals under the guidance of teachers and understand the knowledge necessary to achieve the goals. After the learning objectives are determined, the team members will find information separately, think independently and study independently.

[3] At this time, the teacher will give correct guidance to the students, grasp the content, progress and direction of the project, give students the opportunity and time to think, and create a good space for students' independent learning and exploration. Students can realize that acquiring knowledge depends on their own efforts, and have a corresponding sense of responsibility for learning, and actively give full play to their originality in the learning process. Teachers seize the opportunity to activate students' thinking sparks, guide the thinking process, train thinking methods, cultivate thinking quality, improve thinking ability, and enable them to complete projects with high quality. It can promote the meaning construction of knowledge and form a new cognitive structure.

4. CONCLUSION

In short, the purpose of animation education is to cultivate high-quality comprehensive animation talents with innovative spirit and practical ability. The cultivation of students' innovative spirit and practical ability is not only the focus of animation education, but also the fundamental task. Through the above analysis of the links of using the practical project-driven teaching mode in college animation teaching, the practical project-driven teaching is incomparable to any other teaching mode for the cultivation of students' innovation and practical ability.

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News Transediting Strategies in Hengyang Government Official Website from the Perspective of Mass Communication

Jing Yin

Hengyang Normal University, Hengyang, Hunan 421002, China

Abstract: News transediting in Hengyang government official website is a significant way to introduce local cities overseas. The article, based on the Gate-keeping Theory from mass communication, analyzes news transediting in Hengyang Government Official Website and summarizes news transediting strategies, such as deletion, addition, adaptation and combination, in the hope of offering references for news transediting in government official websites.

Keywords: Mass Communication; Local Government Official Website; News Transediting Strategies

1.INTRODUCTION

Based on the many communication advantages of the Internet media-wide coverage, strong timeliness, high dissemination, and great influence, the Chinese government has invested a lot of labor and material resources in the construction of government English websites at all levels in order to promote China's foreign exchanges and dissemination, and help establish China's international image. However, according to the results of the 6th Chinese government website internationalization degree evaluation, although the overall ownership rate of foreign language versions of government websites at all levels has been steadily increasing, the development level

of all levels of government is very uneven, and the scores of counties and districts are significantly lower. (Guomai Internet Government Website Evaluation Research Center, 2012: 60-62) It can be seen that the construction of government websites at all levels in China is uneven, and there is a downward trend from top to bottom. Therefore, the construction of local government websites is usually easy to be overlooked. Since 2010, the E-Government Office of the Hengyang Municipal Government has entrusted Hengyang Normal University to build an English portal website for the Hengyang Municipal Government. In recent years, the website construction has achieved good results. In 2011, it ranked eighth among the same-level websites in the country, fifth in 2012 and third in 2013. In recent years, the construction of this website has been making steady progress. The author has been the head of the news transediting team of the English website of the Hengyang Municipal Government since 2010. This article mainly analyzes the news transediting strategy of Hengyang Municipal Government's English website based on the theory of the gatekeeper in communication.

2.THE ENLIGHTENMENT OF COMMUNICATION STUDIES ON NEWS TRANSEDITING STRATEGIES

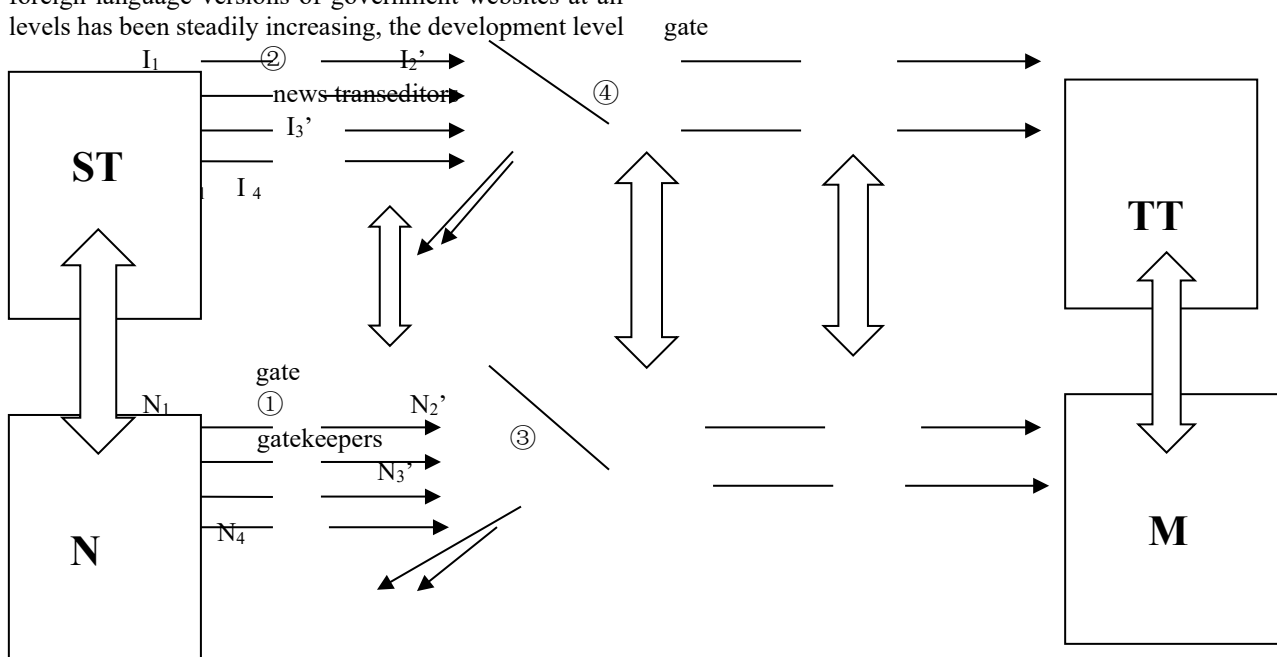


Figure 2-1 Enlightenment of Gatekeeper Theory on News Transediting

N= news resource

ST = source news text

$N_{1, 2, 3, 4}$ = news

$I_{1, 2, 3, 4}$ = information in the source news text

N_2', N_3' = chosen news

I_2', I_3' = chosen information

M = recipients

TT = target news text

N₁, N₄ = not chosen news

I₁, I₄ = not chosen information

① ② gatekeeping principles of news editors and transeditors

③④ strategies adopted by news editors and transeditors to achieve best communication effect

Professor Lv Jun is a pioneer researcher of translation and communication theory in China. He conducts interdisciplinary research on the body, carrier, object, environment and effect of translation and communication. He believes that the essence of translation is communication, which is a kind of cross-cultural and interlingual communication activities. News transediting has the general attributes of communication, including factors such as the communicator, communication channels and recipients. The only difference between news transediting and ordinary communication activities is that it has the attributes of cross-cultural communication. White (1964) believes that in the process of news editing, there are many gates, each gate has a gatekeeper, and the final news content that the audience sees is produced after every gate, as is shown in the lower part of Figure 2-1. In fact, the same is true for the news transediting process. In this process, news transeditors act as gatekeepers just like news editors, and the news source text is edited layer by layer to obtain the final news target text. In the process of news translation, through fully considering various control factors, the transeditor decides which news should be translated, and which strategy or method should be adopted for translation, as is shown in the upper layer of Figure 2-1.

3. NEWS TRANSEDITING STRATEGY IN LOCAL GOVERNMENT WEBSITE AND CASE ANALYSIS

In the news transediting of the English website of the Hengyang Municipal Government, the news transeditor, as a gatekeeper, chooses which Chinese news to be translated into English from the numerous news on the Chinese website of the Hengyang Municipal Government. On the Chinese website of the Hengyang Municipal Government, there are columns such as Hengyang News and County (District) News. There are more than ten articles updated every day. According to the content of the contract and the value of news articles, the final number of translations is about four to five. After selecting the corresponding pieces, you need to further decide which information in the selected ones needs to be translated into English. In the specific translation process, which translation method should the translator use? The author has found through investigation that most of the original English news of the news transediting team's editors have chosen news from the Chinese website of the Hengyang Municipal Government. The transeditors did not translate all Chinese news into English, but made some choices. At the same time, during the translation process, the translators did not translate the entire text without any deletions, but with deletions. These all reflect the analysis and "gatekeeping" of news transediting content by news transeditors as "gatekeepers" in the process of news

transediting. Through the analysis of examples, it is found that the news transediting strategies of Hengyang City Government website mainly include the following methods: deletion, addition, adaptation and combination. Next, the author will analyze the application of these several strategies in news transediting.

3.1 Deletion

The source text of news compilation on the English website of the Hengyang Municipal Government usually comes from its Chinese website or the press release of the official website of the Hengyang Municipal Government. Therefore, the news compiler needs to delete the Chinese manuscripts for the first time before translation, which will not be of high value for external dissemination. Chinese content is deleted. During the translation process, due to the characteristics of Chinese, there will be many repetitions of meaning. In this case, the second deletion is required when translating into English. for example:

TL1: Excellent Harvest in Base of Poverty Alleviation in Hengyang County

TL2: 8th Hengyang Municipal Congress of Returned Overseas Chinese and Relatives Held

Chinese headlines reflect the characteristics of local Chinese news headlines, but they are obviously literally translated into English, which would seem cumbersome. Therefore, when translating, the translator deleted "Winning the Tough Battle against poverty", "Zheng Jianxin, Huang Fang, Deng Qunce", in order to conform to the English expression, in order to achieve a better communication effect.

3.2 Addition

There are four main types of news information on the English website of the Hengyang Municipal Government: government decision-making information, government public service information, economic information, and interactive information. When translating government decision-making information, due to the differences between Chinese and Western cultures, some information needs to be added when translating to facilitate the understanding of the audience. for example:

TL3: By December, 30,800 mu (20.53 million m²) of new forests have been expanded and the improvement of low-yield forests have increased to 7,900 mu (5.27 million m²) in the camellia industry.

In this example, when the translator literally translates the area in "mu", in addition to the literal translation, square meters that are more acceptable to foreign audiences are added in parentheses, because "mu" is a unit of area measurement with Chinese characteristics. Such an increase in translation ensures a better dissemination effect.

TL4: On the afternoon of May 22, the municipal government of Hengyang held a meeting about educational work with the special topic of "three strictnesses and three practices" (being strict in cultivating moral character, using power and disciplining oneself, being practical in planning undertakings, starting up enterprises and conducting oneself which is proposed by Xi Jinping).

In the above examples, the content in parentheses did not

appear in the source text, but was added during the translation process by the translator. Chinese manuscripts like to use four-character grids to summarize highly. As a translator, he/she is responsible for translating the specific content of "Three stricts and Three Honests", so that the audience can understand its connotation and meaning, so that news transediting can be called a good translation.

3.3 Adaptation

As mentioned in 3.2, when translating political information on government websites, in order to reduce the differences between Chinese and Western cultures and fully consider the audience's feelings, when translating certain Chinese characteristic vocabulary or expressions, changes and conversions are needed to achieve a good communication effect. It mainly includes headline rewriting and text sentence rewriting.

3.3.1 Adaptation of Headlines

Chinese news headlines are often not concise enough, so the translator needs to be rewritten to some extent during translation to conform to the habits of English news headlines. for example:

TL5: Hengyang Railway Station applied Train Schedule adjustment

TL6: Nanyue Airport Open to Traffic Before New Year

In the above examples, neither SL5 nor SL6 is clearly expressed. The translator adapted a bit to make the headlines brief and clear for better communication.

TL7: The maintenance work of Laiyan Pagoda has received lots of concerns from people at all levels of society. And they are quite concerned about its maintenance process.

In the above examples, there is a question in SL7. It's not an answer, but a rhetorical technique, followed by an introduction to progress. Therefore, it is translated into a declarative sentence in TL7, which expresses the function of the Chinese question sentence here.

3.4 Combination

English news releases are characterized by long sentences and short paragraphs; Chinese news, under the same circumstances, have shorter sentences and longer paragraphs (Liu Zhong, 2004: 36). Therefore, in the translation process, we can often see the phenomenon that several Chinese sentences are compiled into one long English sentence, which we call it combination.

TL10: From January to November this year, Hengyang has completed a total income of 19.89 billion yuan in public finances; 156.123 billion yuan in investment of fixed assets; 73.799 billion yuan in total retail sales of social consumer goods; \$2.555 billion in imports and export; with an increase of 13%, 23%, 12.9%, and 65.7%

and ranking of 1st, 4th, 4th and 4th respectively.

Economic information is one of the important information disseminated by government websites. At the middle of the year and at the end of each year, the Chinese portal website of the Hengyang Municipal Government will contain some data summaries and comparisons about certain industries or industries, and the Chinese habit ranking repeats to achieve the effect of neatness and momentum. But in English expression, repetition is a taboo. Therefore, in TL10, the translator combines the repetitive content of the source text and then translates it so that the translation conforms to the English expression habits and can effectively disseminate economic information.

4.CONCLUSION

The information disseminated by local government websites is mainly on four aspects: government decision-making information, government public service information, economic information, and interactive information. The audience of the local government website mostly are foreigners. Therefore, in order to achieve a good dissemination effect, various gate-keeping strategies should be implemented in the news compilation process, including deletion, addition, adaptation, and combination, so that Chinese local government websites can better spread the image of Chinese cities and establish a good image of China on the international stage.

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Study on the Chinese Appellation of Sanskrit "CINA"

Manfeng Zhang

College of Chinese Studies, Huachiew Chalermprakiet University, Bangkok 10540, Thailand

Abstract: There is no final conclusion about the original meaning of "CINA" until today. This paper mainly analyzes the articles related to the source of "CINA", and briefly expounds the personal views on the formation of the source and meaning of the word "CINA". It is considered that the meaning sources of "CINA" are diverse and finally unified under the meaning of CINA (China).

keywords: CINA; China; Silk; Qin

1. INTRODUCTION

"CINA" is now recognized as an ancient word used by foreigners to name China. Its phonetic source mainly originates from two directions, namely Europe and India. To form a more reasonable explanation of the mystery of "CINA", we need the cooperation of linguistics, lecture, phonology, ethnology, history, historical geography and other disciplines. However, because I do not understand phonetics, I only use the conclusions on the same aspects of sound review and exploration in various articles. The author only talks about his understanding of the meaning of CINA from his own understanding.

The meaning of "CINA" must conform to the development process of understanding things. With different understanding, the meaning of "CINA" is bound to change. The author believes that the semantic meaning of "CINA" should include two levels: one is the material source; the other is the deepening of the cultural level. [1]

2. THE RELATIONSHIP BETWEEN SILK AND "CINA"

2.1 SILK IN HISTORICAL MATERIALS AND LANGUAGE (CINA)

Now it is recognized that the name "CINA" with the greatest influence first appeared in Sanskrit. At the same time, it is recorded in many languages, such as Roman, Latin, Greek, Sogdian, Persian and so on.

In the Chinese, Japanese and Southeast Asian languages under the influence of the traditional Chinese cultural system, the title of "CINA" is similar. At the same time, it also appears in a large number of books, mainly in Buddhist scriptures.

Due to space constraints, specific historical materials will not be listed one by one. It's just personal conclusion.

First, the place where "CINA" appeared in the historical materials of ancient India must have something to do with silk. Most scholars believe that CINA's original meaning in Sanskrit is silk, which is transformed into silk state. Second, in many ancient languages, the pronunciation of silk is used to refer to the origin of silk. This also proves that both India and Europe knew silk first, so where did silk come from?

2.2 SILK AND SINA

Obviously, silk comes from the place where silk is produced, the Sinae. And silk has brought so much beauty to our life, so using the name of specialty silk to refer to the name of the place where silk is produced also reflects people's longing for a better life. So where is the Sinae? [2] A simple inference is that where silk comes from; the silk country is there. A passes the silk to B; For B, A is the silk country; B passes the silk to C; for C, B is the silk country. I think this is why Mr. Li Zhimin said that there were many "Sinae" names on the main and branch lines of the Silk Road in Asia and Africa.

From the perspective of India, silk comes from the border of the ruling region. I think this is why some scholars believe that CINA has the meaning of frontier. It is not uncommon today to use a local specialty to refer to its place. At the same time, due to the limitations of social development conditions at that time, China and India could not communicate directly and had to rely on a lasting media, which provided room for Mr. Xu to put forward that "CINA" originated from ancient Dai language. [3] It is also reasonable for ancient Indians to call them by their own claims or their main specialties from the frontier. This provides a main source for exploring the original idea of CINA.

Well, from the perspective of Europe, silk can come from Asia, Africa and many other places. They can all be Sinim. European scholars recognized that "for westerners, all those who produce and sell silk are Sere". This naturally means that the residence of silk producers and traders is "Serice", which means "silk country". In fact, there are many places on the "Silk Road", which are both called "Serice" and "CINA". This provides another main source for the original idea of "CINA". [4]

2.3 BRIEF SUMMARY

Therefore, the author believes that the origin of "CINA" is silk, and the lexical meaning is "silk country". There are two main sources. One is that China's silk spread to India station by station by the roads connecting Sichuan with the outside, becoming the main source of the meaning of "CINA" in India. In this process, the ancient Dai language played a great role, making "CINA" with the traces of the spread of ancient Dai. Second, it spread to Europe through the ancient Silk Road and became the main source of the meaning of Serice. However, there was no direct business contact between China and Europe, so all nationalities, languages and religions along the way played an important media role in the communication. The names of these two ways originated from silk in China. Difference names appear nowadays after it was translated into different languages as Sanskrit, Phoenician and Iranian.[5] However, after the 19th century, European comparative linguists found that these languages belong to the Indo

European language family. In other words, in the process of development, the names of all branches of the same language family extended from a homologous "silk" gradually become the same and evolve into "CINA". This is CINA at the material level, only which I think is not comprehensive enough to refer to China.

3. CHINA IN THE CULTURAL SENSE OF "CINA" COMES FROM THE QIN DYNASTY

3.1 PREVIOUS EXPLORATION

At present, the most influential and widely accepted statement in the academic circles is that "CINA" is transferred from Qin. The people who first thought that "CINA" was Qin were eminent monks of Buddhism. In the west, academia recognized that Wei Kuangguo in the 17th century was the first to propose "CINA" as the Qin Dynasty, and later the French sinologist Paul Pelliot and also supported this view. The Chinese scholar who studied "CINA" earlier was Mr. Zhang Xingzhen. In the Appendix of the *Compilation of Historical Materials of Transportation Between China and The West*, he put forward that "CINA" originated from the Qin Dynasty. [6] Later, Lin Jianming, Chen Dezhi and Ji Xiangxiang also supported this view. This is mainly judged from the cultural influence. However, most scholars only analyze the influence factors of a certain period, but how much influence this period has is a problem.

3.2 INFLUENCE IS AN ONGOING PROCESS

In the world before BC, no matter whether Chinese silk was spread to India or Europe, there would be no direct contact between the two places. Occasional individual trade was difficult to leave a wide impression because of insufficient contact. [7] Therefore, one or several communication sources are needed as the media, which can objectively and continuously influence the idea that the origin of silk is China, so this media needs to be strong and lasting, and the Huns at that time were undoubtedly the most suitable nation for this media. However, it also requires the disseminators themselves to have enough cultural heritage and enough influence. At that time, China gradually became strong after the unification of the Qin Dynasty, forming a stable cultural output circle and continuously exporting its influence. In this way, through the spread of the Huns, the origin of silk in China (Qin) was known to the world. At the same time, the expansion of China's own influence made China recognized by the world, making the meaning of CINA (Qin) gradually penetrate into CINA (silk). [8] From the 3rd to 2nd century BC, the integration of connotation and meaning began. According to scholars, the place name of "CINA (Qin) in Tarim Basin was no later than the Western Han Dynasty. However, the history of mainland China called "CINA" (Qin) by outsiders is not earlier than the Eastern Jin Dynasty ", which also shows that the expansion of influence takes time to spread. It was not until the 4th

century that "CINA" began to generally refer to the mainland of China. At the same time, the concept that silk is a Chinese specialty was also strengthened in the process of communication, and silk was used to refer to China. CINA (silk) and CINA (Qin) gradually unified. [9] Of course, this is also a process of re understanding, so later CINA added concepts such as porcelain.

4. CONCLUSION

In my opinion, the meaning of the word "CINA" mainly includes two levels. One level is the meaning of material silk, and then refers to the silk country, which is the earliest original intention; The other is mainly at the cultural and influence levels, and its source is mainly the influence of the Qin Dynasty, which is the main semantic source after "CINA" mainly refers to China. These two levels spread to India, Africa, Europe and other places through the ancient Dai passing the roads connecting Sichuan with the outside and the Huns from the north and the ancient Silk Road. After the Qin agreed to China at that time in the 3rd century BC, these two levels began to integrate gradually. With the gradual expansion of China's international influence, from the 4th century to the Sui and Tang Dynasties, "CINA" became a term specifically referring to China's Central Plains Dynasty in culture and practical sense.

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Communication and Development of Chinese Traditional Culture in the Internet Era

Yueyang Zhao

School of management science, Gachon University, Gyeonggi-do 826802, South Korea

Abstract: With the development of the network, the form of news communication is gradually developing from the original paper media and portals to new media. New media short video has the characteristics of diversification and popularization. It has the advantages of simple production, strong timeliness and strong sense of user participation. It is very in line with people's demand for timeliness of news communication. In this context, we will make use of the opportunities brought by network technology for China's cultural development, promote cultural development through the advantages of short video communication, and help spread excellent Chinese traditional culture. Taking the short video creators in mainland China as the research object, this paper explores the Chinese culture and stories conveyed by the short video creators, analyzes the opportunities faced by the communication of Chinese culture, and how to let the audience understand Chinese traditional culture and make an in-depth analysis of the effective communication of Chinese culture under the environment of the rapid development of the Internet. It aims to provide new ideas and methods for the dissemination of Chinese traditional culture.

keywords: New Media; Li Ziqi; Chinese Culture

1. DEVELOPMENT AND TRANSFORMATION OF TRADITIONAL CULTURAL MEDIA

The difference between new media and traditional media is that it is a further change based on the improvement of traditional media. It changes the shortcomings of traditional media in regionality and timeliness, and provides diversified communication forms to the public by using digital technology, computer network, satellite, television and other terminals. With the continuous improvement of information technology, the media environment has changed greatly, showing the trend of integrated development of traditional media and new media. In order to better meet the development requirements of the new era, new media has produced many "fast-food cultures". This way of absorbing information is deeply loved by the audience, making it a way for people to understand information. It is in this situation that new media continue to come into people's eyes and flourish rapidly.

The combination of new media and the Internet makes people's ways of receiving information more diversified. At present, there are many contents such as life and learning, entertainment and food, consumption and shopping and practical public welfare in new media short videos, which also contain more diversified elements and show strong innovation. The content of new media is presented in the form of short, fragmented and equal

emphasis on music and image. The duration is mostly 15 seconds, which is concise. Nowadays, most short videos directly reflect people's hot issues in life, are closely related to public life, and target more and more diverse audiences. They use different media to spread regional culture to more audiences, integrate a variety of innovative communication methods, and enrich the ways of cultural development. It will diversify the way of multi-channel communication of regional culture through the new media platform, shorten the distance between the media and the masses, so that the audience can participate in the communication of new media, which has a strong affinity to the people. [1]

2.DEVELOPMENT AND TRANSFORMATION OF TRADITIONAL CULTURAL COMMUNICATION MEANS

At the social level, the overall trend of today's society is fragmented. The audience spends more and more time using mobile phones, and the quality of life and refinement level are constantly improving, which makes the audience realize the necessity of "spiritual food". According to China Youth Daily, more than 80% of the respondents said they prefer to watch traditional cultural programs at present; 33.7% of the respondents said they could experience and feel the importance of social traditional culture in traditional culture programs. [2] Many short video creators seize the opportunity of society and produce short videos with China's traditional culture as the core. The videos are performed by recording the production process or relying on personal performance. In the video, people's dress, behavior, words and deeds all reflect the characteristics of Chinese traditional culture. There is no text description in the video. It only interprets Chinese traditional culture for doing things quietly and efficiently. Because of this, many audiences can settle down to feel these well-made videos and experience the social and cultural accumulation behind the videos, so as to imperceptibly achieve the purpose of spreading Chinese traditional culture and make more audiences become the second "receiver" of spreading Chinese traditional culture. In terms of cultural industry, the short videos shot by many short video creators are called "inheritance album of Oriental intangible cultural heritage". We can take Li Ziqi as an example. In her short video, there are seven videos in total, including blue printed cloth, playing cotton, hand brewed soy sauce, kumiss, Shu embroidery, pen, ink, paper and inkstone and wooden movable type. The total length of the seven videos is one hour, sixteen minutes and ten seconds, of which the video network page views of pen, ink, paper and inkstone are as high as 140 million times. The shooting of pen, ink, paper and inkstone began in the autumn of 2017, and the video shooting took a total of 1.5

years. The video with a total length of 11 minutes and 45 seconds makes us understand the wisdom of the ancients and spread China's traditional culture. With hundreds of millions of hits, this video gives full play to the positive role of new media in improving the cultural communication power, promotes the diversified development of the cultural industry, enhances the audience's understanding of the ancient cultural and art industry, and promotes the recovery boom of China's cultural industry. [3]

In the process of media globalization, McLuhan's prediction of "global village" has become a reality. [4] The ties between countries in the world are becoming closer and closer, and the cultural exchanges among people in various countries are becoming more and more frequent. Cross-border cultural communication has become a common social phenomenon of mankind. For example, Li Ziqi, the creator of short video, has 9 million followers on YouTube, becoming the first blogger in China. CNN, one of the world's most influential news media, has released 150,000 videos on this platform, and its number of fans is basically the same as Li Ziqi. The overseas influence of Li Ziqi's video is self-evident. It should be pointed out that Li Ziqi's fans in YouTube are not only overseas Chinese, but also people from different cultural backgrounds in various countries and regions around the world. In the comment area, you can see comments in more than a dozen languages, such as Europeans and Americans, Russians, Japanese, Koreans and Brazilians. These videos have no English subtitles, but are loved by friends from many countries. Li Ziqi's short video is spreading Chinese traditional culture in a way of "moistening things silently", which has become a successful case of cross-cultural communication in China. [5]

3. THE RETURN OF THE NATURE OF CHINESE TRADITIONAL CULTURE COMMUNICATION

In recent years, live broadcast and short video have become the most important carriers of network marketing and communication activities. The original content of short video creators on overseas social media not only reaped a large number of overseas fans, but also virtually gave overseas audiences more personal knowledge of China's national image and national brand. Since ancient times, China has always been founded on agriculture. For thousands of years, farming activities have been the most basic way of production and life of the Chinese nation. It can be said that farming culture is the cornerstone of Chinese traditional culture. The concept system of agricultural culture based on agricultural production and life runs through the modern development process of the Chinese nation and maintains a high degree of stability. This nature determines that China's culture is in the final analysis the development of simple rural culture. Productive labor is positively related to the economy. The cultural dissemination under the Li Ziqi phenomenon is nothing more than the dissemination of natural simple culture. It has attracted many friends to learn the Chinese style "Tao Yuanming style" life, [6] purify their hearts and experience high-quality life. Traditional culture is a living fossil of the cultural and economic development of various

countries. Therefore, it not only promotes the cultural development at home and abroad, but also edifies the thoughts of audiences at home and abroad. Nowadays, Li Ziqi is not only a name, but also a "phenomenon". This innovative way of cultural expression not only meets the aspirations of the impetuous groups living in modern society for traditional culture, but also opens a window for the world to appreciate Chinese culture. It has become an emerging force to tell Chinese stories and enhance the confidence of Chinese culture. [7]

4. CONCLUSION

The emergence of short video on the Internet has released a positive signal for the dissemination of China's traditional culture in all aspects, and new media technology has provided a solid tool for the dissemination of world culture. Through the research of this paper, we can find that the cultural content of communication is more important than everything, and the content that meets the current needs is the key. In the presentation of specific content, we should start from the three aspects of representativeness, humanization and authenticity. In the narrative arrangement of communication content, civilian narration emphasizes the creation of equal communication context to shorten the distance between content and audience. The popular narrative technique used by short video creators provides successful experience for the dissemination of traditional culture. The efforts of short video creators in subjective initiative form an objective relationship with the cultural soil of this era. In the process of traditional culture communication, the videos present the content from the perspective and position of the audience, let the culture carried in the content really enter the heart of the audience, and jointly create typical successful cases in the history of Chinese cultural communication, to set a model worthy of learning and carrying forward for more effective cultural communication in the future.

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Problems And Countermeasures in The Transformation of University Administration to Service Type

Wei Jia¹, Peng Liu²

¹The Center for Literary Theory and Aesthetics of Shandong University, Jinan, Shandong, China;

²Shandong Jianzhu University Library, Jinan, Shandong, China

Abstract: As the "training base" of modern high-quality talents, colleges and universities must pay attention to their own system reform. Administrative management as an important link of management work, should pay attention to changing their own management idea, makes the change in the direction of the service-oriented management concept, and for management of colleges and universities, the administrative development in the direction of the service will help to improve the efficiency of management, management system, and more able to promote the steady development of colleges and universities. However, there are still many problems in the process of its actual transformation, such as the unsound and imperfect administrative management system, which may hinder the transformation of service-oriented administrative management system. Based on this, this paper deeply analyzes the existing problems in the process and relevant countermeasures.

Key words: Service-Oriented; The Administrative Management

1.PROBLEMS EXISTING IN ADMINISTRATION OF SERVICE-ORIENTED COLLEGES AND UNIVERSITIES

(I) The administrative system of colleges and universities is not perfect

The important function of colleges and universities is to cultivate high-quality talents. The administrative work of colleges and universities needs to be carried out around this work focus, highlighting the function of serving the school's teaching and scientific research, providing convenience for teachers' teaching and scientific research, and creating a good learning environment for students. But according to the current situation, most colleges and universities in the management of service in our country there are still many problems, the lack of perfect the administrative management system of security, eventually lead to system to perform oral and superficial, both to the related staff is harder to work, and have severely hampered the work smoothly, and affected the university teaching and research work^[1]. In addition, there are part of the lack of understanding of the importance of improving administrative management work in colleges and universities, and ignored the related to the administrative management system, monitoring and information feedback, and a series of mechanism of the unable to provide accurate reference for revision of the system, make the related system fails to meet the need of practical

work, making college unable to adhere to the people-centered principle, It is difficult to achieve the goal of perfecting the service-oriented management system, which hinders the development of the school.

(II) The efficiency of university administration needs to be improved

Standing in the point of view, improve and perfect the mechanism of administrative management in colleges and universities is not only very important link, is to help the administrative shift towards service guarantee, on this basis, also must have a high quality, high capacity and high professional level of teachers' team and management team, coupled with the perfect college administrative management mechanism, It provides a huge guarantee for the development of colleges and universities, making them conform to the pace of the development of The Times and keep up with the pace of The Times. But when the analysis of professional degree, the current most of the administrators in colleges and universities is not professional, without the experience of strict training and education system, make its own modern university management knowledge to master is not up to standard, some managers for the administrative work of service awareness is not enough, in the daily management work, attach importance to the exercise of administrative power, The neglect of service leads to the greatly reduced efficiency of administrative work in colleges and universities, which cannot realize the transformation of service type and hinders development.

2.THE SOLUTION TO THE PROBLEM OF THE TRANSFORMATION OF UNIVERSITY ADMINISTRATION TO SERVICE TYPE

(I) Setting up the idea of service - oriented university administration

To solve above problems, the administration of colleges and universities to make smooth transition in the direction of the service, so it is very important to colleges and universities to establish and perfect the administrative mechanism of a link, because the administrative work is an important part of university education system, has an irreplaceable influence and role, and to some extent determine the future development of colleges and universities and teaching effect, Create a good learning environment for students. Therefore, colleges and universities must establish service-oriented thinking and consciousness, get rid of the shackles of traditional thinking, actively learn advanced experience, introduce management mode, and carry out regular training for

relevant management personnel, so that they can standardize their own behavior and form good habits. And colleges and universities have to adhere to the people-centered principle, the subject status of the outstanding teacher, because teachers is an important part of school, to ensure the smooth progress in the teaching activities, played a crucial role, administrative management to serve the broad masses of teachers and students, work hard for teachers to build a good environment, provide them with the necessary material conditions and development platform, Inspire teachers' enthusiasm for work and ambition to ensure that teaching activities will not be affected by external factors. Not only that, for college students to create a good environment of study and life, to build a bridge of communication between teachers and students, make teachers and students more at ordinary times communication, communication, attention to student's response and inner thoughts, and to give the correct thought guidance, students will not be affected by the interference factors, make its in a good environment to learn and grow.

(II) Strengthen the professional training of administrative personnel in service-oriented colleges and universities

At this stage, to implement efficient administrative management work in colleges, then the high quality, high capacity, high professional level of the management team is indispensable, so must regularly to management of colleges and universities to carry out the training work, make them understand the knowledge of the related to administrative content, improve the level of their own professional and comprehensive ability, thus ensure the administrative work carried out smoothly. Not only that, but also let managers adapt to the current service-oriented management mode, actively change their thinking, on the original basis to improve their knowledge reserves and master degree, so as to ensure that the work closely with the pace of the development of The Times, to make corresponding contributions to the society^[2].

(III) Improve and perfect the rules and regulations under the service management

In today's society high-speed development, China has entered a new era, the emergence of new teaching mode and administration management pattern has been completely replace the traditional mode of application, puts forward new requirements for colleges and universities, make the administrative work must develop in the direction of the service, actively change the original management rules and regulations, the service consciousness penetration into the management system for the teachers and students, In this way, perfect rules and regulations under service-oriented management can be

constructed to guarantee the smooth development of administrative work. First, management should be open and transparent. In colleges and universities, the disclosure of school affairs is a very important system. In the case of school development and problems related to the interests of teachers and students, the school should seek the advice of teachers and students, make the disclosure content complete, open procedures standardized, establish a complete communication channel and information exchange platform, and do not turn the supervision in advance into the supervision after the event. Secondly, scientific evaluation and supervision mechanism. Colleges and universities to establish the system, because it can for the teachers and students to provide a good channel reflect problems, make management personnel to understand their own work to finish effect, so better able to strengthen the management of service consciousness, improve school work style, make the administrative work better service for teaching and research.

3. CONCLUSION

With the development of society, China's education curriculum has been reformed, and more and more attention has been paid to quality education, which has put forward new requirements for the teaching field. Schools must break the shackles of traditional teaching mode and provide students with a high-quality learning environment. In addition, as the most critical stage in the entire education system, colleges and universities determine the future development trend of students and help students gain a firm foothold in the society. On this basis, administrative management, as an important part of the smooth operation of colleges and universities, has irreplaceable influence and effect, which can directly affect the teaching effect of students, and even affect the development of schools. Therefore, colleges and universities must actively change towards the direction of service, and constantly improve the management rules and regulations under the form of service, so as to comply with the requirements of the development of The Times, so that colleges and universities play an important role in the society.

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Caring For the Soul---Teaching Strategies for Mental Health Education in Kindergartens

Yan Chen

Chongqing Vocational And Technical University Of Mechatronics, Bishan, Chongqing 402760, China

Abstract: Under the current situation, the people's ideology and concepts have changed significantly with the development of social economy and the improvement of material living standards. Under this situation, the development of education and teaching has received high attention. As an important part of our education system, kindergartens have an impact on the physical and mental development of children that cannot be ignored. However, it is worth noting that some kindergartens pay less attention to mental health education in the teaching process. They only pay attention to the physical health of students and ignore the development of mental health education, which poses some threats to the mental health of students. In this case, relevant personnel should pay attention to the research and analysis of the kindergarten's strategies for carrying out mental health education, so as to provide a reliable basis for the kindergarten to adjust the follow-up teaching plan, and better ensure the children's physical and mental health.

Keywords: Kindergarten; Care For The Soul; Mental Health Education; Teaching Strategy

1. INTRODUCTION

At this stage, in the process of development, kindergartens in our country have gradually realized the shortcomings in their own work and actively carried out mental health education, hoping to protect the physical and mental health of students in this way. However, due to some deficiencies in teachers' teaching concepts, teaching ability is still lacking, the development of mental health education in kindergartens is not ideal, and the level of mental health education still has a lot of room for improvement. This article puts forward several teaching strategies based on a full analysis of the current development of mental health education in kindergartens, in order to help kindergarten teachers to better carry out mental health education, effectively improve the level of mental health education, and strengthen the psychological impact of children.

2. BUILD A WARM, SAFE AND HEALTHY PSYCHOLOGICAL ENVIRONMENT

In the process of kindergarten teaching, teachers should clarify the impact of environmental factors on children's physical and mental health, and pay attention to strengthening the management of the environment during work, so as to build a warm, safe and healthy psychological environment. In actual work, kindergarten teachers should fully consider the actual situation of the children, analyze the children's needs for the environment, and think about problems from the perspective of the children, so as to ensure that the kindergarten environment meets the psychological needs of the children. In addition,

teachers should clarify their position as a guide in actual work, communicate with children with high quality at work, establish a good, equal, and harmonious teacher-student relationship, set up chat rooms, parent-child areas, etc. in kindergartens for children. Provide a warm and safe space to achieve the purpose of relaxing the mind and body of young children [1]. In actual work, kindergarten teachers should respect children's emotional needs, provide children with ways to express their own ideas, affirm children's positive ideas, encourage and guide children, so as to create a good atmosphere inside the kindergarten.

3. CULTIVATE STUDENTS' SENSE OF TEAMWORK AND SOCIAL ADAPTABILITY

At this stage, most of the children in kindergartens in our country are only children. In this case, children lack opportunities to communicate with their peers in the family environment. Because there is only one child in the family, the children occupy an absolute dominant position in the family environment. The children gradually develop a self-respecting, self-willed, and withdrawn character, which has some negative effects on the learning and development of the children. In response to this situation, kindergarten teachers should actively carry out mental health education in their work, pay attention to cultivating students' sense of teamwork and social adaptability, encourage students to participate in collective activities, and ensure that students can recognize the strength of the team in collective activities and train students A sense of teamwork to ensure that students can have a strong adaptability in the future study, life and work. In the work, teachers can arrange withdrawn and taciturn students around the active students, and the active students will influence them to ensure the mental health of the students.

4. USE GAMES AS A CARRIER TO STRENGTHEN THE CULTIVATION OF STUDENTS' WILL, QUALITY AND CHARACTER

In actual work, kindergarten teachers should pay attention to the use of games as a carrier to strengthen the cultivation of students' will and character and pave the way for the future development of students. In the process of kindergarten teaching, game activities have a wide range of applications. The development of game activities can effectively improve the physical quality of students, and it is of great help to the improvement of students' cognitive ability. In mental health education, teachers should pay attention to organizing students to participate in game activities, encourage children to communicate and cooperate with their classmates during the game, improve students' communicative, organizational, and collaborative skills, and make children lively and optimistic during the game. Character [2]. For example, in

the game "Eagle and Catch a Chicken", the teacher will play the role of the eagle and the students will take turns to play the old hen and the chick. In this case, the students can realize the importance of teamwork while improving their physical fitness. In addition, the use of game teaching mode in mental health education allows students to actively participate in it. The difficulty of mental health education is greatly reduced, and the effect is more ideal.

5. GIVE FULL PLAY TO THE POSITIVE ROLE OF THE COMMUNITY AND FAMILY

The development of mental health education can effectively protect the mental health of students, and has an impact that cannot be ignored on the healthy growth of students. However, it is worth noting that children's time in kindergarten is limited. Teachers merely carrying out mental health education in kindergartens cannot guarantee the quality of mental health education. Therefore, teachers should pay attention to the active role of the community and family, and maintain a relationship with the community and family. Close communication and cooperation to form an effective synergy to ensure the effectiveness of mental health education. Young children are relatively young and are more susceptible to external factors. Therefore, communities, families and kindergartens should pay attention to building a good environment to strengthen the impact on children and ensure their mental health. In addition, parents of young children should clarify their own role in mental health education, pay attention to communicating with young children in the family environment, ensure that they can find out the psychological problems of young children in time, communicate and cooperate with teachers, and take targeted measures to solve children's problems. The psychological problems of the children make children maintain a positive and optimistic attitude, so as to achieve the purpose of caring for the children's mind [3].

6. IMPLEMENT TARGETED EDUCATION

Kindergarten teachers should fully consider the differences between young children when developing mental health education, and implement targeted education to ensure the effectiveness of mental health education. In actual work, teachers should pay attention to the analysis of children's personality, family growth

environment, etc., and make targeted mental health education programs. For children who are withdrawn and unwilling to communicate with others, teachers should encourage them to communicate with others, help them overcome psychological barriers, and enable them to develop a warm and hospitable character. For children who are easily overwhelmed by words and deeds, teachers should strictly manage them in mental health education, and guide them to realize that respecting others means respecting themselves. In children's mental health education that lacks team awareness, teachers should organize children to participate in group activities to help children recognize the strength of the team, so as to improve children's team awareness.

7. CONCLUSION

In summary, the development of mental health education in kindergarten teaching can effectively protect children's mental health, and have a positive impact on children's future learning and development. In actual work, kindergarten teachers should fully realize the significance and necessity of mental health education, attach great importance to the development of this work, and build a warm, safe and healthy psychological environment, cultivate students' sense of teamwork and social adaptability, and play games. For the carrier to strengthen the cultivation of students' will and character and character, give full play to the positive role of the community and family, implement targeted education and other methods to improve mental health education, thereby achieving a substantial increase in the level of mental health education.

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Some Thoughts on Strengthening the Internal Supervision of Discipline Inspection and Supervision Cadres in Colleges and Universities

Feifei Ji

Hohai University College Of Hydrology And Water Resources, Nanjing, Jiangsu 210098, China

Abstract: Discipline inspection and supervision cadres in colleges and universities are an important force in carrying out party discipline and party conduct inspection and construction. They have supervision and discipline powers. These two rights can be collectively referred to as public powers, and the scope and role of rights have a very important impact. At the same time, it is also a supporting condition to ensure the development of daily disciplinary inspection and supervision work. However, as far as the current discipline inspection and supervision work in colleges and universities is concerned, the supervision of relevant cadres within the system is relatively lax. This will not only affect the fairness, justice and openness of the discipline inspection and supervision work, but may also breed a series of violations of discipline and law. Great obstacles to the construction and development of colleges and universities. To this end, this article first analyzes the problems in the internal supervision of the discipline inspection and supervision system in colleges and universities, and then summarizes the strategies for strengthening the internal supervision of discipline inspection and supervision cadres, hoping to provide an effective guarantee for the construction of party discipline and party style in colleges and universities.

Keywords: Discipline Inspection And Supervision; Internal Supervision Of Cadres; Construction And Development Of Colleges And Universities; Strategy And Thinking

1. INTRODUCTION

The execution of power must be equipped with reasonable supervision in order to ensure the rationality, scientificity and fairness, and to avoid the occurrence of undesirable problems such as abuse of power. Therefore, in the discipline inspection and supervision work of colleges and universities, it is necessary to conduct comprehensive supervision of the right cadres, so as to help the party committees and party committees of colleges and universities. The development of organization, party ideology, and party conduct and discipline will create a good environment. At this stage, although some units have established internal supervision agencies, from the perspective of the formulation and implementation of various systems, there are many loopholes and imperfections, which ultimately make internal supervision agencies look like a display. For this reason, college party committee organizations should pay attention to the lack of internal supervision system, and based on the formulation of various management systems, research and

find ways to strengthen the internal supervision of discipline inspection and supervision cadres.

2. PROBLEMS IN THE INTERNAL SUPERVISION OF THE DISCIPLINE INSPECTION AND SUPERVISION SYSTEM OF COLLEGES AND UNIVERSITIES

2.1 Weak control of the main body of internal supervision
At present, the discipline inspection and supervision departments of colleges and universities have shown a relatively vague situation and problems in the establishment of internal supervision bodies. Although they can implement supervision on relevant cadres and staff, the supervision results achieved are minimal [1]. In addition, the discipline inspection and supervision departments of colleges and universities did not clarify the subject of supervision when constructing and formulating the internal supervision system. This caused some lawbreakers to use the loopholes in the system and the system to carry out a series of illegal and criminal activities, which caused the construction of party style and discipline in colleges and universities. Negative Effects. In addition, the weakness of the main body of internal supervision makes the supervision function unable to perform effectively, and greatly reduces the substantive role of supervision, and finally forms a situation in which the internal supervision of the discipline inspection and supervision cadres of universities is useless. All in all, the weak control of the main body of internal supervision is an important issue in the current discipline inspection and supervision system of colleges and universities, and it must be highly valued by relevant departments and units.

2.2 The methods of internal supervision are lagging behind

Insufficient awareness of internal supervision and weak subjective constraints in discipline inspection and supervision in colleges and universities will lead to a series of undesirable phenomena in supervision work. Among them, the methods of conducting supervision work are the most prominent, which is embodied in the relatively lagging internal supervision methods and lack of openness, fairness and transparency. Innovative [2]. For example, when the supervision and management department receives the disciplinary inspection and supervisory cadre issues reported by the masses, it usually uses the letter of letter and visit to the direct leader of the party for review, and during the review process, it can only be solved by asking the party to give a reasonable explanation. Reporting and reporting issues, this kind of supervision and management method has large loopholes and limitations, it can not achieve the effectiveness and

expectations of internal supervision at all, and it will even reduce the public's recognition and support for the discipline inspection and supervision department. At the same time, under this kind of supervision work method, there may also be the use of personal connections and bribery behaviors to evade review and supervision. This not only increases the difficulty of the internal supervision of discipline inspection and supervision in colleges and universities, but also hinders the party conduct and discipline of colleges and universities. Construction.

2.3 Incomplete internal supervision system

The management and control of departments and units often need to be based on a scientific and complete system. Therefore, the internal sword and shield management of discipline inspection and supervision cadres in universities should also be based on rules and regulations to ensure the effectiveness and substantiveness of supervision. However, as far as the current supervision of discipline inspection and supervision cadres in colleges and universities is concerned, there is a problem that the internal supervision system is not sound, and it has brought adverse effects to the internal supervision of discipline inspection and supervision cadres. It is specifically embodied in the following aspects: First, although a series of internal supervision systems have been formulated, they are difficult to implement and implement in actual work, thus reflecting the limitations of the system's lack of operating rules and guidelines. Second, the internal supervision system cannot adapt to the discipline inspection and supervision work of colleges and universities. In the process of formulating the internal supervision system, the work characteristics, forms and rules of the disciplinary inspection and supervision cadres were ignored, and the possible violations of discipline and law by the disciplinary inspection and supervision cadres were not taken into account, which made the internal supervision system lack the preventive effect. The conflict of supervision and management concepts supplemented by governance has finally resulted in an inversely increasing situation in the supervision system and its role, that is, there are more and more rules and regulations, but the effect of supervision work is getting worse and worse.

3. STRATEGIES TO STRENGTHEN THE INTERNAL SUPERVISION OF DISCIPLINE INSPECTION AND SUPERVISION CADRES IN COLLEGES AND UNIVERSITIES

3.1 Strengthen the democratic supervision of teachers and students

Fairness, impartiality, and openness are the prerequisites for the implementation of internal supervision work. Only by ensuring the transparency of supervision work can the substantive effects of supervision and control be truly brought into play. Based on this, in strengthening the internal supervision of discipline inspection and supervision cadres in colleges and universities, we should make full use of the strength of all teachers and students in colleges and universities to fully implement the democratic supervision system and form. First of all, the discipline inspection and supervision department needs to publish the specific content of the department's

management work to the public on the basis of doing a good job of internal supervision, so as to provide the basis and conditions for supervision of the teachers and students of the school. For example, with the help of campus broadcasts, online platforms and bulletin boards, publicize the standards, permissions, basis, procedures, disciplines and results of the discipline inspection and supervision department, and accept the supervision and supervision of teachers and students at any time, so as to eliminate the form of internal supervision. Ism. Secondly, colleges and universities need to organize various types of public meetings, symposiums, exchange meetings and other conference activities on a regular basis, and give teacher and student representatives the opportunity to speak during the meeting, and at the same time accept the suggestions and ideas of teachers and students humbly, and then give full play to the teachers and students. The role of employee democratic supervision and democratic participation.

3.2 Establish various discipline inspection and supervision work management systems

The efficient and regular development of management work must be dependent on a complete work management system. Therefore, the discipline inspection and supervision department of colleges and universities needs to establish various work rules and regulations to effectively restrict the behavior and thinking of relevant cadres and staff, thereby providing internal supervision. The development of work creates favorable conditions. First, formulate a substantive and procedural management system based on the characteristics of discipline inspection and supervision work to ensure that discipline inspection and supervision cadres can enforce discipline and handle cases in accordance with the law during the work process, so as to avoid discipline inspection and supervision cadres themselves from committing violations of discipline and law. Secondly, establish a complete and systematic handling procedure system, strictly formulate reasonable and scientific working procedures, procedures and standards for all matters in the disciplinary inspection and supervision work, and then guarantee the work of letters and visits, case trials, case inspections, etc., which are fully in line with the discipline inspection and supervision. Relevant regulations and specific standards ultimately effectively prevent abuse of power, favoritism and fraud, bribery and other undesirable phenomena.

4. CONCLUSION

Colleges and universities are important bases for cultivating high-quality talents for our country, so they must ensure the goodness of party conduct and discipline in colleges and universities. This requires discipline inspection and supervision departments and related cadres to enforce discipline in accordance with the law, handle cases in accordance with the law, and scrupulously perform their duties. At the same time, the discipline inspection and supervision department must establish and improve the management system, and actively accept the supervision of various departments and groups, so as to continuously strengthen the effect of the supervision of discipline inspection and supervision cadres, and

ultimately provide strong support for the construction of party style and discipline in colleges and universities.

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Innovation of Trade Union Service Mode in Colleges and Universities Under the Concept of Differentiation

Huan Wang

Shanghai University of Engineering Science, Shanghai 201620, China

Abstract: The university trade union plays an important connecting role between the university party and government and the teaching staff. It is the main way to express and safeguard the interests of the teaching staff. At present, trade unions in Colleges and universities still have some deficiencies, such as lack of service concept, single service content and form. Integrating the concept of differentiation into the service innovation of trade unions in Colleges and universities and building a differentiated service model is of great significance to promote the harmonious development of colleges and universities.

Key words: Differentiation; Trade unions in Colleges and universities; Service mode

1. INTRODUCTION

In the new era, college staff have a stronger sense of autonomy and advocate freedom. They have more obvious personalized characteristics in work and life, and their personal interests and needs are gradually diversified [1]. Therefore, how to innovate the service mode of trade unions in Colleges and universities has become an urgent task and an inevitable requirement for the full implementation of the party's purpose, which is conducive to give full play to the basic functions of trade unions and promote the sustainable and good development of trade unions in Colleges and universities. Integrate the concept of differentiation into the innovation of trade union service mode in Colleges and universities, and provide rich differentiated services for teachers and workers, so as to ensure the stable operation of various departments in Colleges and universities.

2. DISCUSSION ON DIFFERENTIATED SERVICES OF TRADE UNIONS IN COLLEGES AND UNIVERSITIES

2.1 Reflect the accuracy of service

As there are obvious differences in the personal interests and hobbies and after-school time of each faculty member in the University, the university trade union needs to fully consider the different needs and hobbies of each faculty member based on the concept of differentiation, formulate different activity contents for each time period, and provide them with free choices. For example, in China's South China Agricultural University, the internal trade union of the University gives full play to its association function, creates an exclusive menu type fitness service system for the teaching staff, and provides the teaching staff with a variety of activities such as dance, basketball, running, yoga, badminton, football, table tennis, photography, calligraphy, painting and so on [2]. On the

one hand, these rich after-school activities meet the spiritual and cultural needs of teaching staff and add color to after-school activities. On the other hand, they are also conducive to the physical and mental health of teaching staff, so that teaching staff can get a better body and invest in teaching and scientific research.

2.2 Reflect service personalization

The trade union of colleges and universities should pay attention to the personalized needs of teaching staff, conduct a comprehensive investigation on the needs of teaching staff in the form of questionnaires, deeply understand the activity forms loved, needed and willing to participate by the majority of teaching staff, and actively carry out relevant activities through the way of convenient participation and love of teaching staff. In the process of carrying out activities, we should resolutely put an end to all superficial activities, and pay attention to any situation of forcing faculty members to participate in activities in a disguised form. Pay attention to the participation of faculty and staff, invite faculty and staff representatives to participate in the joint design in the process of activity design and planning, actively listen to suggestions from faculty and staff, meet the real needs of faculty and staff, improve the pertinence of university trade union activities, highlight the personalization of trade union activities and reduce the homogenization of trade union work.

2.3 Service normalization

The foundation for the survival and development of trade unions in Colleges and universities is to closely connect the teaching staff and provide various services for the majority of teaching staff. Trade unions in Colleges and universities should always take "finding trade unions when there are difficulties" as the basic concept of carrying out work, normalize relevant services and provide long-term and effective services for faculty and workers. The trade union needs to pay attention to the actual situation of the teaching staff's families, formulate relevant work plans, take the initiative to visit the teaching staff with difficulties, deeply understand their existing difficulties and assist in solving them. The trade union work plan for the whole semester shall be formulated at the beginning of the school season in autumn each year, so that teachers and workers can fully understand the organization of trade union activities, and gradually build a normal management system for the trade union to collect problems, solve problems and clean up remaining problems. The person in charge of the trade union shall appoint a special person to implement various normalized services, establish a corresponding account management

system for the accepted problems of teachers and workers, deal with the problems within the specified time according to the system requirements, and incorporate the work of the trade union into the annual assessment.

3. INNOVATIVE WAYS OF DIFFERENTIATED SERVICE OF UNIVERSITY TRADE UNIONS

Within the University, University trade unions are a comprehensive supplement to the core work such as daily teaching, scientific research and social services, but the role of university trade unions in China has not been brought into full play for a long time. Therefore, in the new era, University trade unions need to closely follow the development trend, constantly absorb advanced ideas and work experience, improve their understanding of trade unions, strengthen trade union construction and improve service content, so as to gradually build a trade union organization with many characteristics such as innovation, service and learning, fully reflect the vitality and vitality of trade unions and provide comprehensive services for teachers and workers, Win the trust and support of the majority of teaching staff.

3.1 Build an interactive communication platform and strengthen cooperation and sharing

For the secondary trade unions in Colleges and universities, on the one hand, they need to increase opportunities for interactive exchange and mutual learning, actively refer to foreign advanced experience, actively carry out academic discussions, cultural and sports friendship and other activities among teachers, act as a bridge between colleges, and let teachers with similar interests share teaching ideas and scientific research achievements with each other. On the other hand, take the trade union exchange as an opportunity to promote the trade union to go out of the school, build a university trade union cooperation alliance with other colleges and universities, and promote the exchange and cooperation between colleges and universities, colleges and local governments. For example, at present, nine colleges and universities including Beijing University of technology have carried out five consecutive "seminars on trade union work in Colleges and universities of the alliance of outstanding universities". The purpose is to further improve the service level of trade unions, promote the reform and development of colleges and universities, realize the goal of "double first-class" construction as soon as possible, and have a positive impact on the healthy development of colleges and universities.

3.2 Create "Internet + trade union" to improve service efficiency

At present, the society has fully entered the Internet era. For the work of trade unions in Colleges and universities, it not only faces certain challenges, but also provides good opportunities. Building "Internet + trade unions" meets the requirements of social development in the new era. Therefore, trade unions in Colleges and universities should actively use various Internet platforms, establish an on-campus trade union service forum, and regularly

update relevant service information on the platform. For example, the trade union of Zhejiang University has built a corresponding online trade union service forum to release screened high-quality products for teaching staff, so that teaching staff can directly select cheap and high-quality products in the platform, fully stimulate the enthusiasm of teaching staff to participate, and take the initiative to use the network platform for discussion and exchange [3]. Through this form, online and offline service resources can be integrated, rich and colorful service information can be provided for teaching staff, and the multi-level, diverse and personalized needs of teaching staff can be met. "Internet + trade union" always puts the teaching staff in the main position, attracts more teaching staff to participate, and provides real-time and equal communication channels for teaching staff, which is conducive to improving the effectiveness of trade union work in Colleges and universities and improving the service efficiency of trade unions.

4. CONCLUSION

To sum up, the traditional service content of trade unions in Colleges and universities is only limited to organizing recreational activities or distributing welfare, and the relevant service content and form are obviously unitary. At the same time, the trade union service concept of most colleges and universities is relatively backward and the organization construction ability is relatively weak. As a result, the trade union service work is only limited to the school, does not fully reflect the role of social service, does not pay attention to the actual needs of the majority of teaching staff, and the effectiveness of the service work is insufficient. Integrate the concept of differentiation into trade union services, build a differentiated service model, further subdivide the service content, provide corresponding personalized services according to the different needs of faculty and workers, and increase the scope of trade union services, so as to continuously improve the service level of trade unions in Colleges and universities.

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Diagnostic Value of PCT And CRP In Infantile Enteritis

Wenyu Xu

Department of Pediatrics, Aba Tibetan and Qiang Autonomous Prefecture People's Hospital, Aba 624000, Sichuan, China

Abstract: Objective To investigate procalcitonin (PCT) and C-reactive protein (CRP) in the diagnosis of infantile enteritis. Methods 480 children with infantile enteritis treated in our hospital from May 2020 to May 2021 were selected for the study, including 240 children with viral enteritis as group A and 240 children with bacterial enteritis as group B. The children in both groups were tested for PCT and CRP to analyze the diagnostic value of different indicators. Results PCT and CRP in group B were significantly higher than those in group A. The positive rate of PCT and CRP in group B was significantly higher than that in group A ($P < 0.05$). In the diagnosis of bacterial enteritis, the sensitivity, specificity and accuracy of PCT were higher than those of CRP. Conclusion PCT and CRP have certain value in the clinical diagnosis of infantile enteritis, and PCT is more valuable than CRP.

Key words: Infantile enteritis; Procalcitonin; C-reactive protein

1. INTRODUCTION

Infantile enteritis is more common in clinical pediatrics, mainly caused by bacteria, viruses and other pathogens. At present, the positive stool culture is the gold standard for the diagnosis of infantile enteritis. However, the detection time is long and the positive rate is not high [1]. The blood test has the advantages of fast and convenient. Therefore, this paper discusses the diagnostic value of procalcitonin (PCT) and C-reactive protein (CRP) in children with enteritis.

2. DATA AND METHODS

2.1 General information

480 children with infantile enteritis treated in our hospital from May 2020 to May 2021 were selected as the research object. There were 240 children with viral enteritis as group A, 130 males and 110 females respectively; The age ranged from 4 months to 5 years, with an average of (2.84 ± 0.43) years. The other 240 children with bacterial enteritis were taken as group B, 125 males and 115 females respectively; the age ranged from 5 months to 4 years, with an average of (2.77 ± 0.39) years. There was no significant difference between the two groups ($P > 0.05$).

2.2 Method

3ml of elbow vein blood samples of the two groups of children were collected on an empty stomach in the morning, sealed and stored in a sterile test tube, and

immediately sent to the laboratory for examination. The collected samples were centrifuged for 10 minutes at 3000r per minute with a separation radius of 10cm. The serum was separated and stored in a refrigerator at -20°C for examination. The serum PCT level was determined by semi quantitative colloidal gold immunochromatography. The kit was purchased from Brahna company in Germany. The PCT judgment standard was $0.5 \mu\text{g/L}$ and above are positive. Serum CRP was measured by immunoturbidimetric method. The kit was purchased from Wuhan Zhongtai Biotechnology Co., Ltd. the judgment standard of CRP: 10mg/L or above is positive. All inspection procedures are strictly implemented in accordance with the kit instructions.

2.3 Observation indicators

2.3.1 The levels of serum PCT and CRP in children with enteritis were observed.

2.3.2 Observe the positive rate of serum PCT and CRP and the sensitivity, specificity and accuracy of bacterial enteritis.

2.4 Statistical analysis

Spss21.0 software was used for statistical analysis of the data. The measurement data conforming to the normal distribution was expressed in $(\bar{x} \pm s)$. T was used to test the inter group data, and $[n (\%)]$ was used to represent the counting data. X² was used to test the inter group data. The difference was statistically significant ($P < 0.05$).

3. RESULTS

3.1 comparison of serum PCT and CRP levels between the two groups

PCT and CRP in group B were significantly higher than those in group A ($P < 0.05$), as shown in Table 1.

Table 1 Comparison of serum PCT and CRP levels between the two groups ($\bar{x} \pm s$)

Group	PCT($\mu\text{g/L}$)	CRP(mg/L)
Group A(n=240)	0.48 ± 0.16	9.46 ± 2.57
Group B(n=240)	4.87 ± 1.23	33.53 ± 6.87
t	54.830	50.837
P	0.000	0.000

3.2 Analysis of diagnostic value of serum PCT and CRP in children with enteritis

The positive rates of PCT and CRP in group B were significantly higher than those in group A ($P < 0.05$), as shown in Table 2. In the diagnosis of bacterial enteritis, the sensitivity, specificity and accuracy of PCT were higher than those of CRP. Table 3.

Table 2 Comparison of diagnostic positive rates of serum PCT and CRP between the two groups $[n (\%)]$

Group	PCT		CRP		
	Positive	Negative	Positive rate	Positive	Negative
Group A(n=240)	62	178	25.83%	103	137

Note; Compared with group A, * $P < 0.05$.

Table 3 diagnostic value of serum PCT and CRP in bacterial enteritis [n (%)]

Index	Sensitivity	Specificity	Accuracy
PCT	89.17%(214/240)	74.17%(178/240)	81.67%(392/480)
CRP	82.92%(199/240)	57.08%(137/240)	70.00%(336/480)

4. DISCUSSION

Infantile enteritis is often concentrated in infants from six months to three years old. The disease manifestations are mainly diarrhea, abdominal pain, fever and other symptoms. In severe cases, it will cause acidosis, coma, convulsion and other conditions, which will have a great impact on children's physical and mental health and growth [2]. Infantile enteritis is usually caused by infection of various pathogens, but its clinical manifestations have certain cross duplication, which greatly increases the difficulty of clinical diagnosis.

This study shows that the PCT and CRP of children in group B are significantly higher than those in group A. at the same time, the positive rate of PCT and CRP in group B is significantly higher than that in group A, suggesting that PCT and CRP have certain clinical significance in differentiating bacterial enteritis and viral enteritis. PCT is a procalcitonin titanium substance, which mainly comes from liver and thyroid C cells. Under normal physiological condition, the level of serum PCT is relatively low. Once infected by bacteria, it will lead to massive release of PCT from tissues and organs, resulting in the rapid increase of PCT concentration. Therefore, serum PCT can be used as an effective reference for

differentiating bacterial or nonbacterial infectious diseases. CRP is a kind of acute phase response protein. It can activate complement by binding with cell wall and cell membrane lipopolysaccharide, and plays an important role in immune response. The level of CRP in the normal body is relatively low. Once the tissue damage, infectious diseases, external trauma and other conditions occur, hepatocytes are induced by IL-6 to form a large amount of CRP, which rises rapidly within 4 to 6 hours. This study found that in the diagnosis of bacterial enteritis, the sensitivity, specificity and accuracy of PCT were higher than CRP, suggesting that the diagnostic value of PCT was better than CRP.

In conclusion, PCT and CRP have certain value in the clinical diagnosis of infantile enteritis, and PCT is more valuable than CRP.

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On the Curriculum Teaching Reform of Design Management for Art Design

Shan Guan

School of Art & Design, Zhengzhou University of Aeronautics, Zhengzhou, Henan 450000, China

Abstract: With the development of the times, the domestic design industry has also undergone earthshaking changes in recent years, and all walks of life have begun to accept the relevant concepts such as design management. As a course offered in colleges and universities in China, Design Management effectively combines the discipline characteristics of art and design specialty, and aims to effectively cultivate students' innovative thinking and improve students' innovative ability. However, due to some defects in some teaching contents of the course, it is impossible to effectively ensure the teaching quality of the course design management. At present, it is urgent to carry out the teaching reform of the course.

Keywords: Design Management; Teaching Reform; Higher Education; Practical Concept; Innovative Thinking

1. INTRODUCTION

The concept of design management originated in the United Kingdom in the 1960s. The famous British designer Michael Farry defines design management from design function, goal, cost, time and other aspects. He thinks that, "Design management is to define design problems, find suitable designers, and make designers solve design problems in time within the established budget as much as possible". With the development of the times, commercial design activities become more and more complex. Designers and entrepreneurs deepen their understanding of the concept of design management to meet the social and economic development. Generally speaking, we can understand design management from three levels: strategic level, functional level and executive level. These three levels show different stages and contents of design work from macro to micro aspects.

Strategic level is the highest level of overall planning for design activities. Decision makers of enterprises need to understand design and formulate relevant design strategies according to social, economic, technological and industrial development, including design brand, design innovation, design service, design culture, etc., and take design as the core to promote enterprise development. The determination of design strategy will affect the design management of functional level.

Functional level starts to plan specific design directions and objectives according to the design strategy. The design work of functional level is generally completed by the enterprise design department or outsourced to the design consulting company. The main work includes the establishment and management of design team, the formulation of design standards, design quality control and design evaluation.

Executive layer, as the name suggests, mainly does

specific design execution work, including design process management (design research, design concept, design model, etc.), which also includes many specific work, such as design communication, design display, etc.

It can be seen that the design management in commercial design is very important to the development of enterprise design and plays an important role in overall planning. However, looking back at the current teaching situation of art design specialty, it still stays on the teaching of design skills, which is seriously divorced from the present design development. It is difficult for students to understand the real enterprise design mode during college.

2. THE SIGNIFICANCE OF DESIGN MANAGEMENT FOR CULTIVATING STUDENTS' INNOVATIVE CONSCIOUSNESS

At present, the talent training goal of design specialty in colleges and universities in China is to cultivate innovative talents with profound humanistic quality, solid design professional knowledge, good innovation consciousness, strong practical ability, rich knowledge and effectively meet the needs of China's socialist modernization. Therefore, the effective implementation of the teaching of Design Management can effectively cultivate college students' design planning, design implementation and other abilities, effectively cultivate students' ability to independently analyze relevant problems in the learning process, and ensure that they can effectively master relevant design methods, so that they can design excellent products in the process of learning or work, thereby helping students constantly tap their potential and give full play to their practical value.

3. DEVELOPMENT STATUS OF DESIGN MANAGEMENT COURSE IN COLLEGES AND UNIVERSITIES IN CHINA

3.1 CONTENTS OF DESIGN MANAGEMENT COURSE

At present, the college undergraduate study of Design Management in China includes the management of the concept, strategy, objectives, process and project of design. Design strategy generally refers to the product design strategy, which directly affects whether the relevant design can be successful and whether the relevant design objectives can be effectively achieved. Therefore, it is very important to effectively formulate the design strategy before the design work is carried out. Design objectives refer to the results expected to be achieved by staff, which need to be jointly set according to relevant design strategies and current work status, so as to ensure the completion and effectiveness of design objectives. Because the process of completing the design of a product is very complex, it is also necessary for relevant staff to carry out strict and systematic management of the design

process. The actual process includes effective supervision of the design process from the beginning to ensure the product design progress, communication with all parties in the design process and sales after product design are included in the whole design process. Therefore, when carrying out relevant work, relevant staff should actively coordinate human resources to ensure the effective development of the work. [1]

3.2 PROBLEMS EXISTING IN THE COURSE OF DESIGN MANAGEMENT IN COLLEGES AND UNIVERSITIES

Although the current school and students have realized the importance of effectively carrying out the teaching of design management, there are still many problems that can not be ignored in the teaching process. Therefore, the teaching quality of the course can not be effectively guaranteed, and the effect on the improvement of students' innovation ability is not significant enough. Related issues will be described below. Firstly, the teaching materials cannot match the teaching content effectively. In recent decades, China's economy has been at the level of rapid development, and the level of Internet technology has been continuously improved, which leads to the rapid renewal of products in today's era. The design industry has also undergone earth shaking changes in recent years. Therefore, the teaching materials used in the course of Design Management in colleges and universities can not match the current educational work, which leads to the lack of effective guarantee for the teaching quality of the course and the difficulty in a significant improvement of students' design level. Secondly, teachers lack management experience. At present, teachers in colleges and universities in China generally apply for teachers directly after they meet the degree standards of college teachers, and have not obtained the experience of relevant design enterprises. Therefore, their design practice ability is also relatively insufficient and their design management experience is scarce. And because the schoolwork task of colleges and universities is also relatively heavy, which leads to the fact that teachers do not have complete practice to effectively enrich their experience and improve their practical ability during their tenure, which leads to the fact that teachers can not effectively combine the knowledge of books with practice, which seriously affects the teaching quality. Thirdly, theory is divorced from practice. At present, the course of Design Management in China is generally carried out as a theoretical course, but the actual design process is often that the practical ability is relatively important. In addition, because China's design specialty and design industry are not developed enough, foreign teaching methods are often used for reference in the process of carrying out relevant teaching work. It leads to the corresponding content can not effectively match the development status of China's design industry; the phenomenon of disconnection between theory and practice, and the learned knowledge can not be effectively applied to production and life.

4. TEACHING REFORM MEASURES OF DESIGN MANAGEMENT

4.1 TO CHANGE THE TEACHING CONCEPT OF

DESIGN MANAGEMENT

In order to effectively carry out the course of Design Management and cultivate Chinese students' design innovation ability and innovative ideas, it is very important for college teachers to change their teaching ideas. Teachers should realize that the teaching content of Design Management is not limited to theoretical knowledge, but should effectively carry out relevant teaching work through the combination of theory and practice. Through the effective development of practical teaching, students' professional knowledge and design ability can be continuously enriched. More importantly, in the process of practice, middle school students can also effectively integrate their design ideas into their design works, so as to effectively exercise their innovation ability, innovative thinking and management ability, and effectively cultivate excellent design talents with innovative consciousness.

4.2 TO EMPLOY TEACHERS WITH RICH EXPERIENCE IN DESIGN MANAGEMENT

Only by ensuring that the teachers who carry out the teaching of practical management have rich experience in design management, can we effectively guide students. Although the threshold of College Teachers in China is getting higher and higher, and doctoral students have become the basic requirements of college teachers, because college teachers are generally young, teachers do not have enough time to enrich their own design management experience. [2] In view of this problem, the university should actively hire the management of relevant design enterprises to work in colleges and universities, and give them relatively generous salary, even not necessarily full-time teachers. This type of teachers will bring the current development status of China's related industries to the classroom to ensure that college students have a deeper understanding of the design industry. In addition, teachers can also popularize the emerging design technologies and management concepts applied by current design enterprises, help students understand the current most advanced technologies and concepts, and then play a very positive role in the cultivation of their innovation consciousness, so as to ensure that students can have a better development in the future.

4.3 TO STRENGTHEN THE CONSTRUCTION OF DESIGN MANAGEMENT CURRICULUM SYSTEM

In the process of carrying out the teaching of Design Management, the construction of teaching system is very important. Through the construction of the system, relevant staff can effectively control the current development status of the design industry, and then formulate the Design Management textbook in line with the current situation, so as to effectively solve the mismatch of the textbook design industry. In addition, it can also effectively carry out teaching work other than design specialty. The key to improving the construction of the curriculum system is to integrate the actual product design work with the classroom in the process of carrying out relevant teaching work, so that students can have a deeper understanding of the design management of

enterprise products, and effectively integrate students into the process of project development by cooperating with enterprises to carry out the teaching content. While, participating in product design through the whole process is of great practical significance for students to effectively understand the current most advanced design technology, design concept and management mode of products, and to improve students' innovation ability, cultivate students' innovation consciousness and build innovative ideas. [3]

5. CONCLUSION

To sum up, under the current background of innovation, it is very important to help college students establish corresponding innovation consciousness, cultivate their innovation ability and maintain their innovation spirit in future development. Therefore, it is very important to reform the Design Management course at present. By changing the educational concept, talent introduction and the construction of teaching system, it can effectively promote the improvement of students' design ability and the cultivation of innovation consciousness, so as to provide guarantee for their better development in the future.

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Application Of Multimedia in Art Education in The New Media Era

Jie Zhang

Bazhong Vocational and Technical College, Bazhong, Sichuan 636000, China

Abstract: With the rapid development of science, technology and information technology in recent years, multimedia has penetrated into all walks of life. In the new media era, art teachers are also constantly exploring new teaching methods and means. The integration of multimedia and art teaching is the inevitable trend of the development of the times. In art teaching, multimedia assisted teaching is adopted, the traditional teacher-centered teaching mode is changed, and the advantages of multimedia resources and teaching means are fully integrated to stimulate students' interest and enthusiasm in learning, Enrich students' vision and improve the quality of art teaching. Based on this, this paper first expounds the advantages of multimedia in art teaching, and discusses the specific application of multimedia in art teaching.

Key words: New media; Multi-Media; Art Teaching

1. INTRODUCTION

At present, people's thinking habits and lifestyles have undergone earth shaking changes in the new media era, and the traditional art teaching is facing greater challenges in the development of the times. Integrating information technology and subject teaching has become the key direction of current education and teaching reform. Relevant meetings of the education department clearly put forward the need to vigorously promote the integration of information technology and subject teaching, and widely use information technology means in subject teaching [1]. Art education is a subject that emphasizes visual art, involving a variety of rich lines, colors, shapes, etc. by allowing students to form feelings, they can stimulate their creative desire. Multimedia technology can integrate sound, light, color and shape, which is not limited by time and space, and contains a large amount of information resources. Applying it to art teaching is conducive to enriching art classroom teaching forms, generating benign stimulation to students' senses, making the past abstract things more concrete, stimulating students' interest in learning, promoting students' active learning, improving art classroom teaching efficiency, helping students deeply understand art knowledge, so as to enhance art professional quality [2].

2. ADVANTAGES OF MULTIMEDIA IN ART TEACHING

2. 1 Improve students' learning Initiative

Only when students have curiosity and strong interest in art, can they actively participate in the learning process. Due to the lag of teaching methods and the limitations of teaching facilities, traditional art teaching has been unable to meet the needs of contemporary students, which greatly affects the teaching effect. Multimedia can make up for the shortcomings of traditional teaching and make art

teaching more vivid, intuitive and interesting. In particular, multimedia integrates elements such as image, sound, animation and image, so that art teaching materials can change from static to dynamic, fully highlight the beauty of art and artistic conception in the content of Art Teaching materials, make them more vivid, comprehensively stimulate physical senses and mobilize students' positive psychological factors, Stimulate aesthetic interest and form aesthetic effect, so as to promote students' active learning and make students fall in love with art.

2. 2 Promote interaction between teachers and students

With the change of educational concept, at present, the role of teachers in the teaching process has changed into guides and collaborators. The essence of teaching is the process of mutual interaction and development between teachers and students. In the past, traditional art teaching was usually explained by art teachers and listened to by students, and then demonstrated by art teachers and painted by students themselves. Although the purpose of art teaching can be achieved, over time, students' initiative decreased, which is not conducive to the formation of creative thinking, and the classroom is boring, which ultimately affects the teaching effect. Multimedia technology provides a large number of rich art materials for art teaching. In the teaching process, teachers can create relevant scenes in combination with the content of teaching materials, use multimedia technology to integrate art knowledge and activities, make the art classroom active, teachers and students feel the fun of art in the classroom, and create a relaxed and pleasant learning atmosphere, Let students change from passive learning to active and conscious learning, and pull in the distance between teachers and students.

3. SPECIFIC APPLICATION OF MULTIMEDIA IN ART TEACHING

At present, the core of art education reform is to promote the transformation of students' learning style. How to change the traditional teaching mode of one-way acceptance by students and build a learning style with students as the main body and fully mobilize their enthusiasm is not only an urgent task, but also the key content of education reform. Integrate multimedia into art education, use the advantages of multimedia to innovate teaching contents and methods, and create an ideal teaching environment, so as to promote the improvement of students' innovative ability and comprehensive appearance.

3. 1 Use multimedia to create scenes and stimulate students' interest in learning

In the past, in the process of traditional art teaching, most students thought that art courses were only painting. In fact, it was not. Art subjects involved a wide range of

knowledge [3]. Only by making students have enough interest in art courses can they promote students to take the initiative in art learning and systematically master art knowledge. By integrating multimedia technology into art teaching, teachers can create corresponding scenes in the classroom, increase the attraction to students and improve personal learning autonomy and consciousness. In the process of art teaching, based on the content of art teaching, combined with students' psychological characteristics and learning ability, teachers skillfully create learning situations by using multimedia technology according to the principle of individualization, endow art teaching with interest, stimulate students' thirst for knowledge, and make them devote themselves to art learning. For example, in the teaching of graphic engraving, teachers can display high-quality engraving works for students through rich resources in multimedia, cooperate with corresponding music and scenery, give students all-round visual and auditory enjoyment, create a relaxed and pleasant classroom environment, guide students to divergent imagination, and cooperate with students to design and create engraving works. At the same time, teachers also retrieve video materials related to manual engraving production process from multimedia to display for students, stimulate students' desire for exploration and curiosity, promote students' interest in learning by creating relevant scenes, enable students to have a clearer and intuitive understanding of engraving process, and enable students to start art learning independently and actively, Lay a good foundation for subsequent art courses.

3. 2 Explore multimedia resources and expand the content of Art Education

In the past, art teaching was mainly carried out according to the content of teaching materials, but due to the rich content and knowledge involved in art discipline, the content of teaching materials can not be fully covered, and the depth of knowledge is also insufficient [4]. Through multimedia assisted teaching, we can obtain richer teaching resources, further expand the content of art education, and facilitate teachers to explain more in-depth knowledge for students. For example, in the teaching process, teachers can first use multimedia to find learning resources related to the content of teaching materials, so as to make students have a strong interest in learning and attract students' attention. Then, further in-depth retrieval of relevant image and video resources, combined with voice explanation, will tell students the historical background contained in relevant works, so that students can understand the historical environment of the creation of the works at that time, feel the author's inner world, have emotional resonance, and make them have a deeper understanding of the works. In addition, teachers can also find or make funny resources of relevant works through multimedia, and change the traditional form of transmitting knowledge to students through humorous explanations of works, so that students can accept knowledge in a cheerful and relaxed atmosphere, which is also conducive to deepening their understanding of knowledge

3. 3 Enhance creative thinking with the help of multimedia
Good imagination is the foundation of creation. The key to cultivating students' imagination lies in how to establish creative thinking, which is also the key to achieving the goal of Art Teaching [5]. In art education, art knowledge is an indispensable and important part, but there are also some limitations. The image is diverse, but also covers some negative things, which is also the inexhaustible source of knowledge. The formation of imagination is not groundless, but needs to be based on certain knowledge. In art education, teachers teach students art knowledge, gradually guide and encourage them, and finally form personal imagination. In traditional art teaching, teachers do not pay attention to improving students' imagination, and the cultivation of students' imagination is obviously insufficient. The integration of multimedia in art teaching and the use of multimedia rich resources can expand students' vision, appreciate and recognize more external things. Through more contact and communication with the outside world, it is conducive to cultivate students' creative thinking. Through the powerful and rich functional application of the computer, it can also provide students with many practical opportunities, which is conducive to give full play to their imagination and enable students to match various colors in the computer, which is of great benefit to improving students' creative thinking.

3. 4 Flexible use of multimedia technology in Teaching

The application of multimedia technology in art teaching is not mechanically applied, but needs to carry out targeted Multimedia Assisted Teaching in combination with the relevant contents of art teaching materials and the actual situation of students, so as to maximize the effectiveness of art teaching. In the process of multimedia assisted art teaching, allowing students to operate computers is more conducive to enhance their interest in learning. According to the contents of the teaching materials, allowing students to design and draw on the computer can avoid unnecessary trouble caused by mistakes in the traditional design process. At the same time, computer application can allow students to freely adjust various painting styles and present a variety of work effects. Multimedia technology supports various drawing tools, and can be used to draw various rectangles and circular tools directly in drawing tools. It can be collocation and collocation freely. If the work is not satisfied, it can be revised and edited online. In this process, the learning efficiency is improved and the pleasure of art painting is increased. Students can intuitively feel the beauty of different characters and colors. Continuously improve personal art ability and comprehensive quality. For example, in the course on shape combination, students can directly try the combination of various shapes in the computer, which helps to deeply understand the overlap, combination and arrangement of different shapes, freely match various characters and colors, receive self-confidence and sense of achievement from their own designed works, and enjoy the fun brought by art learning. Establish an indelible enthusiasm for art learning. In addition, some students can't get art inspiration from life because they lack enough life experience, and multimedia helps to broaden students'

horizons. In the art course, it is always emphasized to let students find various lines and draw from the actual life and natural environment. Many students can't find some specific scenes because of lack of in-depth observation. The introduction of multimedia into the teaching process can guide students to deeply explore and explore various lines in life, such as fields and wrinkles, so that students can have a more intuitive understanding of lines.

4. CONCLUSION

To sum up, in the new media era, people have more ways to obtain information and faster information dissemination. Under this background, the values and behavior of the younger generation of students have changed, and they also have higher demands for teaching methods and teaching contents. Compared with other disciplines, art courses pay more attention to visual related contents. In the past, the lack of infrastructure in the process of traditional art teaching led to unsatisfactory teaching results. With the wide application of multimedia, it provides a broader development space for art teaching. At the same time, its rich expansion and application can provide effective assistance for students' design and creation. Multimedia assisted teaching further enriches the traditional art teaching forms, breaks through the limitations of art teaching materials, makes the teaching

process more diversified, and greatly improves the efficiency and quality of art classroom teaching.

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On The Teaching Reform Of "Project Bidding and Contract Management" In Higher Vocational Colleges

Ming Zhang*

Shandong Industrial Vocational College, Zibo, Shandong 256414, China

*Corresponding Author.

Abstract: "Project Bidding and Contract Management" is one of the main learning projects of construction engineering management, and it is taught in strict accordance with the standardization and feasibility of each other. In order to improve students' understanding and mastery, it is necessary to improve students' operability to a certain extent, and build integrated and standardized teaching with the help of scenario mode exercises, which will help to integrate professional knowledge and daily practice, and earnestly cultivate professional skills of social talents. Quickly integrate into the current operable teaching mode, effectively stimulate students' enthusiasm and interest, and reflect the goal and direction of teaching development.

Keywords: Higher Vocational Colleges; Bidding And Contract Management; Teaching Reform

1. INTRODUCTION

With the rapid changes in the construction industry, bidding has become an important transaction method in the construction market, and contract management has also become the main content of current engineering project management. At the same time, it will also put forward manpower requirements for bidding and contract management, and the conditions will also increase greatly. Difficulty. Because bidding and contract management are of great significance in engineering projects, it is necessary to have professional knowledge and technology in all aspects of project construction to ensure smoother implementation of project bidding and contract management. Therefore, this article deeply researches the course of "Engineering Bidding and Contract Management", improves students' practical ability through course reform, and lays a good foundation for students to integrate into society more quickly [1].

2. PROBLEMS EXISTING IN THE TEACHING OF PROJECT BIDDING AND CONTRACT MANAGEMENT

2.1 Teachers' curriculum teaching is superficial

"Engineering Bidding and Contract Management" is a highly professional and practical teaching course. Teachers must have professional skills and practical experience before teaching students, and they must truly reflect the key points of the course content during the course of teaching. Play a guiding role. At the same time, in the teaching process, engineering projects are the core content of teaching, and the key content is taught to students, which can not only stimulate students'

enthusiasm for learning, but also quickly master knowledge points in the course. However, in the actual course teaching process, for the teaching teachers of the "Engineering Bidding and Contract Management" course, especially the newly recruited teaching teachers, they need to refer to daily engineering and textbook knowledge points to impart professional knowledge to students, not just relying on engineering projects. Telling the superficial content can easily reduce the quality of course teaching, which is not conducive to the mastery of professional knowledge points. While failing to raise students' interest and enthusiasm, it will also affect students' understanding and mastery ability, which will have a great impact on students' future knowledge improvement.

2.2 Single teaching method

Nowadays, some teachers still use traditional teaching methods in the teaching process, and they can also reflect traditional characteristics in teaching methods. For this systematic teaching method, the main problem is that students are not regarded as the core objects of teaching, so that the concentration of students during learning is easily dispersed, and the teacher's ideal curriculum effect is not achieved. If you stay in this state for a long time, it will cause obvious lack of knowledge supplementation for students, and there will even be differences in thinking activities, which is not conducive to students' realization of comprehensive talents. At the same time, teachers' teaching models are too perfunctory, especially in the context of rapid development of science and technology. Many teachers rely too much on electronic devices, causing students to only understand basic knowledge in the learning process and fail to view the teaching content from the perspective of students. It not only reduces students' interest, but also lacks initiative in the learning atmosphere, which is not conducive to students' positive progress [2].

2.3 There is not much practical content in the course

The course of "Engineering Bidding and Contract Management" will contain a lot of content related to construction engineering, with diversified teaching methods, covering a wide range of content, and the content of the course is also highly professional and operable, which greatly increases the ability of students to master the knowledge points. Difficulty. However, there are not many courses in actual teaching courses, and there will be differences in course practice. A complete curriculum must have many curriculum arrangements in order to effectively improve students' knowledge mastery

ability. However, many colleges and universities have inconsistent curriculum arrangements with curriculum teaching plans. In addition, teachers only pay attention to written content. There is a big difference in practical teaching. The students' knowledge and practice are not balanced, and it is difficult to achieve effective perfection.

2.4 Insufficient assessment methods

Taking a university as a reference case, the school still uses the traditional written form when assessing students, and balances the written assessment and daily results. Most of the assessment content is related to laws, regulations and contract regulations. As long as students master the assessment in time The pre-designated knowledge points can pass the exam smoothly, but the problem is that the content will be quickly forgotten after the assessment is over, which will guide the students' learning incorrectly and is not conducive to the future development of the students.

3. THE TEACHING REFORM STRATEGY OF ENGINEERING BIDDING AND CONTRACT MANAGEMENT

3.1 Improve teachers' teaching ability

In order to cultivate outstanding talents for the society, colleges and universities must introduce a large number of high-quality, comprehensive professional teachers and establish a team of outstanding teachers. When teaching the content of the "Engineering Bidding and Contract Management" course to students, teachers need to comprehensively teach students through the content of contract management and relevant national regulations based on the many characteristics of the course, combined with the changes in the construction industry and the market, and ensure that the knowledge is effective At the same time, carefully plan the course objectives according to the students' own learning progress, guide the students to learn actively, and apply the relevant knowledge learned to social practice in an all-round way.

3.2 Improve teaching mode

Teachers can innovate and adjust on the basis of original teaching, use many teaching methods, and stimulate students' interest in learning through group discussion and simulated project bidding. For example, when a teacher teaches a course of "choice of contract type", the teacher can combine the content of the course to create a learning atmosphere, formulate a variety of contract types, let students form groups independently, adopt different analysis methods, and propose a variety of solutions. The teacher can act as The facilitator assists the students in completing the course content and ensures that the project processing plan is perfect. At the same time, in the course of teaching, teachers appropriately use cases to highlight the knowledge points of the course, and actively cultivate students' self-determination and innovation ability, so that students will practice more comprehensively in the future.

3.3 Improve course practice content

Practical content is one of the main links of "Project

Bidding and Contract Management", which effectively improves students' practical ability, observation ability and innovation ability. Teachers need to constantly enrich course content and innovate practical teaching models. For example, learning can appropriately cooperate with relevant companies, and reasonable construction of relevant training departments can combine knowledge and practice to provide students with practical conditions and help students to master more deeply Project bidding and your contract management knowledge, actively enrich students' operating experience, enhance learning ability, and comprehensively cultivate high-quality professional talents.

3.4 Improve the assessment method

Nowadays, the assessment method cannot fully understand the students' mastery of knowledge points, and fails to achieve the effect of curriculum planning in practice. Only by strengthening the innovation of the current assessment method can the student's knowledge be effectively enriched. In the form of assessment, theoretical knowledge and practical ability must be combined with each other, and a balanced distribution can not only improve students' learning efficiency, but also reflect students' mastery of knowledge, and more comprehensively assess students' mastery of courses [3].

4.CONCLUSION

With the continuous development of society, the education industry has also ushered in new reforms, leading to more and more obvious problems in the course of "Project Bidding and Contract Management", and urging course reforms to become a necessary trend in the development of the education industry in the future. As "Engineering Bidding and Contract Management" is one of the main courses of construction engineering management, the importance is increasing, so that many colleges and universities put a lot of attention on the teaching quality of this course, requiring students to combine professional knowledge and practical skills, and quickly Improve the level of teaching, lay a good foundation for students to enter the society, and give full play to the role of colleges and universities in training.

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Investigation on Linguistic Landscape of West Anhui University -A Case Study

Benjing Fu^{1, 2}

¹De La Salle University-Dasmarinas, College of Liberal Arts and Communication, Dasmarinas 4114, Philippines;

²West Anhui University, Anhui, Lu'an 237012, China

Abstract: Linguistic landscape plays a very important role in university campus. This paper takes the West Anhui University, where the writer works, as an example to make an investigation on linguistic landscape used in university campus.

Key words: Linguistic Landscape; Campus; Function

1. INTRODUCTION

Linguistic landscape is a term first proposed by Landry and Bourhis in 1997 and there are two widely accepted definitions. First, it refers to “the visibility and salience of languages on public and commercial signs”. The second one tries to capture the concept as a whole and has been widely adopted and it is “the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration.” (Landry & Bourhis, 1997: 25) The main research object of linguistic landscape is linguistic signs and the research purpose of it is to reveal the way of discourse construction among language users, language planning institutions and signage readers. Language signs, such as road signs, street signs, billboards, shop signs, slogans, etc., are the material carriers to display language and characters, and their positions are relatively fixed, which belong to typical linguistic signs. There are also some mobile electronic signs, as well as some icons with strong symbolic functions, indicative symbols and so on, also are the categories of language landscape. (Zhang, 2020)

In recent years, many scholars abroad and at home have made tentative explorations on the research of linguistic landscape (Landry & Bourhis, 1997; Durk Gorter, 2006, 2012; Jasone Cenoz & Durk Gorter, 2008; Backhaus, 2007; Huebner, 2006, 2009; Shang & Zhao, 2014; Xu, 2018; Yang & Sun, 2018; etc.). After collecting and sorting, it is found that their research topics are linguistic landscape and multilingualism, minorities language, bilingualism, cities and tourist scenic spots. (Li, 2021)

As the main battlefield of higher education, university campus has a certain demonstration and standardization in the use of spoken and written language. (Zhang, 2020) Linguistic landscape of university campus can reflect the current situation of campus language use and the characteristics of language planning. It also reflects the educational concepts, school-running objectives and educational characteristics of a university. Moreover, it can reveal the social connotation behind the linguistic landscape. Though linguistic landscape is so important in university campus, there are few researches of it on

university campus. Therefore, the specific research questions of this investigation are as follows:

1. 1 What are language characteristics of linguistic landscape adopted in WAU?

1. 2 What are the functions of the linguistic landscape used in WAU?

1. 3 What are the significances of these linguistic landscapes?

2. METHODOLOGY

2. 1 Research Object

This paper will take WAU as research object, and will make an investigation on the campus linguistic landscape as well as do a statistical analysis of the results. WAU is a province-owned comprehensive undergraduate course university approved by Ministry of Education of the People's Republic of China. The university is located in Lu'an City, west in Anhui Province with a long history of excellent revolutionary tradition and culture. It was formed by the merger of the former Lu'an Normal College, West Anhui Union University and Lu'an Normal School in 2003. After nearly 18 years development, WAU is becoming a modern local applied high level university.

2. 2 Research Content

This paper will make investigation on the use of linguistic landscape in WAU campus. Linguistic signs are generally divided into two types, one top-down signs and the other one is bottom-up signs. (Shang & Zhao, 2014) This study will collect all top-down signs in WAU campus. All linguistic signs, including floor index plates, floor plates, office and classroom numbers, cue boards, celebrity sentence display boards, off-campus traffic signs, school pattern signs, flowers and trees plates, diversion plates and so on, will be observed.

2. 3 Research Method

Firstly, the author goes to the university and collects all the signs in the form of photos, then sorts and screens them, and classifies and analyzes the signs which have research value and significance. Then, the author takes both quantitative and qualitative methods to sort the signs and make proper statistics about them.

3. RESULTS AND DISCUSSION

After the observations and photos taking from teaching buildings, office buildings, three university canteens, different kinds of campus boards, off-campus traffic signs, and so on, the author collects 191 linguistic signs and 180 are effective ones. Then the author take an analysis of all these effective linguistic signs.

3. 1 Results and Discussions from Language Choice

Spolsky (2009) has proposed three relevant conditions for public signage language choices. The first condition is “to write a sign in a language you know”. The second one is

“to write a sign in a language which can be read by the people you expect to read it”. The third one is “write a sign in your own language or in a language with which you wish to be identified”. (Spolsky, 2009: 33) According to Spolsky’s theory (Spolsky, 2009), generally speaking, all linguistic signs the author collected can be divided into three types.

Types of linguistic signs	Language category	Number	Percentage
Monolingual	Chinese	87	48.4%
	Chinese + Pinyin	50	27.8%
Bilingual	Chinese + English	41	22.8%
Multilingual	Chinese + English + Japanese	1	0.5%
	Chinese + English + French	1	0.5%
Total		180	100%

Table 1 Categories of Linguistic Signs

From the above table, it can be seen that in WAU campus, monolingual, particularly, Chinese has dominant place in university linguistic signs. Especially, the use of “Chinese + Pinyin” signs are widely adopted in the campus. Bilingual linguistic signs, namely “Chinese + English” signs are also widely used in WAU, but the percentage is lower than “Chinese + Pinyin” signs. Besides, the author just found two multilingual linguistic signs in the building of School of Foreign Language, and only two foreign languages appear in the signs, which don’t have any useful functions of transmitting information.

There are some reasons for the above results.

Firstly, according to the language policy of China, Chinese is the national common used language. So the highly used Chinese linguistic signs in university is in line with the national language policy.

Secondly, “Chinese + Pinyin” linguistic signs are widely used. There maybe some indications. On the one hand, all Chinese students learn Pinyin from primary school. Therefore, as for some difficult characters, they can get useful information with the help of Pinyin even they can not spell out the Chinese characters. On the other hand, it is hard to translate some names of places into English or there is no equivalence of some Chinese characters in English, so the signs makers would like to use Pinyin when they make the linguistic signs. Pinyin used here may also be helpful for foreigners who would learn Pinyin first when they learn Chinese.

Thirdly, “Chinese + English” linguistic signs are used in the building of School of Foreign Language and in some buildings especially where English major students have classes in. On the one hand, in the context of the development of globalization, English, as the lingua franca of the world, is giving full play to its function as a language tool. (Li, 2021) So signs makers may consider this when they do linguistic signs. However, Chinese is still the dominant language in Chinese universities, this maybe the reasons for “Chinese + English” linguistic signs, which put Chinese first, and English second. On the other hand, bilingual linguistic signs in the building of School of Foreign Language meet the characteristics of foreign language learning in WAU. In this building, almost all students having classes here are English majors and all

offices in this building are English teachers’ offices. In order to show the characteristics of English majors, linguistic signs are used in the form of “Chinese + English”.

Finally, there are also two multilingual linguistic signs in the building of School of Foreign Language. These two are found in the billboard on the wall of third floor in the building. The billboard is a blackboard on the wall and it is used for students to do blackboard newspaper and it is updated once three or four months. Students adopt Japanese and French to show specialty of foreign language learning. Besides, Japanese and French are the second foreign language that English majors should learn one of them in WAU.

3. 2 Results and Discussions from Functions

According to Huebner (2009) and Kallen (2009), the basic function of linguistic landscape is directive function. It also has other communicative functions. After collecting and sorting the linguistic signs based on the functions, the author summarized all linguistics signs as following four functions.

Functions	Number	Percentage
Direction	86	47.8%
Administration	45	25%
Education	24	13.3%
Notification	8	4.5%
University Culture Spirit	17	9.4%
Total	180	100%

Table 2 Functions of Linguistic Signs

This tables shows that direction is the most important functions for linguistics sign in university campus. For example, different kinds of directing signs in university library are helpful for students to find materials they wanted. All office numbers, road signs, and building signs are useful for people to find right places in the campus.

Administration gets the second important place among all these functions of linguistic signs. As for a university, it is important to administer students, teachers as well as all stuff well. Linguistic signs are one of the useful means. “Save Water” “Save Electricity” and “Take care of flowers and plants of campus” are calling students and teachers not wasting water and electricity resources and not destroying the environment.

Teaching and educating students are the duty of a university. Linguistic signs in West Anhui University campus also indicate this function. “Don’t waste your time” is to educate students to realize the importance of time, to cherish time and to make good use of time.

In the process of collecting linguistic signs, the author got eight noticing signs in some teaching buildings. For example, there is a notification in Teaching Building C, which notice that there will be an academic lecture at 7 o’clock on Friday evening. There is also a notification of a lecture on the topic of postgraduate entrance examination in the building of School of Foreign Language. Almost all noticing signs appearing in teaching buildings indicates that students are the main notification objects of the lectures.

Last but not least function is the expression of university culture spirit. “To favor virtue, to revere ability, to gain knowledge, and to innovate” is the motto of WAU, which

shows the culture spirit of the university. This kind of language landscape also embodies the context of the university's development as well as the designing concept of the designers, which is to better display the environmental culture and spiritual culture at the same time of the university.

4. SIGNIFICANCE OF LINGUISTIC LANDSCAPE IN WEST ANHUI UNIVERSITY

The linguistic landscape of university campus can not only reflect the current situation of campus language use and the characteristics of language planning, but also reflect the educational concept, school-running objectives and educational characteristics of universities and particularly, it can reveal the social connotations behind the linguistic landscape. (Wu, 2021)

The first significance of linguistic landscape in WAU lies in the ideology. Among all collected linguistic signs, there are about twenty two signs related to national policy content, such as socialist core values, patriotism, and so on. The construction of linguistic signs involving policy content on campuses reflects the importance attached to the ideological and political education of college students in the field of higher education in WAU. Establishing morality and cultivating people and moral education are the national educational policy and the fundamental task of education first. (Wu, 2021) Colleges and universities should take the cultivation of morality and students as the central link of education and put ideological and political education through the whole process of education and teaching. Therefore, the construction of the linguistic landscape in WAU is significant and the university is striving to create a good atmosphere of ideological and moral cultivation to provide conditions for the all-round and full development of higher education.

Cultural confidence is the second significance of linguistic landscape in university. The author also has collected some linguistics signs related to Chinese traditional culture, such as celebrity quotations, motivational sayings, famous aphorisms and so on. These signs usually appear in teaching buildings, libraries and other study places. This shows that WAU pays much attention to spread excellent culture, to build a campus for students to learn professional knowledge and establish correct values. Besides, the purpose of these linguistic signs involving Chinese traditional culture is to make students see and read these classical sentences often so as to enhance students' recognition and respect for traditional culture.

5. LIMITATIONS AND SUGGESTIONS

Linguistic landscape plays very important and significant role in WAU. The author makes an analysis of linguistic landscape of the university with the help of quantitative and qualitative research method. However, there are some limitations of the university linguistic landscape.

Firstly, there are more monolingual linguistic signs than bilingual and multilingual linguistic signs, which makes it difficult for WAU to meet the requirements of multilingual ecology required by the internationalization or globalization of education. Therefore, university can make more bilingual or multilingual linguistic signs in the future. As for those "Chinese + English" linguistic signs,

it is not difficult to find that the makers translates the Chinese version into English version directly, which may ignore the different expressions or grammars between different languages. The university linguistic signs makers should pay more attention to this and improve them to make it more standard. After all, to some extent, these signs represent university's culture more or less. In addition, the form of linguistic landscape of the campus is single. Almost all of them are mainly in words, and lack of other forms of expression except some pieces of notifications, which has some interesting characters and pictures. The makers can enhance the forms of linguistic landscape in the university.

Because of the limited research time, there are also some limitations of this study. In the process of materials searching, the author finds that there are many researchers do researches on the topic of linguistic landscape from different levels and different perspectives. However, there are limited complete theory frameworks. This leads to this study doing investigation in a very general way. Future researchers can rich the theory in the study of linguistic landscape. The author takes one university to do a case study. The scope of the research can be expanded to other universities in China in the future.

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The International Dissemination of Chinese Stories from the Perspective of Short Videos

Yuanxue You

School of Media and Communications, Anyang Normal University, Anyang, 455000, China

Abstract: China has a long history, so a lot of wonderful stories are left in the historical heritage. In the information age, the emergence of Internet media has greatly reduced the difficulty of information exchange, and everyone can easily obtain stories that interest them on the Internet. This article analyzes Chinese stories from the perspective of short videos, and puts forward personal views on the international communication of Chinese stories using short videos based on actual conditions, hoping to provide references for people who are concerned about the international communication of Chinese stories.

Keywords: Short Video; Chinese Story; International Communication

1. INTRODUCTION

Chinese stories have been passed down so far, and their core is the value concept in the development of Chinese culture. Through the international dissemination of Chinese stories in the form of short videos, cultural output can be realized in the international field, and overseas countries can be regarded as a country of Chinese etiquette. The cognition has been further deepened. Therefore, it is necessary to conduct research on Chinese stories from the perspective of short videos in order to spread Chinese stories widely in the international market.

2. THE CHARACTERISTICS OF A GOOD STORY

In the era of short video, Chinese stories can be spread rapidly through the Internet, but the value of the stories spread is uneven. When studying the international dissemination of stories, the standards for stories must be tightened, that is, high-quality "good" stories need to be disseminated. For stories, the content that each age group likes is often different, but whether it is a domestic or foreign story, if the story can be emotionally resonant after hearing and seeing the story, it means that the story has a good value. The potential of the story. In addition, due to the differences in the national conditions of different countries, people from two different countries and races often have different views on the same story. Therefore, in order for the Chinese story to gain more international recognition, it is necessary to find the story. Balance with other countries, otherwise it will be difficult for the story to be widely spread in the international arena. The interpretation of stories in Chinese and English dictionaries can be roughly summarized into three characteristics: timing, arrangement, and allegoricality, that is, the basic characteristics of excellent stories that can be widely disseminated at home and abroad.

2.1 Sequentiality

The timing of the story refers to the chronological order of the story. Whether the chronological order is chaotic will seriously affect people's overall perception of the story's

narration. If the chronological order of the story cannot be clarified, it will be difficult to understand the motives and events of the characters in the story. . Therefore, the sequentiality can be regarded as a factor that affects the continuity of the story. From the perspective of Western narratology, chronology will affect the causality of the story, and causality is the plot of the story. The British critic Foster once mentioned such examples as "the king is dead, and the queen is also dead." "The king is dead." Dead, the queen is overwhelmed with sadness." The former is a manifestation of temporality, while the latter is the addition of plot and causality to the temporality. Only when the story can find logic in the temporality can the story be avoided in the telling process. There is a problem of time confusion.

2.2 Orchestration

The various contents that appear in the storyline are the result of the collision of story materials. The combination and arrangement of various factors such as characters and environment will promote the continuous development of the entire story. Arrangement represents the structure and logic of the story. If the development of the story plot is separated from the story material, it will cause the entire story to collapse. For example, the character of the character can be regarded as the memory point of the character in the story. If the character in the story is made to make a choice that does not conform to the character when the story is arranged, it will make people feel uncomfortable and unreasonable, which will affect the progress of the whole story. Therefore, from the perspective of story layout, the story must clarify the influence of various factors such as the relationship between the characters and the personality, otherwise it will lead to a serious decline in the quality of the story.

2.3 Implied

In ancient times, the Chinese believed that everything has anims, and the characters in various creation myths and legends have often surpassed the boundary between reality and illusion. But starting from the essence, all the story images that can be passed down to this day will be more or less allegorical, and this part of the moral will be recognized by people as the story spreads. Whether it is a domestic or foreign story, its core implication is the transmission of values, expressing the author's views and cognition of society and human nature. Only when the value orientation of the story is consistent with people's values can the story be made. Get more people's attention [1].

3. ANALYSIS OF THE CHARACTERISTICS OF CHINESE STORIES

In the thousands of years of Chinese civilization, there has never been a fault line, and the collision of eastern and

western cultures in modern times has also preserved the wisdom of our ancestors. Therefore, from the cultural perspective, Chinese stories under the influence of Chinese culture often have Oriental cultural characteristics.

Chinese stories have multiple narratives, and Chinese characters are different from other pinyin characters. Different combinations of Chinese characters can not only reflect the meaning, but also carry profound connotations. In writing, a casual sentence may have many implied meanings, and damning with faint praise is a manifestation of the diversity of meanings. Compared with English with more targeted sentences, Chinese characters are divergent to a certain extent, so it is easy to affect the western audience's cognition of the story content, and the difficulty of interpretation will affect the international spread of Chinese stories.

Chinese values in Chinese stories, the difference between Chinese and Western stories is a manifestation of the difference in cultural values. Chinese stories emphasize integrity in expression, that is, the connection between human beings and the world and the universe. Everything in the story should be reasonable and harmonious, and the world in the story creates the protagonist. However, western stories are more cohesive. The author focuses on the protagonist and pushes forward the world outlook with the protagonist's personality and behavior. The protagonist in the story decides the world. From a broad perspective, we will find that Chinese stories are a process of seeking common ground while reserving differences. They reflect the Chinese values of human life and embody animism and the universal family in a mellow way. However, western stories are the embodiment of individual heroism. Resistance, hierarchy and hero are the invariable themes of western stories.

4.ANALYSIS OF THE INTERNATIONAL SPREAD OF CHINESE STORIES FROM THE PERSPECTIVE OF SHORT VIDEOS

In order to realize the international dissemination of Chinese stories, short video dissemination is an important link that cannot be ignored. However, even for short video dissemination, the dissemination process must still be dominated by stories, only to allow the international field to truly recognize the values and meanings represented by Chinese stories. , So that Chinese stories can be recognized by more foreign readers.

4.1 Face up to cultural differences

The reason why Chinese stories can be recognized in China is because the concepts in Chinese stories are consistent with Chinese people's thinking. It should be noted that the Chinese are the natural audience for Chinese stories. If you want to open up the international market for Chinese stories, you must pay attention to the cultural differences between China and the West. Only by studying the international market and the reading habits of different countries can you be able to do so. Obtaining recognition from other countries in cross-cultural communication. As the output carrier of Chinese stories, short videos need to cater to the international cognitive structure, otherwise it will affect the spread of stories. To give an extreme

example, Islam prohibits alcohol consumption. The local culture believes that alcohol will affect physical health and social stability. If Chinese stories related to alcohol culture are exported in Islam, they will inevitably be resisted by the locals, and even affect the two countries' lives in severe cases. Cultural exchange. Therefore, when choosing a Chinese story, try to be as close as possible to the native culture of the target country in order to narrow the cultural differences in the story. For example, when the story of Liang Zhu is promoted in the United Kingdom, it can be packaged as Romeo and Juliet of China, and the distance between the story and the culture can be shortened to promote the wide spread of the story^[2].

4.2 Actively adapt to media changes

As an important carrier for spreading stories, short videos should actively adapt to the changes brought about by short videos in international communication. Compared with the traditional way of listening and reading stories, short videos bring more excitement to the senses, and changes in the media of the story carrier will affect the narrative method of the story. Story dissemination in short videos emphasizes memory points and narrative. Memory points can deepen people's cognition of the story, and narrative can give people the motivation to continue watching the follow-up story. The structure and various elements of the story in the short video need to provide help for the memory points and narrative. Only if the story truly captures the audience's senses and psychology, can the story be recognized by more people.

4.3 Emphasize the Chinese elements in the story

The Chinese elements emphasized in the international dissemination of Chinese stories must conform to the values of the target country, so not all Chinese elements need to be reflected in the story. Chinese philosophy is broad and profound, and tolerant is an external manifestation of Chinese culture. Therefore, this cultural inclusiveness can be reflected in the dissemination of stories, and appropriate Chinese elements can be used to integrate with the story, so as to reduce international misunderstandings about the story. For Chinese stories, the fusion of various Chinese elements will affect the overall perception of the story. When the number of Chinese elements is greater than the recognition of foreign audiences, it will seriously affect the understanding of foreign friends of the story, so it can be emphasized The Chinese element is regarded as a subtraction of the Chinese elements in the story, that is, to make the story easier to understand. Short videos provide channels for the international dissemination of Chinese stories, and the optimization of story content is the key to making stories abroad. If Chinese stories are spread from the perspective of Chinese people in my country, it will inevitably be affected by cultural differences. Lower the spread of the story. Therefore, when disseminating Chinese stories internationally, one must always bear in mind that the story cannot be accomplished overnight. Only by slowly establishing international communication channels and subtly exporting Chinese values can other countries truly realize the Chinese characteristics and connotations in the story, and then Let Chinese stories gain more cultural

recognition in the international arena.

4.4 Case analysis

The short video of Li Ziqi is the most popular Chinese short video image overseas in 2021. The short video of Li Ziqi is not a traditional story, but a simple narrative content with cultural characteristics. This simple narrative content can fully reflect Chinese values in the short video. In traditional Chinese story dissemination, the national mainstream media is the core of the story. Therefore, the content of the story is often too serious and highly targeted. Due to the national standpoint, Western society often has a natural antagonism and distrust of the mainstream media. Therefore, the dissemination of stories in the international market has to face many restrictions^[3]. The short video of Li Ziqi belongs to the folk narrative subject. Because the content produced has the characteristics of life, this short video mode is relatively less restricted in international communication and is more easily accepted by international users.

In order to use short videos to promote the dissemination of Chinese stories, it is necessary to integrate the advantages of official and private media. The official rigor and the folk's life-oriented presentation method can significantly improve the dissemination effect. Starting from the cultural level, you can start from the surface culture and combine with the spread of the surface culture to continuously infiltrate the ideological content. Li Ziqi's short video will choose representative surface cultural symbols to reflect the creative content. Most of the video surface content is food, but various elements such as clothing and houses on the body can reflect Chinese elements. This part of China Elements can not only be recognized by foreigners, but also arouse foreigners' curiosity about various Chinese things in food. The core content of Li Ziqi's short video is the harmonious coexistence between man and nature, which embodies the natural lifestyle of Chinese people under the agricultural civilization. Relying on mountains to eat mountains and water to draw water is a way of life that has continued throughout China through the ages. In addition, in order to tell the Chinese story well, we should also pay attention to the common values between people in the formula, that is, show people's normal life experience in the video, so as to

get the empathy of other people. Good stories can resonate emotionally and increase the sense of identity in communication. This sense of identity is difficult to be recognized by audiences in other countries from the perspective of heroes and great men, because different countries have different heroes, so in cultural exchanges It is necessary to appropriately strengthen the dissemination of stories from the bottom of the society in order to seek the emotional resonance of the bottom majority of other countries^[4].

5.CONCLUSION

All in all, the international dissemination of Chinese stories is very difficult. Short videos provide a carrier for the international dissemination of Chinese stories. Only by continuously polishing the stories and integrating the Chinese and international elements in the stories can more people notice that the Chinese stories are carried 'S short video. I believe that as more people realize the importance of cultural export, the international spread of Chinese stories will definitely become better.

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Interactive Design of Panoramic Virtual Scene of Tangzha Ancient Town Based on Vr Technology

Guanxi Chen

School Of Media and Design, Nantong Institute of Technology, Nantong 226002, Jiangsu, China

Abstract: This paper makes basic research on the panoramic virtual scene interaction system design of VR technology, summarizes the immersion theory as the support, combines the narrative space design theory, and follows the application of media technology in space to strengthen people's sense of participation. In addition, according to the impact and opportunities of the current digital economy on the development trend of venues, the paper aims to help achieve a comprehensive immersion experience of situational integration, and create a deep and popular immersive venue design.

keywords: Panoramic Interaction; Immersive; Narrative Space

1. INTRODUCTION

As a new developing media technology, panoramic interaction has made remarkable achievements in various fields, such as VR games, virtual geography, VR museum and so on. Panoramic interactive technology has strong advantages, but there are also exploration points that can be improved. For example, the restoration of the scene is too linear, and users can only follow a fixed route to view the scene. This linear visual viewing can no longer meet the public's viewing needs, which leads to the correlation between the scenes, and the lack of experience emotion caused by the user's participation and experience orientation.

Therefore, this paper proposes a space construction from the perspective of immersive virtual scene based on panoramic interactive system, which integrates vision and space construction on the basis of the combination of VR panoramic interactive technology and historical and cultural buildings. [1] Taking the digital display of Tangzha Ancient Town as an example, the construction measure can realize the panoramic roaming access of the ancient town, achieve the collaborative interaction between interactive scenes, increase the diversification and depth of user experience, build situational experience and regional spatial plot, improve the immersion and effectiveness of site practice, and make the panoramic interactive system increase the demand of "heart" in the experience of regional space.

2. PANORAMIC VIRTUAL SCENE

The construction of panoramic virtual scene is inseparable from panoramic shooting technology. The photography equipment rotates 360° at a uniform angle to shoot and synthesize a photo with a complete scene range of 360° angle of view, and the panoramic virtual image is used to build an immersive scene. This method saves a lot of

modeling time, makes the production more convenient and more suitable for the public to use on the mobile terminal. Since most panoramic images are static images, it is necessary to obtain a panorama by montage images. [2] Usually, the calculated transformation matrix is used to transform one image, then the transformed image is overlapped with another image, and the new pixel value in the overlapping area is recalculated. The formula used in this study is to assume that alpha represents the distance from the abscissa of the pixel point to the abscissa of the boundary of the left and right overlapping area. Then the new pixel value is $\text{new pixel} = \text{the pixel value on the left} \times (1 - \alpha) + \text{the pixel value on the right} \times \alpha$. [3] On this basis, in order to achieve the visual seamless connection of 360° to build the scene, you can use the spherical panoramic model to map the obtained multi view scene image to the spherical surface through a certain relationship. All these enable the viewer to have a better visual experience and pave the way for the overall spatial construction.

Good scene presentation puts forward higher requirements for the shooting quality of photos. Panoramic photo shooting is also the main production core of interactive panoramic photos. Tangzha is located in the center of Gangzha District, Nantong City, with a total area of 25.96 square kilometers. It was once one of the birthplaces of China's modern national industry. It has been three years since Tangzha started the protection and repair project of historical buildings in the ancient town, with a total investment of 300 million yuan, and the total construction area of repair and reconstruction reached 30,000 square meters. As a historical industrial town, Tangzha currently retains many modern industrial relics and many related historical buildings, such as the former site of Guangsheng Oil Plant. [4] The observation team has set up 12 observation points in the ancient town, and a series of panoramic shots will be taken at each observation point. In the shooting, aerial photography shall be conducted first to investigate and shoot the style of the ancient town on the spot, shoot from different pitch angles, and collect high-altitude materials. It is necessary to understand the local architectural style and general orientation layout, as well as the selection of key materials. When shooting on the ground, the choice of route is very important. Good route planning and angle selection play a great supporting role in scene interaction and spatial narrative construction in the later stage. In this design, insta360pro2 panoramic camera is used for shooting and obtaining materials, and its powerful resolution can

provide high-quality materials for post production. When shooting on the ground, you also need to pay attention to the spacing and orientation of shooting points, and in the later stage, you can interact in multiple scenes by adding hot spots.

3. IMMERSION SCENE INTERACTION

"Immersion" was first mentioned in the book *Universal Principles of Design*. When the viewer is fully focused on something (situation), he gets a sense of pleasure and satisfaction, so that he loses his sense of the real world. Immersion is also known as "flow", which was founded by psychologist Mihaly Csikszentmihalyi in 1975. He proposed for the first time that immersion expression is widely used and has expanded many fields such as contemporary art, film and drama, learning and education, urban planning, exhibition and display. [5]

Immersion design needs to guide users to participate actively, arouse emotional resonance, and let users intervene in the scene itself. In this design, the designer first selects a location in the scene and the desired sound file, and then debug the level, loop, externalization and other parameters to appropriate values, with the focus on the debugging of mode, horizontal and vertical size. In the sound field effect, the volume will change with the change of the scene. The transmission of this immersion atmosphere requires the designer to comprehensively transmit the desired theme and atmosphere to the user through the mastery and guidance of the user's senses such as vision, hearing and touch. The virtual field created by the designer in this design transforms the elements such as characters, sound effects, patterns and colors into vision, hearing and touch, which are indispensable factors for an immersion scene. In the panoramic virtual interactive system, because people accept and obtain scene information in a state of experience, people can freely express their attitude towards space materials, realize scene conversion through VR device control, and freely combine the information you need. Users decide what to see and how to see. In the interactive process, both the technical support and the extension of visual feeling enhance the value of the product, arouse the psychological identity of users, and increase the demand for "heart".

4. NARRATIVE SPACE DESIGN

Narrative refers to the use of story scenes and spatial environment to integrate the public into the immersive story situation, build a continuous narrative space, and combine the spatial situation with the public emotion, so as to receive information and trigger sensory experience. In this virtual design of Tangzha Ancient Town, when designing the narrative theme space, we must first accurately locate the public's aesthetic and cognitive needs, so as to finish step-by-step interaction process, and obtain adaptive cognitive experience in the process of viewing and experience according to different ages and levels. Narrative is based on the story situation, role characteristics, aesthetic principles and psychological characteristics. Grasping the narrative level and taking the public as one of the roles can not only enrich the narrative experience effect, but also reflect the spatial cultural

connotation and artistic beauty. Many immersive museum space scenes and drama exhibitions add the plot to the performance to determine the story scene. During the performance, the audience follows the performance of the actors, and the open drama space realizes the "zero distance" experience.

Narrative design will explore new interactive relationships in the process of shaping the plot. While the public changes from a simple viewer to a participant, it will further change into a space creator. Through multi-dimensional and multi-angle communication and interaction, it will establish a common dialogue relationship, let the audience better immerse in the display space situation and lead the viewer to conduct real-time interaction.

5. CONCLUSION

The combination of digital technology and traditional ancient towns has brought a new sensory experience mode. At the same time, it has brought greater development space for immersion experience, which is not limited to the improvement of aesthetics, but also to improve the sense of participation and experience in the exhibition space. This paper makes a basic research on the panoramic virtual scene interaction system design of VR technology, summarizes the immersion theory as the support, combines the narrative space design theory, and follows the application of media technology in space to strengthen people's sense of participation according to the impact and opportunities of the current digital economy on the development trend of venues. Integrating local traditional ancient towns with digital virtual technology can effectively promote the digital economy and lead the development of new business forms of tourism industry. This paper takes it as the core research point, which needs to be further deepened and explored to contribute to the interactive design of panoramic virtual scene.

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Ways to Recognize English Credits of Higher Vocational Extension Admission under the Background of Credit Bank

Qing Li

College of Humanities, Sichuan Vocational College of Information Technology, Guangyuan 628040, Sichuan, China

Abstract: Credit bank is an important measure to promote China's vocational education. The extension admission of higher vocational colleges is a great change in China's vocational education enrollment policy. There are great differences in growth background, employment experience, learning basis, age stage, cognitive characteristics and development vision. How to realize "high-quality enrollment expansion" is a new problem faced by higher vocational colleges. Based on the relevant regulations of enrollment expansion and credit bank in China, this paper analyzes the significance of implementing credit bank in English discipline to the enrollment expansion of higher vocational colleges, and puts forward the ways of credit recognition in English discipline in higher vocational college.

Key words: Extension Admission; Credit Bank; Recognition

1. INTRODUCTION

In 2010, the Outline of the National Medium and Long Term Education Reform and Development Plan (2010-2020) proposed to meet the diverse learning and development needs of individuals, establish a credit accumulation and transformation system, and realize the mutual recognition and connection of different types of learning achievements. In September 2016, the Ministry of Education (2016) issued the Opinions on Promoting the Recognition and Transformation of Higher Education Credits, and it said "Independently formulating the types and quantity of courses and the highest proportion of course credits recognized by foreign schools", "to establish and improve the credit recognition mechanism", etc. In 2019, the State Council officially issued the National Vocational Education Reform Implementation Plan, Article 8 of which said "to realize the recognition, accumulation and transformation of learning achievements". In April 2019, the Ministry of Education and other four departments issued the Notice on Implementing the Pilot Scheme of "Academic Certification + Several Vocational Skill Level Certificates System" in Colleges and Universities. In combination with the document, the Ministry of Education will explore the construction of a national "credit bank" for vocational education, and certify, accumulate and convert the learning achievements embodied in academic certificates and vocational skill level certificates, and explore the construction of national qualification framework.

On March 5, 2019, Premier Li announced for the first time in the government work report that higher vocational

colleges would expand enrollment by 1 million. During the two sessions in 2020, Premier Li once again announced in the government work report that "the enrollment of higher vocational education will be expanded by 2 million in enrollment this year and next. The enrollment expansion targets ordinary high school graduates, secondary vocational graduates and social candidates." Among them, social candidates include migrant workers, veterans, new professional farmers and laid-off workers. These students are collectively referred to as the expanded source of students, which is a new problem faced by vocational education. These students have great differences in growth background, employment experience, learning foundation, age stage, cognitive characteristics and development vision. In May 2019, the Ministry of Education and other six departments issued the Implementation Plan For the Special Work of Higher Vocational Extension Admission, which proposed that the enrollment expansion source should be taught according to their aptitude and on-demand in accordance with the principle of "no lowering standards, diversified modes and flexible school system", explore credit recognition, accumulation and conversion, and formulate recognition, conversion rules and implementation methods.

In December 2019, the Guidance of the General Office of the Ministry of Education on Teaching Management of Higher Vocational Education after Extension Admission requires that teachers are encouraged to implement flexible and diversified teaching modes and flexible learning for up to 6 years. Higher vocational colleges are encouraged to carry out the pilot of 1 + X certificate system, exchange credits according to regulations and exempt from corresponding courses or modules. According to the document, higher vocational colleges should actively participate in the pilot of national credit bank for vocational education, so as to facilitate the identification, accumulation and conversion of learning achievements of all kinds of students. For the expanded enrollment of students, English is the weakest subject, and there are great differences in English level, and the motivation of learning English is different. The concept of credit bank provides a solution for the expansion of English learning and teaching.

2. DEFINITION AND SIGNIFICANCE OF THE IMPLEMENTATION OF SCHOOL CREDIT BANK

2.1 DEFINITION OF CREDIT BANK

School credit bank is a management mode that simulates or draws lessons from the functions and characteristics of the bank so that students can freely choose learning

content, learning time and learning place. The learning achievements recognized by the credit bank include academic education, vocational training and other non-academic education projects.

2.2 SIGNIFICANCE OF IMPLEMENTING CREDIT BANK IN ENGLISH SUBJECTS

2.2.1 THE IMPLEMENTATION OF CREDIT BANK CAN BE MORE "FLEXIBLE" TO FACE THE REALITY OF STUDENTS

It is understood that the original intention of the Vocational Education Department of the Ministry of Education to implement the "credit bank" is to provide convenience to farmers. Farmers with different educational levels and economic abilities, but eager to study, are difficult to complete all their studies in a fixed time. Enterprise workers, farmers and migrant workers have a strong desire to learn vocational skills. However, under the traditional school system, they lose the opportunity to learn because of the "rigidity" of the school system. Credit bank is a flexible system. The implementation of this system in English subjects allows students to selectively study and store credits anytime and anywhere according to their actual needs and actual level. [1]

2.2.2 THE IMPLEMENTATION OF CREDIT BANK IS CONDUCIVE TO MOBILIZING STUDENTS' ENTHUSIASM IN LEARNING ENGLISH

"Credit bank" can take into account the differences of students' individual quality, the pressure of students' family economy and the contradiction between learning and employment, and can provide excellent students with opportunities for advanced development -- graduation in advance; it can provide opportunities for students with financial difficulties to develop again -- completing their studies in stages; it can provide equal development opportunities for backward students -- extending school hours to complete their studies successfully; it can also provide students who get employed in advance with priority development opportunities -- to juggle employment and learning. It truly reflects teaching students in accordance with their aptitude and promotes the full development and healthy growth of all students. At the same time, students can flexibly choose the English learning content they are interested in to complete the credits, which not only meets the students' hobbies, but also stimulates their learning enthusiasm.

2.2.3 THE IMPLEMENTATION OF CREDIT BANK IS CONDUCIVE TO THE SCHOOL INTEGRATING INTO THE MARKET

"Credit bank" enables schools to train talents at different levels according to the quality standards provided by enterprises, can provide talents of different levels at any time according to the needs of the enterprise, and provide a relaxed environment and opportunities for learning, employment and training according to the needs of students. In this way, vocational education can not only meet the needs of society, enterprises and the market, but also meet the needs of students, so as to establish a loose, harmonious and two-way linkage development pattern between schools and enterprises.

2.2.4 THE IMPLEMENTATION OF CREDIT BANK IS CONDUCIVE TO THE COMMUNICATION AND CONNECTION BETWEEN VOCATIONAL EDUCATION AND ALL KINDS OF EDUCATION

"Credit bank" breaks the original barriers between vocational education and all kinds of education, making the communication and connection between them possible. First of all, the "credit bank" has strengthened the communication between vocational education and general education. Students of vocational schools and general schools can transfer to each other. After presenting valid certificates or passing the tests, they are allowed to be exempted from the corresponding courses and recognize the credits they have completed. Secondly, the "credit bank" has strengthened the communication between pre service education and post service education. The credits obtained by students after employment can be accumulated with the credits obtained before employment. If they meet the specified requirements, they can obtain graduation qualification, which relieves the worries of students for employment and entrepreneurship in advance. Thirdly, the "credit bank" strengthens the communication between school education and social training and assessment. Students who participate in social training and assessment during school can convert the skill level certificate, vocational qualification certificate and self-taught course qualification certificate into corresponding credits, accumulate credits with school education and obtain graduation qualification. In addition, the "credit bank" also weakens the boundaries between different types of vocational schools and establishes a platform for inter school resource sharing and professional co construction. Students can choose courses across schools and teachers can take both courses across schools, so that students can obtain more high-quality educational services.

3. WAYS TO IDENTIFY THE CREDITS OF ENGLISH SUBJECTS FOR THE EXPANSION OF STUDENTS IN VOCATIONAL COLLEGES

According to the actual situation of higher vocational students and the specific characteristics of English subjects, and the concept of credit bank and the relevant national regulations on credit bank, the recognition of English credit of expanded students can be realized through the following ways:

3.1 NETWORK IDENTIFICATION

The rapid development of science and technology has changed people's learning time, space and means. Learners use mobile phones, iPads and computer classes to learn in real time. At the same time, science and technology has promoted the informatization of education and the networking of resources. Online courses, mobile apps, online learning resources and online media are unprecedentedly rich. Among them, English courses, mobile apps and websites are comparable to any course and language. For the expanded students, they can choose to study according to their needs. After learning, they can complete the identification by providing effective materials to the school. The learning contents include an English course, word daily attendance, English online

reading, English news listening, CET-4 and CET-6 counseling, upgraded English counseling, English grammar videos, English poetry, movies and songs, which can be recognized as learning achievements. However, the specific recognition criteria shall be formulated and recognized by the student's school.

3.2 IDENTIFICATION OF ADMINISTRATIVE ORGANS

The administrative institutions here include the competent education department, examination certification department, training institution or school. Specifically, for the English examination, training, learning, practice or activities held by the education bureau, examination institute, personnel bureau, tourism bureau and other administrative institutions or schools, the organizing institution will issue corresponding certificates and the school where the students belong will recognize them, if the learners participate and achieve certain results. In addition, after participating in training and learning, students have obtained CET-3, CET-4 or CET-6 certificates, self-study examination certificates, etc., which can be recognized as certain credits.

3.3 IDENTIFICATION OF INDUSTRY OR ENTERPRISE

The participation of industries and enterprises in the education and teaching of vocational colleges is an important content of the integration of industry and education. In the expanded enrollment, a considerable number of students come from enterprises or industries. They are either engaged in English related work in enterprises or industries or participate in English activities organized by industrial enterprises. The industrial enterprises issue effective supporting materials, and the school can recognize the credits.

3.4 SOCIAL IDENTIFICATION

Society is the environment for human progress. If human behavior can be recognized by social people, it is meaningful. It is precisely because many people's meaningful behavior has promoted the continuous progress and development of human society. The expanded enrollment of students has certain social experience. They have achieved certain results and obtained social recognition by participating in some English related social activities, such as social services, public welfare activities, lectures, reception, planning, translation, etc. The school can recognize the credits. There are various forms of social recognition here, including news reports, live videos, live recordings, live series of pictures, joint signatures of beneficiaries, etc. [2]

3.5 IDENTIFICATION OF INDUSTRY UNIVERSITY RESEARCH SUBJECT

Industry university research refers to the cooperation among enterprises, universities and scientific research institutes. It usually refers to the cooperation between enterprises as the technology demander and scientific research institutes or universities as the technology supplier. Its essence is the effective combination of various production factors needed to promote

technological innovation. In the three main bodies of industry university research cooperation, the three main bodies of industry university research cooperation can recognize the credits of students if they expand the enrollment of students, develop English related products required by enterprises or write English papers through their own research. English products here include English learning app, English online evaluation software or system, English learning or teaching patents, etc. English papers refer to papers written in English, which can be related to learners' learning and work, as well as learners' major or social hot spots.

3.6 IDENTIFICATION OF SCHOOL TEACHERS

According to the professional characteristics of students, English teachers in higher vocational colleges can strengthen the construction of English courses, make online learning resources related to students' majors, and students can complete online learning, and teachers can recognize credits. In addition, teachers can also provide students with certain offline learning resources and channels; students participate in learning, teacher evaluation, and credit recognition. For example, teachers can let students buy relevant materials or teaching materials for self-study according to their majors. Teachers and students agree on Q & A or counseling time. After students finish learning, they apply for an examination. After passing the examination, teachers will recognize the credits. For those students who have spare capacity, the school can also pass separate classes or follow-up classes and exams, if they can come to school to study after work. However, it should be noted that the English level of the students in the class should be the same, the requirements should be the same, the assessment should be the same, and there should be no specialization or drainage.

4. CONCLUSION

Expanding the enrollment of students is another special group in higher vocational colleges, and English is the most difficult subject faced by this special group. Doing a good job in English teaching for these students is related to the effective development of "high-quality enrollment expansion". Higher vocational English teachers must actively think and innovate, activate the concept of credit bank and diversify the ways of credit recognition.

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Rural English Enlightenment Education Program in Hunan Based on Independent Colleges

Yaqin Liao, Lie Jia, Ting Luo, Binghao Chen

Nanyue College, Hengyang Normal University, Hengyang, Hunan 421000, China

Abstract: A century-long plan, education-oriented. After investigating the current situation of rural English enlightenment education in Hunan, we learned that the current gap between urban and rural areas is remarkable. In view of this phenomenon, we decided to research for the English enlightenment teaching plans, volunteer recruitment plans, public account operation plans, to help students in rural areas improve their interest in English learning, cultivate their English thinking, improve learning ability, and gradually narrow the gap.

Keywords: Rural English; Enlightenment education; Cultivate Interest; Enhance Ability

1. INTRODUCTION

Through social practice and data surveys, we learned that under today's education system, the primary schools do not offer English courses to 1-3 grades students, but due to the uneven distribution of economic development and the spatial distribution of educational resources, students in developed areas will receive English enlightenment education in advance, while students in rural areas are restricted by conditions. It eventually leads to the later stage of English learning, students in rural areas generally lag behind urban areas. That is the reason of the certain gap.

Therefore, we decided to start English education for students in grade 1-3 in rural areas. Through this project, we hope to provide a more equal education for students in rural areas; at the same time, we hope that this project will stimulate their interest in learning English, develop their language skills and learning habits, and ultimately improve their comprehensive literacy.

2. THE COLLATION AND ANALYSIS OF RURAL ENGLISH ENLIGHTENMENT EDUCATION DATA

The survey was posted on Wechat on August 17, 2021, and a total of 90 valid surveys were received. The questionnaire set up 11 questions, mainly including parents' understanding of English enlightenment education and their understanding of English enlightenment education in urban and rural areas. We then used the results of these 90 questionnaires to analyze and develop a rural English education plan.

3. TYPICAL QUESTIONS OF REFLECTED IN THE QUESTIONNAIRE

From the online survey, we found that most parents are willing to carry out English enlightenment education for their children, but some parents are reluctant, the main problems are as follows:

3. 1. There is a gap between urban and rural parents in

their children's early English education. In the survey, we found that about 60% of rural parents do not know much about English enlightenment education, but the "early education fever" has long emerged in the city.

3. 2. There is a gap between urban and rural areas in terms of teachers, teaching equipments, and learning atmosphere.

4. THE CAUSE OF THE PROBLEMS

4. 1. The development of urban and rural economies is unbalanced, urban education investment is greater, and schools have better teaching equipments and resources.

4. 2. Most urban parents are more educated.

4. 3. Urban teachers have higher salaries and more training and exchange opportunities.

5. PROPOSE SPECIFIC COUNTERMEASURES FOR THE PROBLEM

5. 1. Raise parents' awareness of the importance of English education and let parents learn more about the program.

5. 2. Actively maintain communication with parents to understand the children's learning situation at home, and adjust the relevant teaching activities according to the feedback.

5. 3. Pay attention to the training of teaching activities, teaching methods, etc., to ensure that teachers have adequate professional knowledge and strong teaching ability.

5. 4. Appeal for donations in the community and on the Internet to raise funds to purchase suitable teaching equipments.

5. 5. According to the features of children's psychological development, make full use of teaching tools and implement various activities to mobilize children's senses, stimulate their interests, and create a good learning atmosphere.

6. RURAL ENGLISH ENLIGHTENMENT EDUCATION PROGRAM

Through social practice and investigation, we have gained some teaching experience: in the background of "double reduction policy", many schools have an "after-school three-and-a-half service". They mainly have after-school tutoring by teacher, subject challenges every day and there is homework developed by teachers on weekends, such as Chinese class, mathematics "gymnastics", English "show" reading, etc. In addition to after-school tutoring, some schools have also prepared mobile book boxes to guide students to develop good reading habits.

In Changsha, Hunan Province, most of the schools that carry out after-school services adopt the combination of service content, school characteristics and school

curriculum in terms of curriculum setting. In the training institutions we investigated, such as New Oriental, Onlly Champion, etc., on the basis of legal compliance, midweek courses are set up, knowledge review, after-school homework tutoring and answering questions, and holiday self-study rooms are set up in winter, summer and holidays and weekends, advocating the cultivation of learners' ability to learn actively.

7. DEVELOP AN ENGLISH INITIATION TEACHING PLAN

The teaching plan mainly includes the following aspects: teaching contents, teaching plans and summer camp activities.

Teaching contents:

7. 1. Learn English songs and simple dance
7. 2. Enjoy foreign cartoons and role-play
7. 3. Fun game in English
7. 4. Craft activities related to the knowledge of English
7. 5. Read the Simple Picture Books
7. 6. Carry out sports activities and learn English expressions related to sports
7. 7. Knowledge of the English alphabet and Phonics

Lesson plan:

Twice a week, six sessions of 90 minutes each are conducted, combining online and off-line courses as appropriate.

Summer Camp Activities:

Affected by economic conditions, most of the parents in rural areas work outside the home, and the children generally live with their grandparents, lacking the companion and love of their parents. In response to this phenomenon, we will carry out summer camp activities, connect with schools, set up permanent institutions in rural schools in Hunan, carry out interest activities, carry out enlightenment education and pay attention to students' mental health.

8. VOLUNTEER RECRUITMENT PROGRAM

First of all, we recruited volunteers in the school and mobilized the participation of students around us through questionnaires and social software.

Then create a website, use online media for publicity. Carry out website design, classify the modules, and sort and present them from the aspects of creating ideas, the organizational form of the project, the conditions for recruitment, and the main content of the training, so as to attract more volunteers to participate in the project.

Finally, in terms of volunteer training, we will review volunteers and examine the professional foundation, organizational leadership, teaching ability and teacher morality to ensure the quality of teaching.

The training content includes training on teaching materials and course contents, training on the design of teaching processes and activities, and training on modern educational technologies:

8. 1. Teaching Materials and Course Content

The program is aimed at the English education of students in grades 1-3, which is more challenging and unique. Volunteers will be trained comprehensively in the characteristics, difficulties, stratification, Phonics and speaking of the teaching materials.

8. 2. Teaching process and teaching activity design

The teaching process and activity design play a crucial role in students' ability to develop a strong interest in Learning English. Therefore, we will train teachers in the rhythm of teaching levels so that teachers can adapt the teaching process to the development needs of students. In addition, since English teaching is mainly carried out through teaching activities, we will organize teachers to learn the teaching mode so that they can design activities reasonably, focusing on cultivating students' interests, practicing English thinking and language skills.

8. 3. Modern educational technology

Modern educational technology can greatly improve the efficiency of teaching, so we will train volunteers in some basic means such as office and the use of network resource to promote the smooth progress of the teaching process.

9. OFFICIAL ACCOUNT OPERATION PLAN

In terms of official accounts, there are two main aspects of the task. One is to regularly push teachers' daily teaching clips, teaching achievements, and the other is to further publicize the project in the public account. Let more people know about our program and learn about enlightenment education in rural areas.

10. SUMMARIZING AND REFLECTING

Through questionnaire surveys and research, we learned that parents in most rural areas support their children's English education. In the context of the "double reduction policy", we should focus on cultivating students' abilities in all aspects, evaluate students more comprehensive, and carry out quality education. In this plan, we draw on the experience of major training institutions and primary schools, select and formulate the teaching contents and teaching plans for English enlightenment in rural areas of grades 1-3, focusing on various English-related interest activities, stimulating students' enthusiasm for English learning and cultivating students' language abilities. At the same time, we are also aware of the lack of companion of students in rural areas, so we will carry out summer camps to focus on the growth and mental health of students in rural areas.

In addition, we also faced some problems when formulating the plan, how to communicate with schools and parents, how not to increase the academic burden of students in the context of the "double reduction policy", and how to cultivate teachers. Finally, we find that the education gap between urban and rural areas is still very obvious, and schools, society, and families should work together. We believe that in the near future, students in both urban and rural areas will be able to learn English happily, go to the world, and have an infinitely better future!

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